



**FOR IMMEDIATE RELEASE**

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**CEDAR RAPIDS BUSINESS CHOSEN FOR STATEWIDE SBDC AWARD**

***Della Viti, Cedar Rapids chosen for Small Business of the Month Award***

AMES, Iowa – America's SBDC Iowa (SBDC) is pleased to announce that Della Viti in Cedar Rapids, is the winner of the SBDC's statewide Business of the Month Award.

Della Viti officially opened September 19, 2017, with a ribbon cutting. Owner Sarah Rivera was inspired to open Della Viti to fill a need of having a place to go and enjoy a glass of wine without having to go to a bar. Sarah was introduced to Della Viti through a family friend and thought it was a good business to fill her identified need in Cedar Rapids. The location of Della Viti is an old speakeasy from the 1920s. Through the décor, Rivera has worked to showcase the history of the building by including black and white photos from nearly a hundred years, exposed brick walls, and comfortable couches you can spend hours in while chatting with your friends or going through the history books that are spread out through the space.

Customers can try a tasting, a half pour, or a full pour of wine by purchasing a pre-paid card. There are 40 various wines to try from around the world. These are wines that you cannot find elsewhere and are a range of style, price, and region. The pre-paid card allows individuals to taste whatever they like whenever they like. This allows them to try something new.

Sarah worked closely with the Kirkwood SBDC to get her business plan and financials together, as well as brainstorm on some fun marketing ideas. "It was fun working with Sarah in planning this new and innovative twist to the wine bar industry. Their attention to every aspect of creating a unique and social experience for customers is amazing! Cedar Rapids gained another cool attraction. We're so glad they invited us to be a part of their planning team," remarked Scott Swenson, Regional Director for the Kirkwood SBDC.

For more information on Della Vitis visit the website [www.dellaviticr.com](http://www.dellaviticr.com).

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Funded in part through a cooperative agreement with the U.S. Small Business Administration, America's SBDC Iowa has 15 regional assistance centers located strategically across the state. Since program inception in 1981, the SBDC has helped Iowa businesses and entrepreneurs through no fee, confidential, customized, professional business counseling and practical, affordable training workshops.

For more information on America's SBDC Iowa programs or services, call (515) 294-2030 or visit [www.iowasbdc.org](http://www.iowasbdc.org), <https://www.facebook.com/AmericasSBDCIowa>, or <https://twitter.com/IowaSBDC>.

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