

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.



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<br>ANTINORI | CHATEAU<br>STE. MICHELLE | STAG'S LEAP<br>WINE CELLARS | CHAMPAGNE<br>NICOLAS<br>FEUILLATTE | VILLA MARIA<br>NEW ZEALAND |
|----------------------|--------------------------|-----------------------------|------------------------------------|----------------------------|

CORPORATE TASTING EXPERIENCES

|        |           |            |       |                  |
|--------|-----------|------------|-------|------------------|
| GOOGLE | MICROSOFT | SALESFORCE | TESLA | CIRQUE DU SOLEIL |
|--------|-----------|------------|-------|------------------|

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

|                                 |   |          |
|---------------------------------|---|----------|
| <b>The Tasting Panel</b>        | <i>"A Stacked Deck From Mistral WineCards"</i> · May/June 2026, p. 12 | MAY 2026 |
| <b>425 Magazine</b>             | <i>"Test Your Wine Wits with Mistral WineCards"</i>                   | MAY 2026 |
| <b>Wine Business Daily News</b> | News feature  | MAR 2026 |
| <b>Wine Industry Advisor</b>    | <i>"Why Wine Education Needs to Leave the Screen"</i>                 | JAN 2026 |
| <b>Wonderful World of Wine</b>  | Episode 310 · <i>"Uncorking a New Way to Learn"</i>                   | PODCAST  |

QUICK FACTS

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

**press@winewithseth.com**

PRESS CONTACT

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

FULL RESOURCES

[WINEWITHSETH.COM/PRESS](https://winewithseth.com/press)

A BRAND OF  
CYSEWSKI VENTURES LLC  
SEATTLE, WA