



MEDIA KIT

VINO &

VITALITY



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WINE BAR • IV LOUNGE • SHOP
Aspen, Colorado

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— *Aspen, Colorado* —



Who Are We?

Founded in 2026, VINO & Vitality is a luxury wine bar, IV wellness lounge, and lifestyle retail destination designed to combine wellness, connection, and elevated experiences in one space. Inspired by Aspen's blend of adventure and luxury, the brand offers guests a place to relax, recharge, and socialize.

Mission

To blend wellness and indulgence by creating elevated experiences that inspire balance, connection, and luxury living.

Vision

To redefine luxury hospitality by creating experiences that prioritize both wellness and meaningful connection.

Quick Facts

- Industry: Luxury Hospitality & Wellness
- Location: Aspen, Colorado
- Target Audience: Ages 25–45
- Core Values:
 - Wellness, connection, balance, community, elevated experiences

Our Services

- Curated wine experiences and tastings
- IV hydration and wellness services
- Luxury retail products including skincare, candles, and lifestyle items
- Alcohol-free beverage options (NEW)
- Wellness workshops and events (NEW)

PR Strategist & Brand Communications Manager

Tessa Guilander ● tessaguilander@gmail.com

Vino & Vitality

Background



Company Overview

Vino & Vitality is a luxury wine bar and IV wellness lounge nestled in the dramatic mountains of Aspen, Colorado. Founded in 2026 by Rachel Jones, the brand redefines traditional hospitality by blending wellness and connection into one location. The business is inspired by Aspen's unique culture of balancing adventure, luxury, and mindful living. Vino & Vitality provides guests with an atmosphere designed to connect, relax, and recharge.

Brand Story

Vino & Vitality was developed from the idea that wellness and indulgence do not have to exist separately. Typical luxury hospitality experiences focus solely on entertainment or wellness, but Vino & Vitality was created to combine the two elements in a way that promotes the fusion social experiences and intentional living. Jones, the founder of Vino & Vitality, believes that the key to a healthy lifestyle is understanding that neither wellness or indulgence can exist without the other. The concept aims to create a place where guests can enjoy top-of-the-notch wine while prioritizing balance and overall well-being.

Mission Statement

"To blend wellness and indulgence by creating elevated experiences that inspire balance, connection and luxury living."

Vision Statement

To redefine luxury hospitality by creating experiences that prioritize both wellness and meaningful connection.

Products and Services

Vino & Vitality offers a number of luxury experiences ranging from curated wine tasting to wellness workshops and educational experiences. Guests are also invited to explore alcohol-free beverage offerings, allowing them to create an experience that best supports their individual wellness journey. To further enhance guest experiences, Vino & Vitality also provides IV wellness services and immersive workshops focused on creating balance, connection and intentional living.

Target Audience

The company's target audience of Vino & Vitality consists of prosperous professionals ages 25 to 45. The customers of Vino & Vitality are wellness-conscious consumers. Because of the tourist driven economy of Aspen, the consumer base consists of both residents and visitors.

Brand Values

- Wellness
- Connection
- Balance
- Community
- Elevated experiences

Community Engagement

Vino & Vitality commits itself to asserting strong brand partnerships with Aspen wellness organizations and health professionals. Because of the companies initiative to blend wellness, education, and community, Vino & Vitality finds the utmost importance in finding local professionals who understand the unique environment that Aspen offers.

Executive Bio



Rachel Jones

PROFESSIONAL EXPERIENCE

Rachel Jones is the founder and CEO of Vino & Vitality, a luxury wine, wellness and lifestyle brand based in Aspen, Jonnos, Colorado. She is passionate about blending wellness and meaningful experiences into one meaningful destination, as a notuse. With a Bachelor's degree in health science and business management, Jones specializes in hospitality, wellness and consumer behavior. She is continuing her education in luxury branding and wellness trends.

AWARDS & HONORS

Jones has been honored for her visionary business model with the Aspen Emerging Entrepreneur Award. She was also featured in *Aspen Lifestyle Magazine* as a rising hospitality leader. She has also been recognized for her innovation in wellness and hospitality experiences.

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LEADERSHIP

As an Aspen resident and wellness advocate, Jones enjoys skiing, hiking and exploring Colorado's outdoors. She is passionate about mindful living, travel and community involvement and believes meaningful experiences are created through connection and balance.

PERSONAL

As an Aspen resident and wellness advocate, Jones enjoys skiing, hiking and exploring Colorado's outdoors. She is passionate about mindful living, travel and community involvement and believes meaningful experiences are created through connection and balance.





FOR IMMEDIATE RELEASE

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Pour Decisions Never Felt So Good: VINO & Vitality Hosts “Elevate Your Wellness” Event in Aspen

ASPEN, Colo. (April 20, 2026) – Raise a glass with VINO & Vitality for a night of balance and connection. VINO & Vitality is hosting the Elevate Your Wellness: A Night of Balance and Connection event which is an evening of luxury wellness and connection. Guests are invited to attend the event from 6-10 p.m. June 19, 2026. It is a ticketed event with tickets priced at \$120 per guest for the night.

The *Elevate Your Wellness* campaign aims to reinforce the brand’s commitment to balancing indulgence and intentional living while embracing the importance of wellness. The event will feature curated wine and alcohol-free beverage tasting experiences. The wellness-centered beverage menu is aimed to provide an experience guests won’t regret the next morning.

Throughout the night, local musicians Justin Allison and Grammy-nominated woodwind artist Bob Rebholz will join together to create a one-of-a-kind fusion of jazz and contemporary music, setting the tone for an elevated evening of relaxation and connection. Their live performance will provide guests with an inspiring musical experience designed to complement the event’s sophisticated atmosphere.

Additionally, the evening will feature wellness professionals and local experts offering interactive experiences focused on mindfulness, nutrition, hydration, and intentional living. Guests are encouraged to engage in the guided wellness activities offered by the health professionals. The event is a collaboration with Aspen wellness organizations

and registered health professionals to create an experience centered around connection, education and overall well-being.

Guests are encouraged to reserve their experience and join Vino & Vitality for an evening dedicated to wellness, connection and elevated living.

About Vino & Vitality

Founded in 2026, Vino & Vitality is a leader in luxury hospitality and wellness, providing elevated experiences for wellness-conscious consumers, Aspen residents and visitors, and individuals seeking meaningful connection through luxury lifestyle experiences. Learn more at www.vinoandvitality.com.

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If you would like more information about this topic, please call Tessa Guilander at **(###)###-###**, or email media@vinoandvitality.com.



FAQs

Q: Why combine wine and wellness services?

A: Vino & Vitality believes that social connection is a meaningful part of the wellness journey. The brand focuses on balance, connection, and intentional living, so “Vino” is really a metaphor for what wine stands for: a dinner shared with those you love, a girls night out, or a new business connection.

Q: Are there alcohol-free options available?

A: Yes. Guest can now choose from the newly curated alcohol-free beverages and wellness-centered experiences.

Q: What wellness experiences are offered?

A: Guests can enjoy IV hydration services, workshops, wellness events, and luxury lifestyle experiences.

Q: How does Vino & Vitality support community engagement?

A: Through partnerships with wellness professionals, local organizations, and educational programming focused on health and connection.