

Flaunt Wine Company

United States - California

Flaunt is the latest project from Dianna Novy. The name Flaunt represents Dianna's attitude in life towards fulfilling her wine making dreams. After 23 years of being a co-owner and co-winemaker, this is her first solo wine project.

Dianna worked in wine retail in Dallas in the early 90's. In 1994 she moved to California and worked in wine retail and shipping at Lambert Bridge and Benziger Family Wineries. In 1994 she co-founded Siduri Winery and in 1998 she co-founded Novy Family Winery. She made wine at both wineries until selling the brands to Jackson Family Winery in 2015. She had started making sparkling wine in 2013 but did not create the brand Flaunt and have her first release until 2017. 2023 is Dianna's 30th vintage as a winemaker.

The logo for Flaunt Wine Company, featuring the word "FLAUNT" in a large, serif, all-caps font with a registered trademark symbol (®) to the upper right.**Founded**

2017

Location

United States

Wine Production AreaUnited States - California - Santa Rita Hills,
Russian River Valley**Owners**

Dianna NOVY

Winemaker

Dianna NOVY

Grape Varietals

Chardonnay and Pinot Noir.

Agricultural Methods

Sustainable

Annual Production

1,000 cases per year

Website[/flauntwinecompany.com](https://flauntwinecompany.com)