

# A fine idea: wine website for women

Stella Hayes is a Larchmont resident and the founder of Everyday Cellars Wine Club for Women, a social networking site partnering with AOC Fine Wines of New Rochelle. Reporter Aman Ali recently chatted with Hayes about her site — [www.ecwineclub.com](http://www.ecwineclub.com) — and why she wants to encourage more women to become wine enthusiasts.

**Q:** Tell me a bit about your background in wine.

**A:** I'm from Los Angeles, where wine is basically in our backyard. I've always loved wine, and when friends came over they knew there would be great wine at my home. Then my husband and I moved here to Larchmont about six years ago. There were so many fine wines in the area and I wanted to learn everything about wine so I enrolled in the graduate program at the International Wine Center (a wine school in Manhattan).

**Q:** What prompted you to start a website catering to women?

**A:** Sales show women make most of the household decisions, including the purchases of wine. But at best, the wine industry is ignoring women. A lot of people might want to meet in a physical location, but I love the Internet and technology. I want to do



Submitted photo

Larchmont resident Stella Hayes is the founder of Everyday Cellars Wine Club for Women, a social networking site.

## Q&A

### Tell your story



- It's easy to submit stories for publication.
- Go to:

[LoHud.com/SoundShore](http://LoHud.com/SoundShore)

wine tastings on Twitter and video conferencing where people get together from different parts of the U.S. It'll be great to see people from all over write in about their

everyday wine experiences.

**Q:** So you're sending bottles of wine each month to wine club members (who pay for the bottles plus a delivery fee) and encouraging them to discuss it. I noticed you're also sending them labels on the bottles with some kind of rating system on them. Can you explain what that is?

**A:** There are many wine reviewers out there, but they're stuck in this 30-year-old ratings paradigm from a scale of 50 to 100. You could have a

\$15 bottle of wine with a 95 score, which is pretty good, and a \$100 bottle next to it also with a score of 95. I wouldn't know what to make of that personally. So I have this visual review system that analyzes wine on its appearance, the way it smells, the flavor characteristics and what foods to pair with it. We're taking the wines off a pedestal and making them simple and accessible to everyday consumers. We're demystifying the wine experience.

## NONPROFIT NEWS

### UJA-Federation marks Social Action Month

UJA-Federation of New York is participating in Jewish Social Action Month by awarding more than \$87,000 in 28 grants to Jewish social action and community service projects throughout the New York metropolitan area.

The observance takes place during the Jewish month of Cheshvan — from Oct. 9 to Nov. 7.

Local projects include:

■ Congregation Emanu-El of Westchester, Rye: Teens and adults at the congregation will prepare, sort and ship medical supplies to Haiti on Monday. On Oct. 25, seventh-through 12th-grade volunteers will work with children at Gilda's Club in White Plains to create an art project for them to take home. On Nov. 6, a group will go as a caravan to New York City for a midnight run to help the homeless by

preparing food and sorting clothing, personal-care items, blankets and shoes.

■ J-Teen Leadership: The J-Teens will spend four days in Nashville, Tenn., to engage in hands-on service projects to assist in the aftermath of the flooding that affected the community in May.

■ Congregation Sons of Israel, Mount Vernon: Expand your understanding of Jewish values through multigenerational and collaborative programs and activities at the Hazon-sponsored community-supported agriculture site at Congregation Sons of Israel and a local neighborhood center. Work on the CSA farm, set up and run a recycling and compost center and distribute harvested food to needy families on Thanksgiving morning at Neighbors Link of Mount Kisco.

Submitted by UJA-Federation of New York.

## NONPROFIT CALENDAR

### OCT. 20 GALAS

**Mamaroneck:** "Be the Difference" benefit gala. Kerry Kennedy and Purchase residents Andrew and Froma Benerofe will be honored at the Holocaust and Human Rights Education Center's annual benefit. Kennedy and the Benerofes will accept awards for their service and activism. The event includes a

ty and respect. \$500. 6 p.m. Mamaroneck Beach and Yacht Club, South Barry Avenue. 914-696-0738.

### NOV. 6 FUNDRAISERS

**Rye:** Light the Night Walk. Hosted by the Leukemia and Lymphoma Society. A walk around Playland Park to raise funds for the organization. Walkers carry illuminated bal-