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Wine Thieves Celebrates 10th Anniversary with a Cause

By Sophie Braccini



Sam Porta and John Howell discuss wine with Jim Meyers at the store Photo Sophie Braccini

Jim Meyers is a happy man. Ten years ago, after losing his job, he decided to embark on the biggest adventure of his life; opening a retail store that would sell great wines at an interesting price. Ten years later and with two partners gained along the way, Bennett Burke and Rod Santos, his business, Wine Thieves, is celebrating this milestone anniversary with great food and wine, and as an additional 'thank you' to the community most of the proceeds from the party will go the Lafayette Art & Science Foundation (LASF).

"We always have a party for our customers for our anniversary," says Meyers, "and most of our donations go to the East Bay schools." He wanted to make this event extra special, and with a hand from the Lafayette Chamber of Commerce Wine Thieves decided to support LASF.

"For a measly \$10 donation, we're featuring eight local caterers and restaurants, 30+ wines for tasting/purchasing, plus our typical blend of music and frivolity to wile away your afternoon," says Meyer. "90% of the proceeds will go to LASF because I believe that with limited financial support from State funding, grass roots programs like LASF are critical to the success of our local schools," adds Meyers, who is also the father of a junior at Acalanes.

When he started Wine Thieves 10 years ago, Meyers had 15 + years of restaurant experience and five years of work in a chain selling wine and beer. The focus of Wine Thieves is on wines that are of great quality and great value.

His business model has been very successful in Lafayette and 5 years ago the team opened a second store in Clayton. "We are the Robin Hood of wines, and Lamorinda customers like that," says Meyer, "they have the sophistication to appreciate good bottles, but enjoy a good deal as well." For example, at this time Wine Thieves has two Napa Valley Cabernets from a very small production for \$14.99 that, according to Meyers, are fabulous, and a single vineyard Syrah from Paso Robles for \$11.99 that was originally priced at \$24.

The celebration will take place on Saturday, July 11, 2009 from 1:00pm - 5:00pm at Wine Thieves, 3401 Mt. Diablo Blvd. Lafayette. "Jim is one of the great supporters of this community," says Jay Lifson Lafayette Chamber CEO, "he wanted to do something really significant for this anniversary; I hope many in the community will join the party."

Jim Meyers reminds guests that they must be at least 21 years of age to attend.

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