



CAPABILITY STATEMENT

The Wachira Group is a black-owned and woman-owned company with three verticals focused on disrupting the Food and Beverage space. Our goal is to redefine how consumers experience wine, beer, and liquor through our diverse portfolio of multi award-winning products crafted by Black, Indigenous, and People of Color (BIPOC), women, and local makers. We are building up to be a global leader in bridging market penetration for wine, beer and liquor brands crafted by minority makers.

Core values: Diversity, Service, Integrity, and Quality (DSIQ)

VERTICALS

Wachira Wines is a certified woman and minority owned winery; the first Kenyan-American winemaker in the US. Borne of a passion for pairing fine Californian wines with African cuisine. Wachira Wines are multi-medalists having garnered thirty three (33) medals in 2022 from wine competitions across the U.S

Highlights

- Wachira Black Label Chardonnay – **Gold, LA Invitational Wine Challenge; rated 92 points**
- Wachira Black Label Cabernet Sauvignon – **Double Gold, SF Chronicle Wine Competition; rated 90 points Vinepair**
- Wachira Black Label Zinfandel – **Silver, LA Invitational Wine Challenge**
- Wachira Black Label Muscat – **Gold, LA International Wine Competition; rated 90 points**
- Wachira Black Label Sparkling white – **Double Gold, CA State Fair Wine Competition; rated 99 points**

Capabilities include:

- E-Commerce retail Sales www.wachirawines.com
- Wine Tasting and Wine Education – Virtual and/or In-person; private and corporate events

- Private Label production
- Wine Tours – Curated wine country excursions

SOKO Distributors, is the first black-owned and woman-owned distributor, importer, exporter, of wine, beer, and liquor licensed in California.

Current Californian contracts:

- Delta Airlines – SFO & LAX
- Total Wines & More – 28 stores
- Levy Stadium

Capabilities include:

- Fulfillment of wholesale orders www.sokodistributors.com
- Distribution in CA for out-of-state distributors and chains of wine, beer, and liquor
- Online E-commerce facilitation
- Import and Export of wine, beer, and liquor

KARIBU by Wachira, is the first black-owned and woman-owned winery tasting room in Alameda County and the San Francisco Bay area; located at 1419 Park Street, Alameda, CA 94501. Serves as the home of Wachira Wines plus several other BIPOC, women, and small batch local crafted wines. With a focus on diversity and equity pipelining, KARIBU offers several community engagement programming Wednesday – Sunday.

Capabilities include:

- E-commerce retail Sales www.karibulounge.com
- Wine Tasting and Wine Education – private and corporate events
- Wine Residency Program
- Wine Incubator Program
- Private Labels



COMPANY DETAILS

Websites

<https://www.wachirawines.com>

<https://sokodistributors.com>

<https://sokoretail.com>

<https://karibulounge.com>

Headquarters

Alameda, California

+1-510-995-8261

customerservice@wachirawines.com

<https://www.thewachiragroup.com/>

Year founded

2017

Company Info:

The Wachira Group

DBA: Wachira Wines | SOKO Distributors

CAGE: 8BGE5

DUNS: 012339855

NAICS: 312130

CA ABC licenses:

02, 9, 12,17,18, 20, 81

Other Licenses:

Port of Oakland – LIABE/SBE/VSBE

Certifications:

WBENC/WBE Certified

ACSLEB Certified

Instagram:

<https://www.instagram.com/wachirawines/>

<https://www.instagram.com/soko3.0/>

<https://www.instagram.com/karibu.by.wachira/>

Facebook:

<https://www.facebook.com/wachirawines/>

<https://www.facebook.com/karibu.by.wachira/>

Twitter:

<https://twitter.com/wachirawines?lang=en>

LinkedIn:

<https://www.linkedin.com/company/the-wachira-group/>

YouTube:

https://www.youtube.com/channel/UC9Pjd0NtH5k8GZ5JG7_sdpw/videos

Chamber of Commerce Memberships:

- Oakland African American Chamber of Commerce
- Alameda Chamber of Commerce

Industry Memberships

Association of African American Vintners