

Contact: Jeffrey Lubin  
415 246-9114  
jeff@sidejobcellars.com

### FACT SHEET

**Founder:** Jeffrey Lubin

**Date Founded:** 2006

**Consulting Winemaker:** Nick Goldschmidt

**History:** After 26 years in the wine industry, SideJob Cellars Founder Jeff Lubin had this crazy idea to start his own wine company. At the time of this epiphany, he was the Marketing Director for Ravenswood winery so naturally, he decided to produce a high quality Zinfandel from the Dry Creek appellation

To insure his commitment to this project, he sold his pride and joy, a 1999 C5 Corvette coupe and used the proceeds to start his company (on the side of course). To this day his wine carries the C5 name with its logo signifying his trade of his car keys for wine keys.

In 2008 Lubin expanded his portfolio with the release of his SideJob Cellars Sonoma County Cabernet Sauvignon.

**Wines Produced:** C5 Stefani Vineyard Dry Creek Zinfandel  
SideJob Cellars Sonoma County Cabernet Sauvignon

**Ownership:** Jeffrey Lubin Owner/Vintner

**US Distribution:** Direct from SideJob Cellars

**Address:** SideJob Cellars LLC  
3 Shari Court  
Novato, CA 94947

**Telephone:** 415 246-9114

**Fax:** 415 493-2527

**Website:** [www.sidejobcellars.com](http://www.sidejobcellars.com)