

## YOUR BUSINESS



NAPA VALLEY NOIR PHOTO

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## SHARING 'HIDDEN GEMS'

Napa Valley Noir concierge aims to 'redefine luxury' in wine country

### FOR THE REGISTER

**W**ine expert and writer Kelly E. Carter has launched Napa Valley Noir, a new luxury concierge service.

"Napa Valley Noir is born out of a deep love for Napa Valley and a desire to share its hidden gems with those who seek the best in life," Carter said in a news release.

"We don't just plan your visit; we create an experience that reflects your unique tastes and interests, making every moment in wine country truly memorable."

Promoting inclusivity and personalized service, "Napa Valley Noir (NVN) sets out to redefine luxury travel in America's premiere wine destination," said the release.

With NVN, Carter draws on three decades as an award-winning journalist and seven years as a director at Alpha Omega winery in Napa Valley.

The curated adventures offer visitors — from longtime aficionados to newcomers — "exclusive access to invitation-only wineries, luxury accommodations, extraordinary dining experiences and seamless transportation services throughout Napa and Sonoma valleys."

As a trailblazing sportswriter, Carter was the first female beat writer assigned to cover the Los Angeles Lakers. After 11 years of sweaty NBA, NFL, MLB and NHL locker rooms working for various media outlets, including USA Today and on air for CNN, she became a celeb-



Napa Valley Noir Founder Kelly E. Carter (center) with clients pose at the iconic Napa Valley welcome sign.

riety reporter at People then returned to USA Today, according to her biography.

According to her website, Carter "gave up the glitz and glam of Hollywood to move to Italy with her longhair Chihuahua, Lucy, and became a travel writer. The duo lived 'la dolce vita' for two years before returning to the states." She now lives in Yountville.

Carter's debut book, "Come to Win," co-authored with tennis professional Venus Williams, hit multiple bestseller lists. Carter earned the Lowell Thomas Award for "The Dog Lover's Guide to Travel," National Geographic's first dog travel book.

Carter noted that the launch of NVN

coincided with Black Business Month, a time to recognize and celebrate the achievements of Black entrepreneurs.

Napa Valley Noir, a Black-owned business, "offers a luxury service that not only showcases the beauty and elegance of Napa Valley but also embraces diversity and inclusion within the industry," said the release.

As a Wine Unify Mentor, Carter said she donates a portion of proceeds to the nonprofit organization dedicated to fostering wine education for underrepresented minority groups and amplifying the voices of people of color in the wine community.

Info: NVNoir.com