

FOR IMMEDIATE RELEASE

# Wine, on purpose.

A connected ecosystem of wine education products, programs, and experiences founded by Seth Cysewski — WSET Level 3 with Distinction, twenty-plus years in the industry.

FOUNDED IN SEATTLE · 2024



## THE ECOSYSTEM

### WINE WITH SETH

The umbrella brand. Corporate and private tasting events, small-group wine tours, and the digital platform.

### THE WWS APP

An AI-powered progressive web app — wine lookup, tasting journal, blind tasting practice, and a 5,200+ article encyclopedia. Free to start.

### WINESCHOOL

A structured self-paced education program built around the Mistral WineCards deck. \$89 Foundation Bundle includes deck, program, and 60 days of App Pro.

### MISTRAL WINECARDS

A tactile, design-forward physical learning system. Flagship: Deck ONE: Global — 55 cards covering grapes, regions, terroir, and winemaking.

### WINECHATS

A video and podcast series featuring real conversations with winemakers and wine professionals. Episode 1: Louis Skinner, Force Majeure Vineyards.

### TEAM MATERIAL

Sister agency. Strategic growth and execution partner for wine, spirits, and hospitality brands.

## ABOUT THE FOUNDER

Seth Cysewski is a WSET Level 3 (Distinction) wine educator, strategist, and product builder with over twenty years in the wine industry. He has worked across every function of the business — production, distribution, hospitality, brand marketing, and education — and has partnered with Marchesi Antinori, Chateau Ste. Michelle, Stag's Leap Wine Cellars, Champagne Nicolas Feuillatte, and Villa Maria New Zealand.

He has produced corporate tasting experiences for teams at Google, Microsoft, and Salesforce. Prior to his current work, Seth co-invented **vSpin**, a patented aerator/decanter featured on NBC's Today Show and CBS The Talk, and awarded the **2018 German Design Award**. He is based in Seattle.

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Wine is fighting for attention against every other beverage on the shelf. The answer isn't louder marketing. It's better tools.

**SETH CYSEWSKI, FOUNDER**

WSET LEVEL 3  
DISTINCTION

20+ YEARS  
IN WINE

GERMAN DESIGN  
AWARD, 2018

NBC TODAY SHOW  
CBS THE TALK

BASED IN  
SEATTLE, WA

SELECTED CLIENTS & PARTNERS

WINE INDUSTRY

MARCHESI ANTINORI	CHATEAU STE. MICHELLE	STAG'S LEAP WINE CELLARS	CHAMPAGNE NICOLAS FEUILLATTE	VILLA MARIA NEW ZEALAND
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CORPORATE TASTING EXPERIENCES

GOOGLE	MICROSOFT	SALESFORCE	TESLA	CIRQUE DU SOLEIL
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Wine house partnerships reflect Wine with Seth and Team Material engagements. Corporate clients include teams served through Wine with Seth corporate tastings and prior work at Coolperx (2015–2023).

FEATURED IN

425 Magazine	Confirmed feature · May 2026 issue	MAY 2026
The Tasting Panel	Confirmed feature · May 2026 issue	MAY 2026
Wine Business Daily News	News feature	MAR 2026
Wine Industry Advisor	“Why Wine Education Needs to Leave the Screen”	JAN 2026
Wonderful World of Wine	Episode 310 · “Uncorking a New Way to Learn”	PODCAST

QUICK FACTS

FOUNDER	Seth Cysewski	PARENT	Cysewski Ventures LLC
HQ	Seattle, Washington	SISTER AGENCY	Team Material
BRANDS	Wine with Seth · Mistral WineCards · WineSchool · WineChats	APP PRICING	Free · Pro \$4.99/mo · Collector \$9.99/mo
FLAGSHIP PRODUCT	Mistral WineCards Deck ONE: Global · \$35	WINEWIKI	5,200+ fact-checked articles, free to read
FLAGSHIP PROGRAM	WineSchool Foundation Bundle · \$89	WEB	winewithseth.com · mistralcards.com

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PRESS CONTACT

For interviews, quotes, images, bundle samples for review, or collaborations. Typical response within 24 hours.

FULL RESOURCES  
WINEWITHSETH.COM/PRESS

A BRAND OF  
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