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## Ellerbe Fine Foods hires director of wine sales and services, launches wine program

Sommelier Chester Cox joins award-winning restaurant to enhance customer experience and grow retail wine department

(Fort Worth, Texas) --- Richard King, co-owner and general manager of Ellerbe Fine Foods, has announced that Ellerbe has expanded their leadership team, adding sommelier Chester Cox as the restaurant's director of wine sales and services. Mr. Cox will work with Mr. King as the two oversee Ellerbe's wine services. The new official wine program is called White Gloves, Purple Teeth.



Mr. Cox was previously wine director for Kent & Co. Wines in Fort Worth's Near Southside.

"Chester will provide a full spectrum of sourcing wine for clients from the everyday to the once-in-a-lifetime," said Mr. King. "We are looking forward to his skill set and palate making an exciting impact for our patrons."

Mr. Cox is Ellerbe's first official director of wine sales and services. He will work with Mr. King to develop expanded wine services both in and outside the restaurant within Ellerbe's new White Gloves, Purple Teeth program. Mr. Cox will also share responsibility for working with wineries and winemakers to source exclusive wines.

According to the company, Ellerbe's White Gloves, Purple Teeth program will offer new wine-related services, such as:

- Expanded retail wine services
- In-home wine cellar organization packages
- In-home, experiential event solutions to handle the fine details around wine pairings and services, including showcasing clients' wines and the stories around them
- On-premises wine classes, tastings, and events
- Community meeting space at Ellerbe with wine tastings for meetings
- Corporate and client gifts, as well as company events
- Other concierge services for a variety of collectors

“Chester is going to deliver an elevated experience for all of our patrons, whether they are new to wine or have been collecting for years,” continued Mr. King. “After nine years of Ellerbe being in business, he is exactly what Ellerbe needs to take us to the next level.”

Mr. Cox is a 25-year hospitality veteran, with prior roles including sommelier for Del Frisco’s Fort Worth for 11 years before helping to open Kent & Co. Wines as wine director and retail manager. Mr. Cox is a level 1 sommelier with the Court of Master Sommeliers. Mr. Cox is a member of the Fort Worth Foods & Wine Festival beverage committee, of which Mr. King is chair. Mr. Cox has been the wine chair for The Big Taste of Fort Worth event since 2017.

### **About Ellerbe Fine Foods**

Award-winning restaurant and wine market Ellerbe Fine Foods of Fort Worth highlights the freshest local, seasonal ingredients in its elegant, innovative, farm-to-table cuisine. Chef Molly McCook’s evolving seasonal menus feature locally grown, sustainable products. Ellerbe purchases produce, dairy, and meats from local partner farmers, using their ingredients to create beautiful and delicious food. Ellerbe also offers catering and special events services on and off-site, as well in-home chef special event services. Ellerbe Fine Foods is open Tuesday through Friday for lunch from 11:00 a.m. until 2:00 p.m. Dinner is served Tuesday through Thursday from 5:30 p.m. until 9:00 p.m. and Friday and Saturday from 5:30 p.m. until 10:00 p.m. To make a reservation, call Ellerbe Fine Foods at 817-926-3663 or visit [www.opentable.com](http://www.opentable.com). Ellerbe provides valet parking for patrons. For menus, restaurant news, and special event information, visit [www.ellerbefinefoods.com](http://www.ellerbefinefoods.com) or find them on [Facebook](#) and [Instagram](#).

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