

# PR HIGHLIGHT

# Vinotemp® Sept. 2017

# VoyageLA

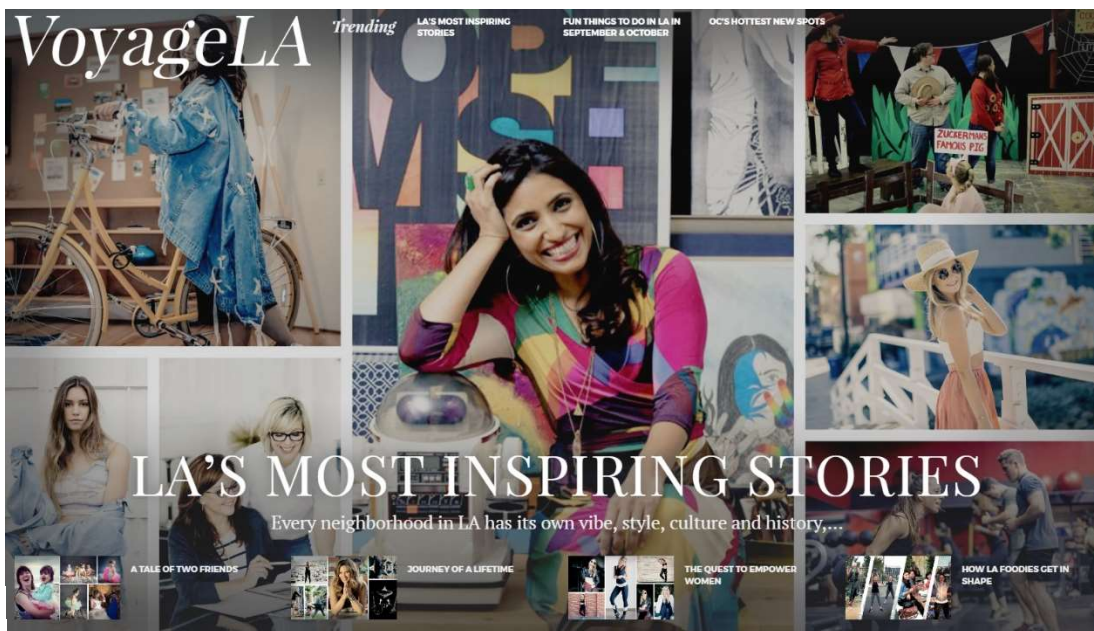
## VINOTEMP &

### VoyageLA | "Meet India Hynes of Vinotemp in Irvine"

A Q&A with Vinotemp CEO, India Hynes – answering how she came to be CEO of Vinotemp and everything in-between – is currently featured on VoyageLA.com, a popular Los Angeles-based news website dedicated to highlighting successful business, community, social, etc. leaders.

**AUDIENCE: Online | 500,000 unique views/month**

"We started Voyage Media in Los Angeles, with our flagship publication VoyageLA. After generating our first million page views in LA we knew our content was resonating with the community. We've since grown to a handful of other amazing cities with the help of an amazing network of friends, associates, local insiders and influencers, PR firms, local bloggers, artists, creatives, entrepreneurs and other professionals."  
– VoyageLA



## Meet India Hynes of Vinotemp in Irvine



VOYAGELA STAFF



Today we'd like to introduce you to India Hynes.

**India, please share your story with us. How did you get to where you are today?**

I grew up in Los Angeles. My parents, both French, wanted me home, like forever. So, at 25, after graduation and dabbling in acting, I moved out, worked at a record company in licensing and started a gift basket business. I needed help with delivery, and by that time my father, who started Vinotemp, had grown the company into a substantial business. So, he told me if I worked for him part time, he'd have the baskets delivered.

Working for my father was great and tough. He was a workaholic, and I quickly came to realize I was one too. Making money is addictive. So, I kept at it and soon my gift basket business was successful. It was around that time when I met my husband at a Starbucks in Manhattan Beach. We married, and soon I was balancing two businesses, a new home and one, and then, two, kids.

So, I stopped the gift basket business and focused on Vinotemp. Frustrated with wanting to see more growth, I started a business reselling my father's, Vinotemp, products. In doing so, I ventured into the PPC (pay per click) world of advertising, which was new at the time (this was in the late 90's), and I paid a lot for it. I also participated in trade shows (my father didn't want to do that kind of investment, he was in his 80's at the time). Soon my new company began working with big box stores like Lowes and Home Depot, and our brand was growing like crazy.

Then my father became ill. After seeing what I'd accomplished, he made me CEO. I was a marketing gal, not a CEO, it was an honor but this was a huge responsibility for me. I closed my reselling business and focused on Vinotemp.

