



Tonya Pitts

Sommelier, Wine & Food
Consultant, Speaker, Writer

Tonya Pitts Wine Consulting

About Tonya

An industry changemaker and passionate role model, Tonya Pitts is known globally as a multi-talented wine professional who catapults wineries, winemakers and brands into the mainstream. Equally important, she is a leader who champions diversity and inclusion in the hospitality, food and beverage industries.

Tonya is a certified sommelier through the Court of Master Sommeliers and a member of Les Dames d'Escoffier International, a by-invitation philanthropic organization of women leaders in the fields of food, fine beverage and hospitality. Her 30-year career—which has been shaped primarily by women chefs and restaurant owners—spans multiple fine-dining establishments in San Francisco. Since 2012, her award-winning wine programs have received Best of Award of Excellence from Wine Spectator, which recognizes the breadth and depth of her 600-selection list along with her superior wine knowledge and presentation skills.

Signature Style

When presenting wines, Tonya's distinctive approach can best be described as a performance art. A "people person" at heart, she is a welcoming hostess who easily makes connections with individuals. Knowing that wine evokes a deep sensory and emotional response, Tonya strives to make tastings universally accessible while customizing the experience to guests. She brings each vintage to life by unveiling the story behind it—the origins of the grapes in the vineyard, the personalization by the winemakers, the uncorking process to let it breathe tableside, the sensory explosion that unfolds with the first sip.

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Deep Specializations

Equal parts artist and multi-tasker, Tonya specializes in the fusion of wine, travel and wellness. She particularly loves how wine tasting provides a transcendent and memorable experience for people—whether they are trying a vintage for the first or hundredth time. And she attributes her success and accolades not only to a lifetime of hard work, but also to bringing her authentic self and cohesive spirit to every project both professional and philanthropic. Tonya's current role is as Sommelier & Wine Director for One Market Restaurant in the Embarcadero district of San Francisco, a city famous for its trendsetting food scene. She also offers wine consulting services and blending sessions with wine brands to develop flavor profiles for vintages.

Philanthropic Mindset

Tonya's charitable work has a widespread effect across the industry. While at One Market Restaurant, she curated an impressive wine list with a bold style and flavor profile, which included increasing the offerings to feature wines made by women, Black and Latino winemakers and producers. When the restaurant expanded to include retail and art gallery space, Tonya established Women in Wine, a group by and for women to improve representation in the industry. That led to the launch of Tonya's Summer Wine School featuring varietals made by women. Her outreach continued with the annual LightHouse for the Blind event—a blind wine tasting held at One Market Restaurant every day in the month of November. Featuring wines generously donated by the wine community, all tasting proceeds go directly to the charity.

In 2020, Tonya joined Wine Unify, a conscious movement located in Napa Valley, to mentor people in the Black, indigenous and people of color (BIPOC) community, as well as the lesbian, gay, bisexual, transgender and queer (LGBTQ) community who are pursuing education and careers in the wine industry.

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Mentorship & Accolades

A product of mentorship herself, Tonya pays tribute by mentoring young people and especially giving women and people of color a seat at the table. In 2016, she began a professorship with the University of San Francisco Hospitality Department, working with students on food and wine pairings. As part of Wine Unify, Tonya is a mentor, ambassador and advisory board member.

Tonya has been a judge for the San Francisco International Wine Competition for five years in a row, a speaker at Culinary Institute of America Summit for Beverage Professionals, a tasting panelist for Wine & Spirits Magazine and an advisor for the Fine Minds4Fine Wines think tank in Europe. In 2017, she was named to the Top 40 African American Tastemakers (Under/Over) 40 list. Of special note, Tonya has been instrumental in the annual Wine Spectator list for more than a decade, including receiving awards for her expansive and inclusive wine program. She has been featured in numerous news and industry publications, including CBS This Morning, ABC 7 News "Sips with Spencer," Cherry Bombe, Daily Beast, Grape Collective, Jancis Robinson, Wine & Spirits Magazine, Somm Journal, Tasting Panel, Where Traveler, Wine Searcher, Wine Stream and Wonder Women of Wine.

Tonya believes the wine industry and wine tasting will hinge on delivering immersive and highly customized experiences—whether in person or virtually. Part of her work is focused on building partnerships with wineries to deliver tasting sessions for wine enthusiasts.

Please see the attached menu of services and contact Tonya for any media or business inquiries by email or phone.

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Services

Virtual Experiences

WINE IS LIFE.

Virtual Dinner Party with Wine Pairings

Virtual Wine Tasting Experience with the Winemaker in the vineyard

Virtual Cerebral Experience, Explore wine through the arts (Paintings, Music, Literature)

Public Speaking

Poetic Experiences

WORDS, SIGHT, SMELL, TASTE, & TEXTURE.

Creative writing with wine.

Creative Interpretation of wine tasting events.

Production aspects of wine tasting events.

Unique take on wine tasting notes.

Creative Experiences

THE BUSINESS OF WINE CREATION, BLENDING, BRANDING, AND TRANSCENDING.

Creating new brand products for clients

Blending sessions for wineries

Crafting technical sheets for wine selections

Product Rebranding

Pricing varies by project.

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