



Sitemap

Logo

Wireframe

Style Tile

Designs

Video Concept

SITEMAP

SITEMAP

Winestix.com

About

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- Our Products
- Testimonials
- News
- FAQs

Products

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- Tank
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Resources

- Wholesale
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- Where to Buy
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- Gift Cards

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(Footer)

- Shipping Policy
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LOGO



WINE · BEER · CHAR

STIX

EST. 1972



WINE · BEER · CHAR

STIX

Best Quality

SINCE 1972

STIX

OAK WITHOUT THE BARREL

STIX

WINE · BEER · CHAR

STIX

WINE · BEER · CHAR

STIX

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WINE · BEER · CHAR

STIX

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STIX

EST. 1972

WIREFRAME

BANNER ALERT

Logo

AboutProductsResourcesContact

Headline Statement that describes company/product/what you're about

Read More

Background Video

Featured Products

Product Name

Product Name

Product Name

[VIEW ALL PRODUCTS](#)

About Section

Lorem ipsum corec cara min de jut dup tech onet port ahi whea tre bon don poi demoli lorem ipsum corec cara min de jut dup tech onet port ahi whea tre bon don poi demoli.

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Read More

IMAGE

About Products

Lorem ipsum corec cara min de jut dup tech onet port ahi whea tre bon don poi demoli lorem ipsum corec cara min de jut dup tech onet port ahi whea tre bon don poi demoli.

Light

Medium

Medium Plus

Dark

Burgundy

Char

[ABOUT OUR PRODUCTS](#)[SHOP PRODUCTS](#)

Testimonials

<

>

FOOTER

Headline Statement that describes company/product/what you’re about

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Featured Products

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Read More

IMAGE

About Products

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LightMediumMedium PlusDarkBurgundyChar

[ABOUT OUR PRODUCTS](#)[SHOP PRODUCTS](#)

Testimonials



Our Story

Get to know us a little better

Our company was founded by Peter DeVivi in 1972, always working and specializing in solid wood products from designer furniture in the beginning years to the current production of high quality Stix (oak barrel alternatives) for the beverage industry.

The focus on the conservation of oak consumption in this industry sparked another way to manufacture products inspired by Infusion Spiral Company. The major difference in the Spiral company and what we make is the short grain milling of spirals, beans, cubes and chips compared to the 70% long grain of Stix that is more in likeness to a barrel stave.

We are now a second generation family business located in the heart of the Finger Lakes Region. We take great pride in manufacturing consistent quality products, and have always procured Northern American **Quercus alba** White Oak in fresh logs and processed them ourselves for a premium barrel alternative product.

Initially, the challenge was to get customers to try our products. Once that happened, we found it easy to earn their trust in us and our products. The next challenge was procuring high quality French Oak. We import directly from one of the largest producers in France **Quercus petraea** and **Quercus robur** species Oak, seasoned in France for the products we make.

We have perfected our Stix over decades to bring you high quality oak barrel alternatives.

[Learn About Our Products](#)

[Shop Our Products](#)

Our Products

Learn about what sets our Stix apart from the rest

Reformat

A Wooden barrel exposes only long grain to the Wine, Spirits or Beer.

All barrel alternatives have degrees of short grain and some more than others.

Short grain can be thought of like this: take a piece of Red Oak 4” long and you can blow through it end to end!

The shorter the grain or “end grain” the faster the liquid can saturate the wood as in products like chips, beans, spirals and cubes... also the faster the extraction of flavors from the wood... so long grain is very slow to be saturated by the wine and more complexity occurs naturally and slowly.

The WineStix® shape is unique in that it gives the impact of oak flavors to the wine as in “short grain wood” (allowing less pieces of wood) and at the same time gives a more complex extraction of “long grain wood” like the Wooden Barrel does, in the same piece of wood!

In combination to this type of extraction of flavors is the fact that where the pattern occurs on the wood, due to this extra thickness allows “gradience toasting” as they are being processed in Light, Medium and Medium Plus toast levels. This means that the caramelization of the sugars (lignin) in the wood is gradient as in likeness to the toasting of a Barrel. This complexity acquired with WineStix® products are the closest Oak Alternative being made to replicate the magic of a Wooden Barrel.

BeerStix™ milling is 60% more “short grain” and 1/16” thinner to allow faster extraction to your brew or spirits, the tradeoff is quicker extraction for less gradience toasting, just can’t have it both ways. Fast extraction of any product does put the oak to the brew or wine but the marriage of wine or brew to oak is off kilter. It's like making a simple syrup, cup of sugar to a cup of water; good to go! 3 cups of sugar to one cup of water just doesn't work, it's in there but not together! If maturation time is not a issue, Wine Stix® is the best choice.

If we had enough wood to build a barrel on the mill floor and converted that wood to WineStix® we could treat 57 barrels of wine as new barrel flavors! Since the average dosage is like a 2nd season barrel that same wood will treat 114 barrels of wine! Gotta love it...

Just put one carboy WineStix® in your 5-6 gallon carboy and give it 2-3 months (takes 2 months to become saturated) and allow the process happen.

Over extraction seldom happens because the process is controlled and slow so you just take it out when you have the flavors you like!

Less Oak. Less Cost. Excellent Results.

WineStix®, Char-Stix™ and BeerStix™ products are milled in a way that exposes short grain and long grain in the same piece of wood.

Testimonials



With the care and thought we put into our Stix, we know you’ll love them!

Shop Our Products

News

Keep up with our latest happenings

PHOTO

CATEGORY

Post Title

Here is an excerpt from the post to tease the browser to get the gist and want to read more.

[Read more](#)

PHOTO

CATEGORY

Post Title

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[Read more](#)

Sidebar

Area to be used for

- Filtering
- Category listing
- In-house ads or anything to highlight (like if we'd like to mention wholesale, etc.)



FAQs

What are you itching to know?

+	I put my WineStix in a carboy and it seems like I have a lot of oak flavors in a month of contact time, do I pull it out?
+	What is dosage for WineStix products?
+	What is the dosage for BeerStix?
+	Where can I buy if there are no retailers near me?
+	What is the best time to put WineStix or BeerStix in?

FAQs

What are you itching to know?

—	I put my WineStix in a carboy and it seems like I have a lot of oak flavors in a month of contact time, do I pull it out?
No, in the first month the extraction, of flavors come from the short grain from the way WineStix® and BeerStix™ are milled, so don't panic. The unique thing that happens is the slow extraction of the long grain below the milled in pattern, as the liquid soaks in deeper into the wood the gradient toasting in our products shines. As time goes on the “at first major oak impression” softens and melds into a unique harmony with the wine or brew, so allow <i>at least</i> 3 months for the softening to happen.	
+	What is dosage for WineStix products?
+	What is the dosage for BeerStix?
+	Where can I buy if there are no retailers near me?
+	What is the best time to put WineStix or BeerStix in?

Products

Get ready to choose your Stix

Are you a...

Winemaker

Brewer

Distiller

Photo for each customer type

Products

Get ready to choose your Stix

Are you a commercial winemaker? [Register with us](#) for wholesale pricing or [login](#).

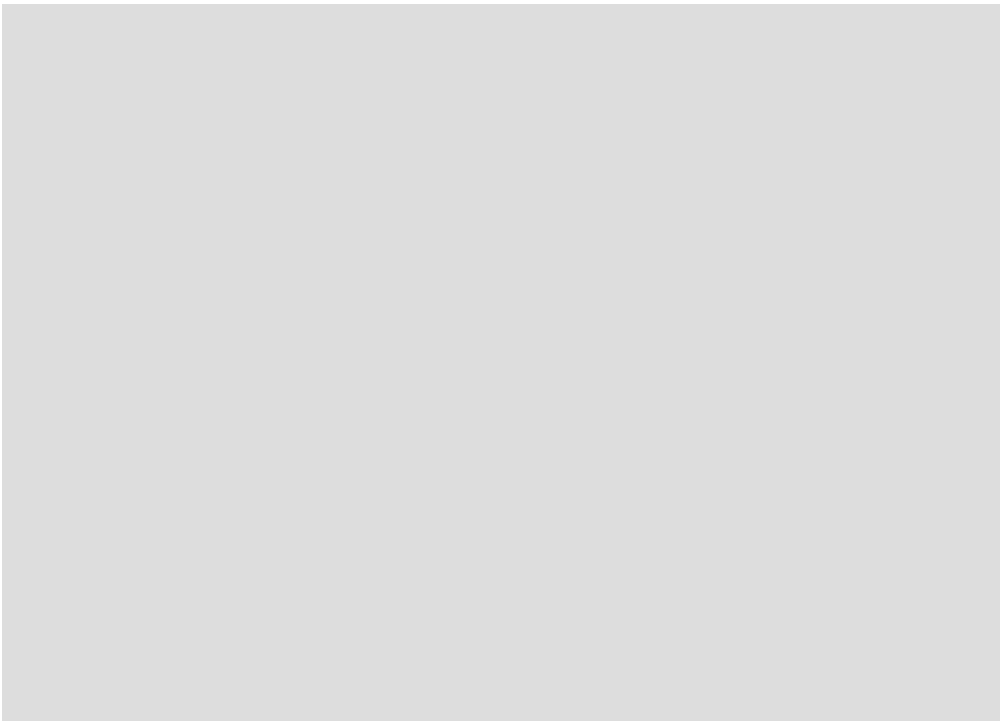
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Filter by:

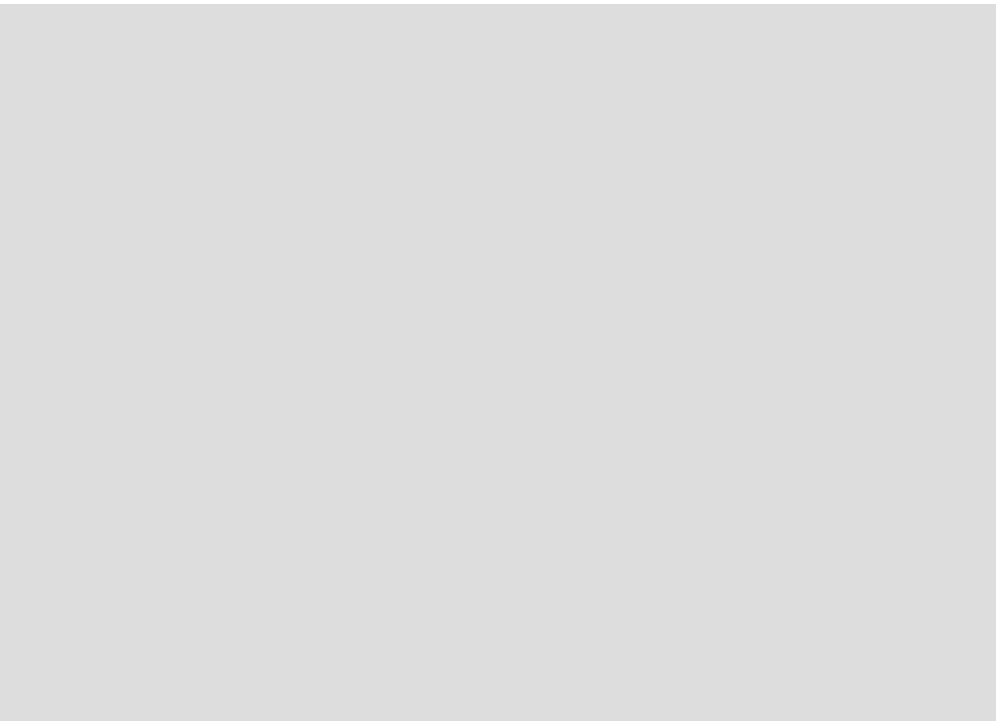
Winemaker▼

Category▼

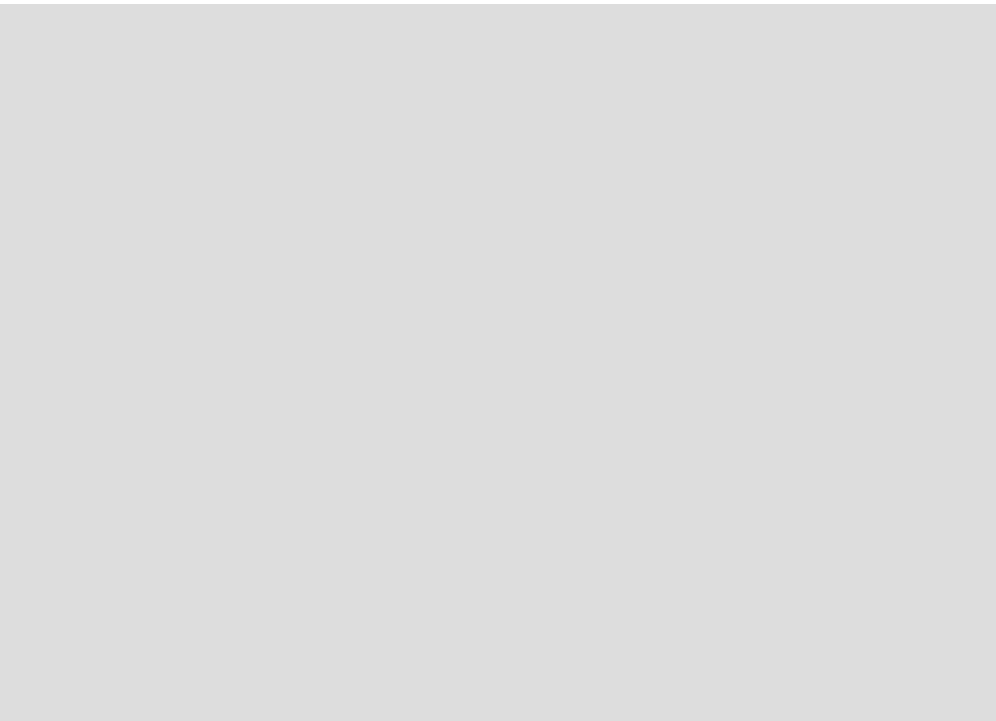
Toast Level▼



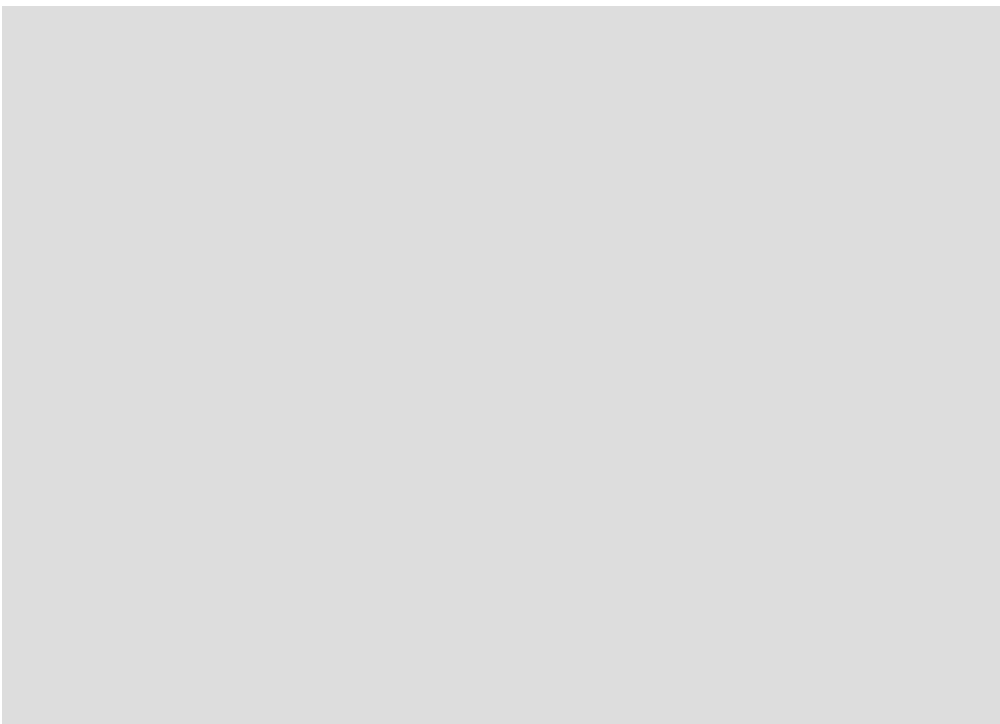
Product Name
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\$X.XX



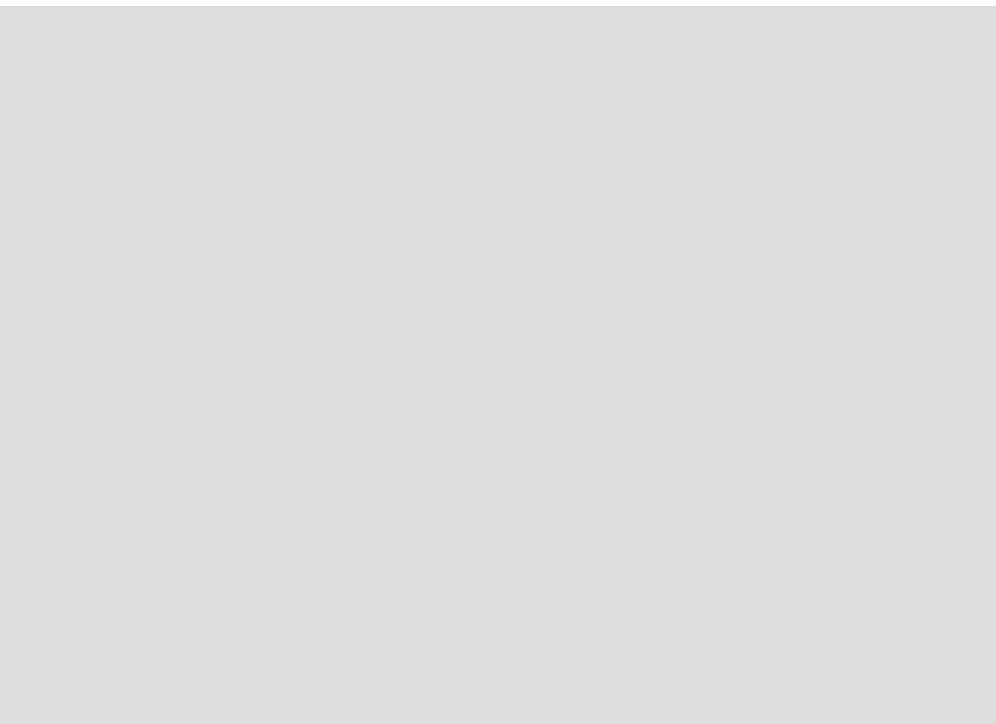
Product Name
CATEGORY
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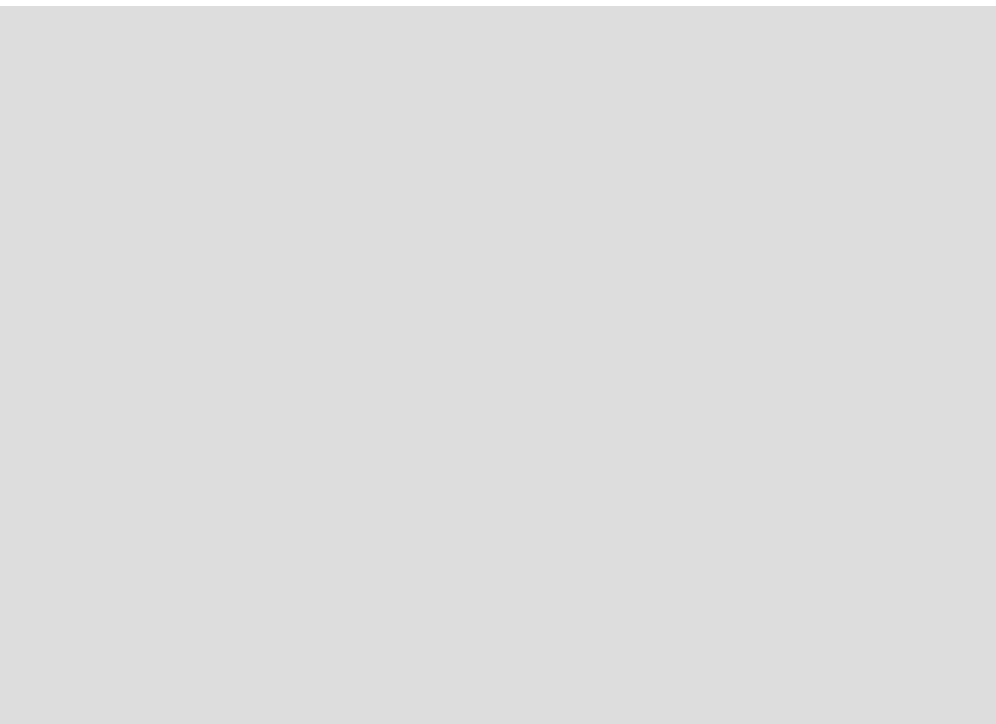
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Product Name
CATEGORY
\$X.XX



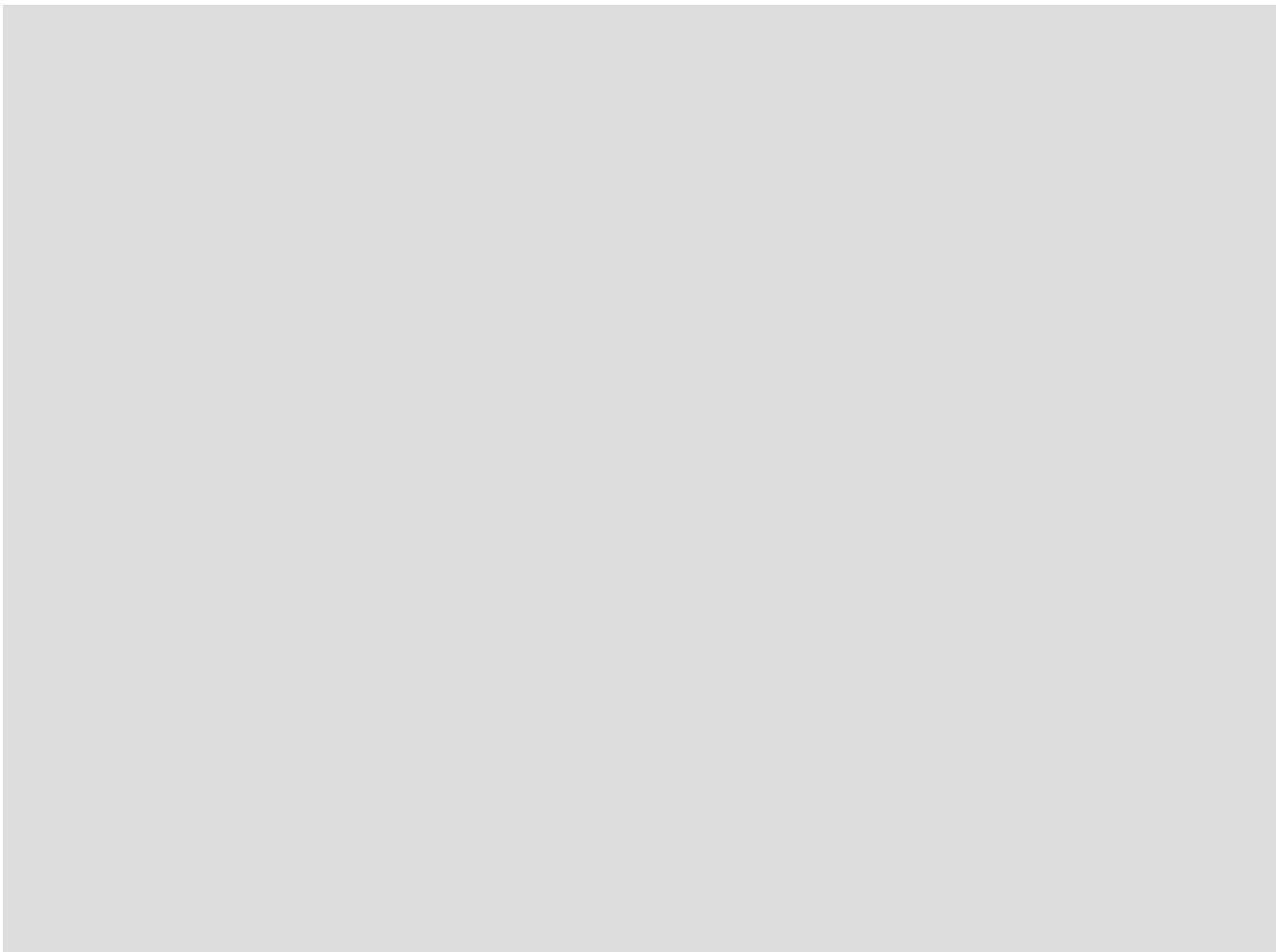
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CATEGORY
\$X.XX



Product Name
CATEGORY
\$X.XX

Testimonials





CATEGORY

Product Name

Add Product Descriptors
(product info folder)

\$X.XX

Toast Level▼

Species▼

Quantity▼

Add to Cart

Interested in wholesale pricing or becoming a reseller?
Please fill out this form to get started.

Submit

Resources

How can we help you get started

Stix University

Where to Buy

Photo for each

Reseller

Gift Cards

Contact

We'd love to hear from you

Contact Information

Phone

Email

Hours of Operation

Social Links

First Name*

Last Name*

Email*

Phone*

Message*

Submit

Reseller

Are you a commercial winemaker, brewer, distiller? Register with us.

Are you a commercial winemaker, brewer, distiller? Register with us.

Benefits:

* 25% trade pricing

* tax exemption (if applicable)

* free shipping over for orders over \$1000

First Name*	Last Name*
Email*	Phone*
Company*	EIN*
Winemaker ▼	
Message	
Submit	

Log In

Username

Password

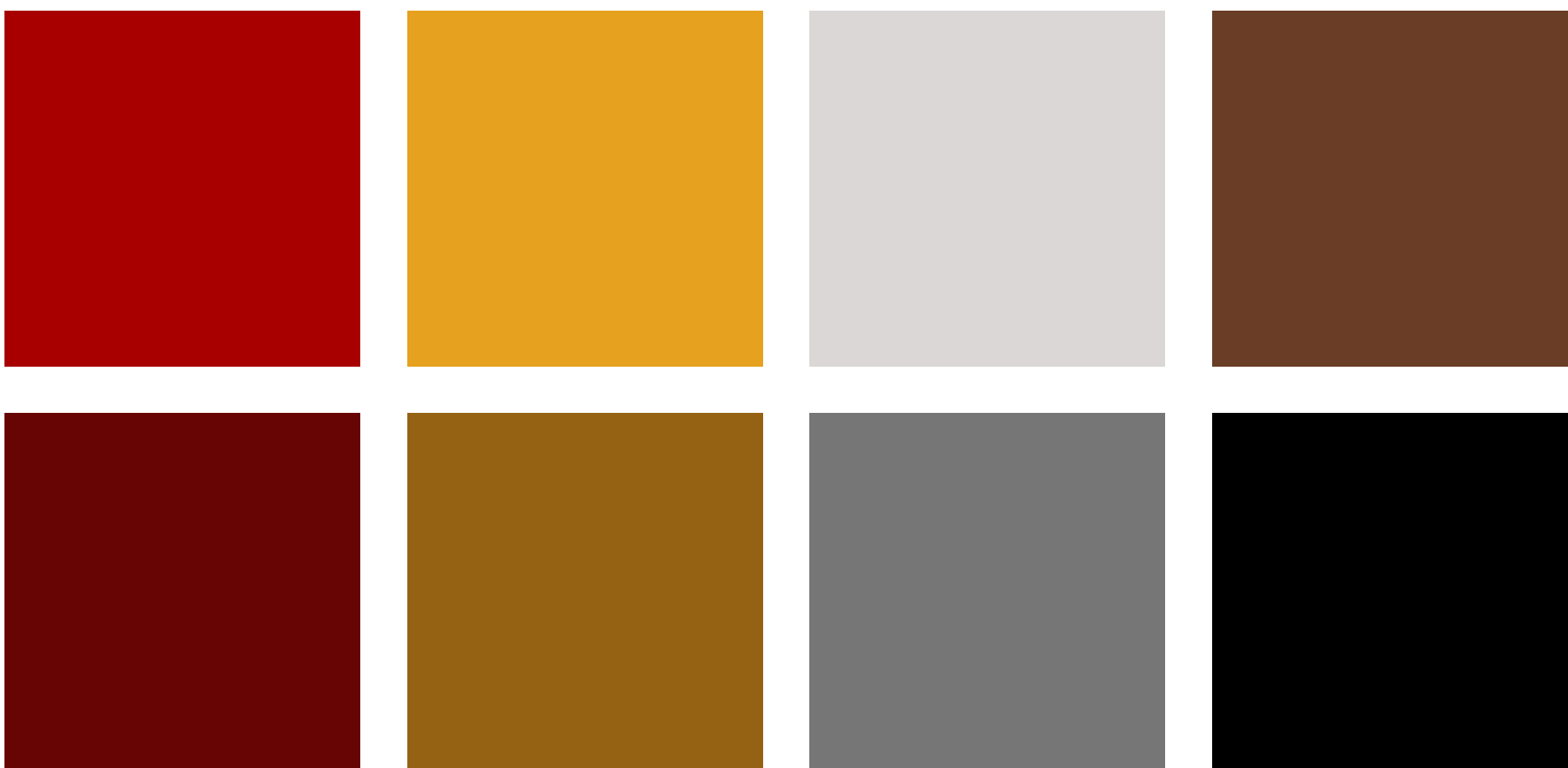
SUBMIT

- Purchase History
- Change Password
- Preferences

Welcome user!

Last purchase on 4/21/2021

STYLE TILE



HEADING 1

Heading 2

Heading 3

Connect with us to find out more

FIRST NAME

Enter first name

LAST NAME

Enter last name

EMAIL

Enter email address

SUBMIT

HEADING 1

Connect with us to find out more information about purchasing your products with us.

SUBMIT

Sample Heading

Alternate text example.

ADD TO CART

HEADING 1

Connect with us to find out more information about purchasing your products with us.

SUBMIT

Sample Heading

Alternate text example.

ADD TO CART

HEADING 1

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SUBMIT

Sample Heading

Alternate text example.

ADD TO CART

DESIGNS

Producing quality Oak Barrel Alternatives since 1972.

[Read More](#)

Background Video

FEATURED PRODUCTS

Product Name



Product Name



Product Name



[VIEW ALL PRODUCTS](#)

ABOUT US

We are now a second generation family business located in the heart of the Finger Lakes Region. We take great pride in manufacturing consistent quality products, and have always procured Northern American Quercus alba White Oak in fresh logs and processed them ourselves for a premium barrel alternative product.

READ MORE



TOAST LEVELS

Experience flavors and aromas like never before with Stix™ custom milling.



Light

Medium

Medium Plus

Dark

Burgundy

Char

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[SHOP PRODUCTS](#)

TESTIMONIALS



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— Jamie Palimino, Just Friends Winery

ABOUT US

Get to know to know our story

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We have perfected our Stix over decades to bring you high quality oak barrel alternatives.

LEARN ABOUT OUR PRODUCTS

SHOP OUR PRODUCTS

ABOUT OUR PRODUCTS

It's all about the shape

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SHOP OUR PRODUCTS

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ABOUT

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CONTACT

STIX

PRODUCTS

Prepare to choose your Stix

Are you a...



WINEMAKER



BREWER



DISTILLER

ABOUT PRODUCTS RESOURCES CONTACT SHIPPING POLICY RETURNS/EXCHANGES PRIVACY POLICY TERMS & CONDITIONS

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Are you a commercial winemaker? [Register with us](#) for trade pricing or [login](#).

X

Filter by:

Winemaker



Category



Toast Level



Product Name

CATEGORY

\$X.XX

Product Name

CATEGORY

\$X.XX

Product Name

CATEGORY

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Product Name

CATEGORY

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Product Name

CATEGORY

\$X.XX

Product Name

CATEGORY

\$X.XX

TESTIMONIALS



Here is sample copy for this first testimonial applauding these products because they really are amazing, as well as their customer service!



— **Jamie Palimino, Just Friends Winery**

Are you a commercial brewer? [Register with us](#) for wholesale pricing or [login](#).

X

Filter by:

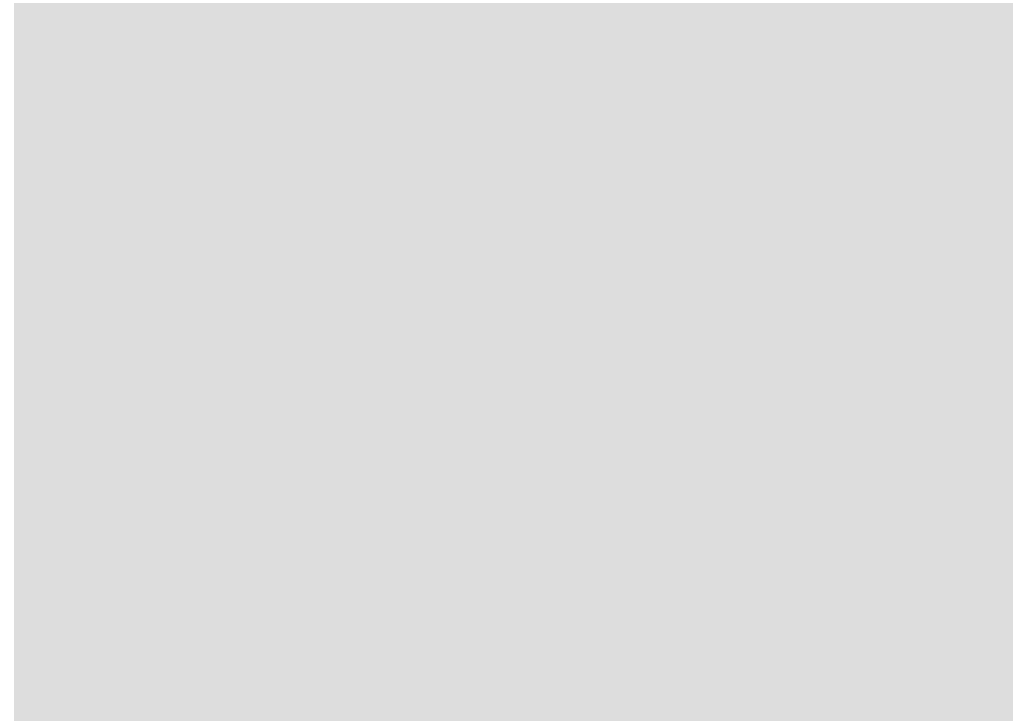
Brewer



Category



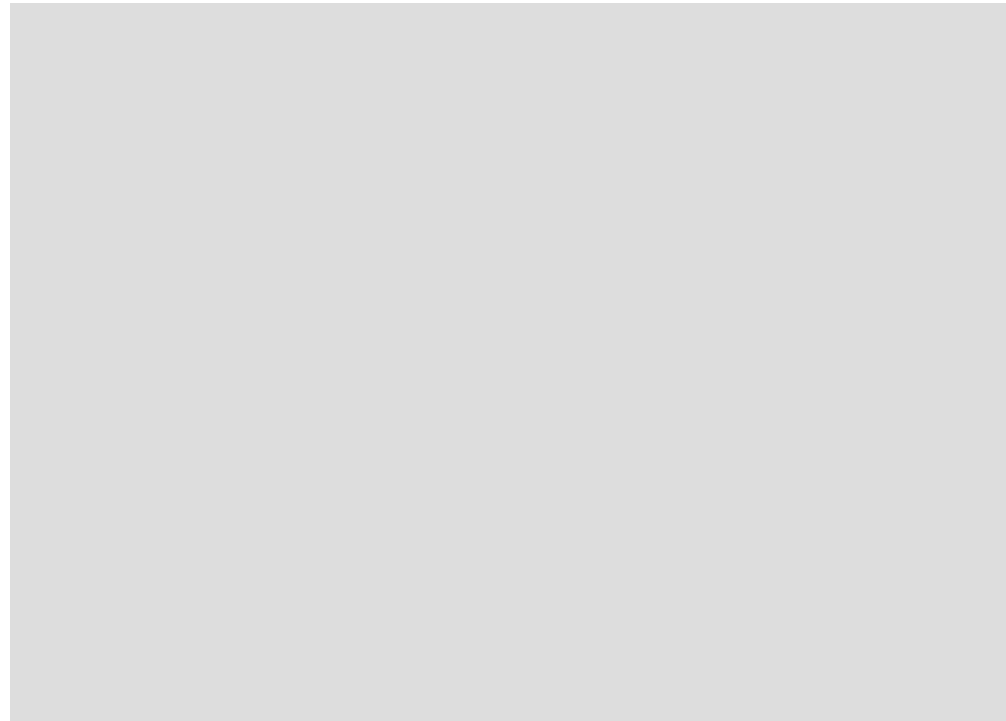
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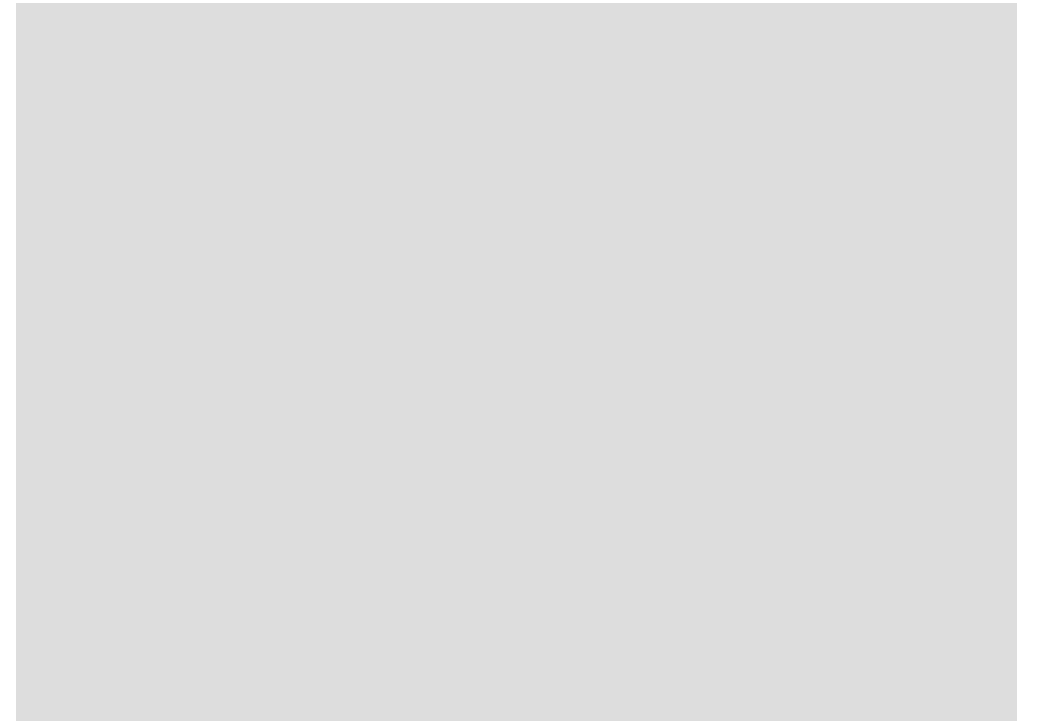
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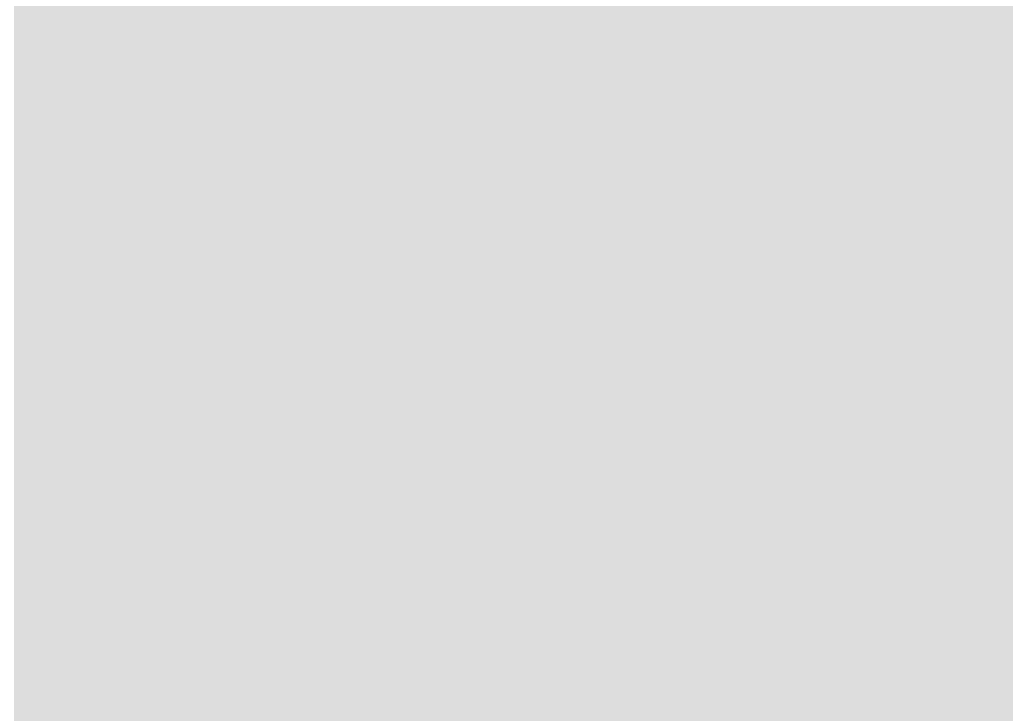
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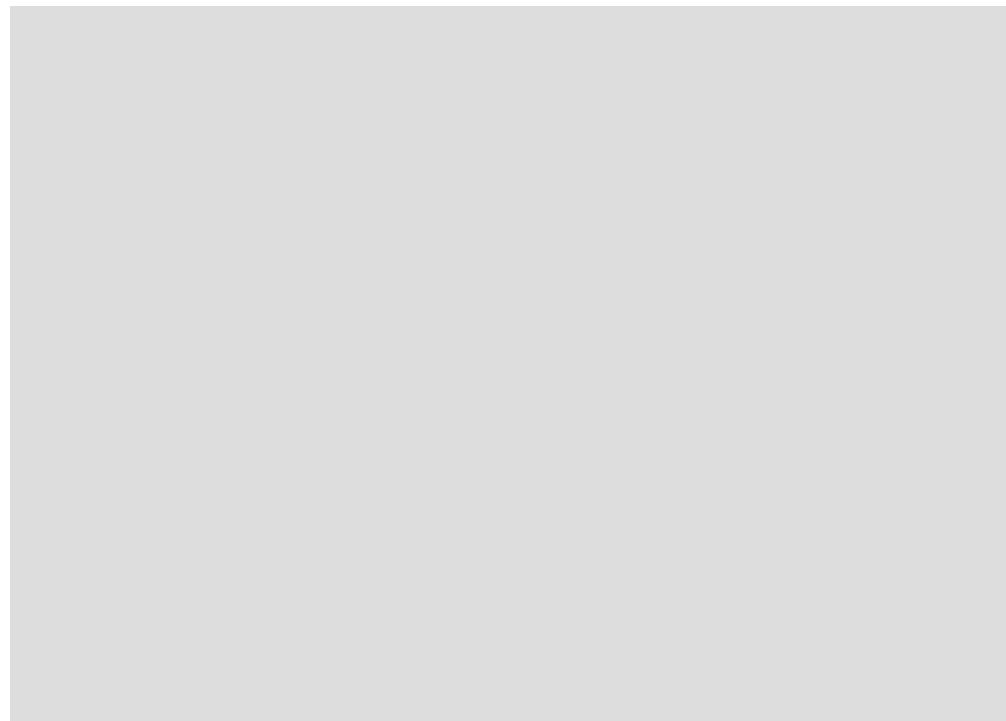
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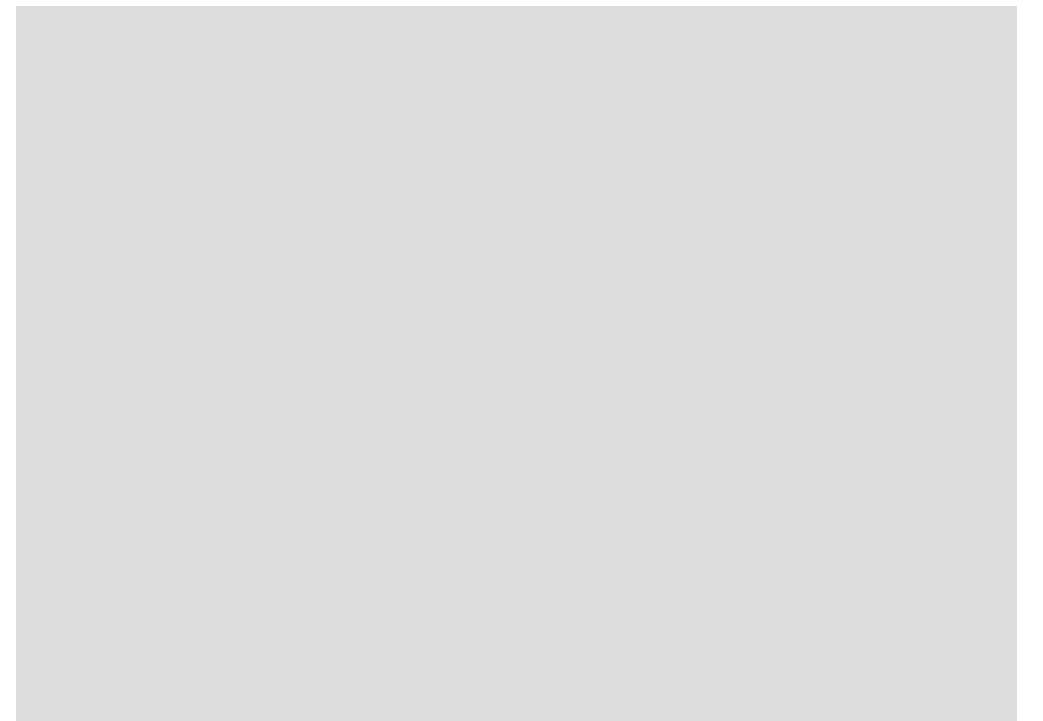
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Product Name

CATEGORY

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CATEGORY

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Are you a commercial distiller? [Register with us](#) for wholesale pricing or [login](#).

X

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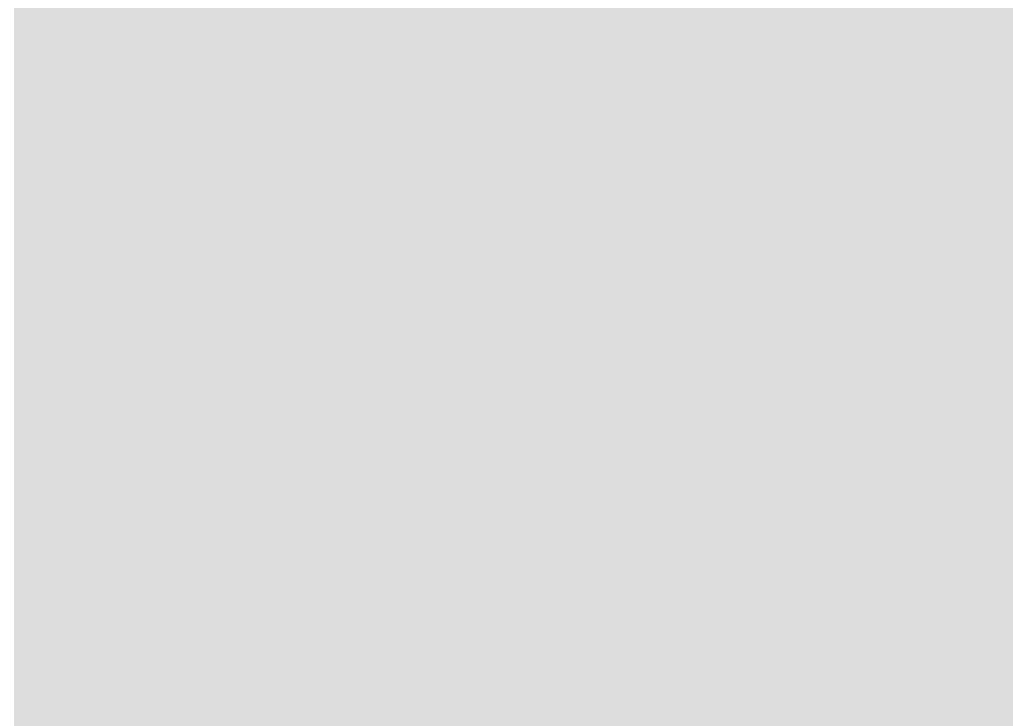
Distiller



Category



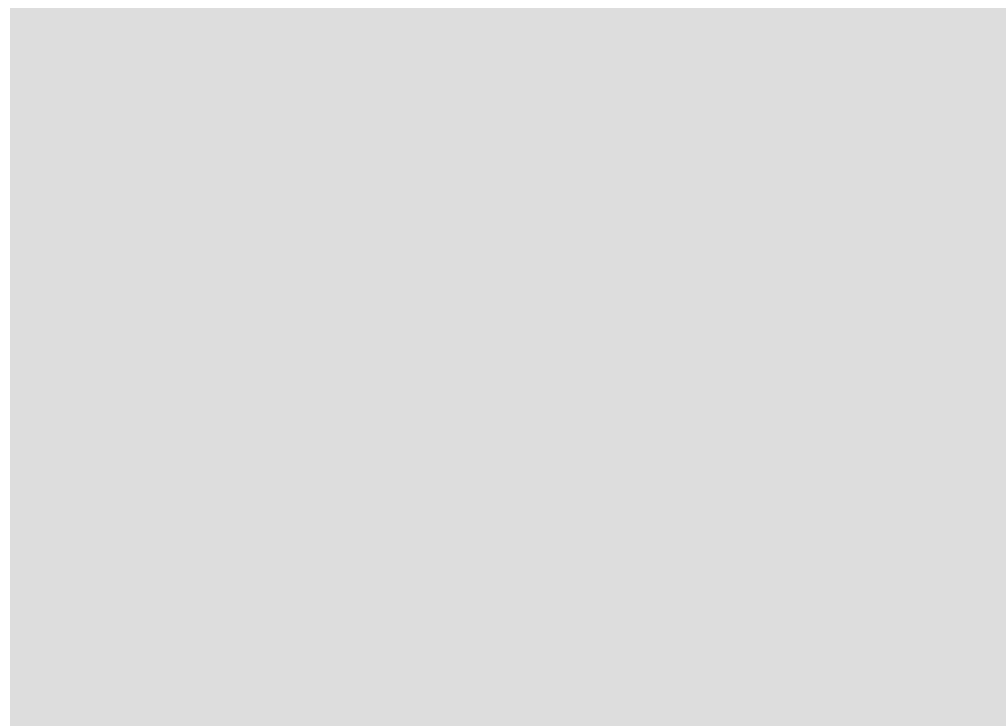
Toast Level



Product Name

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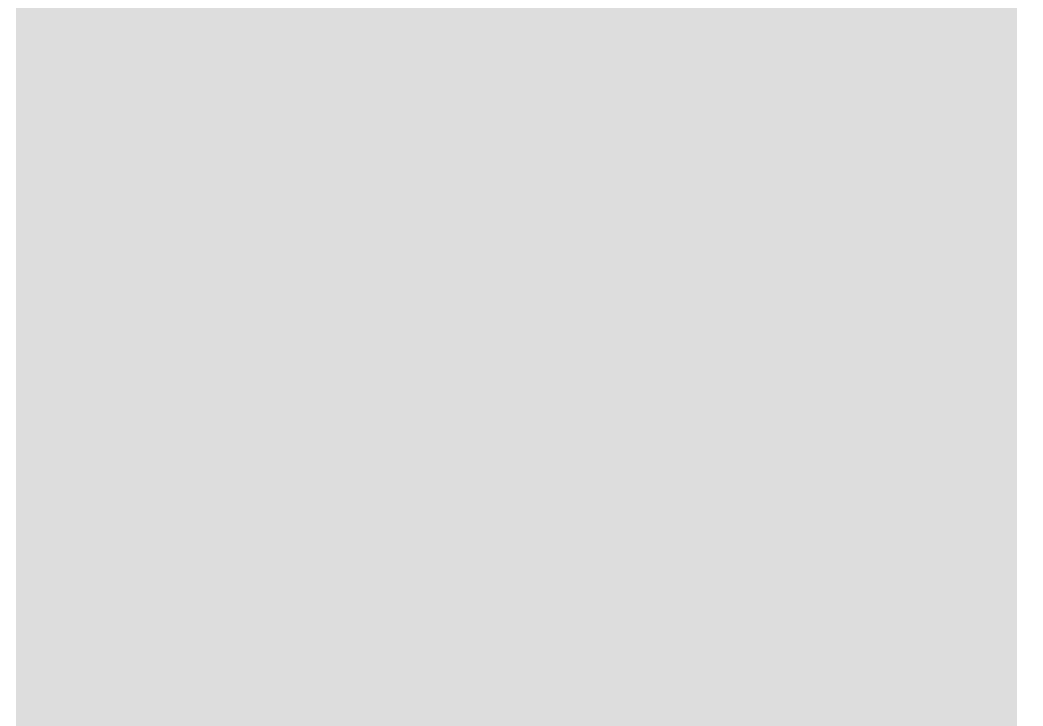
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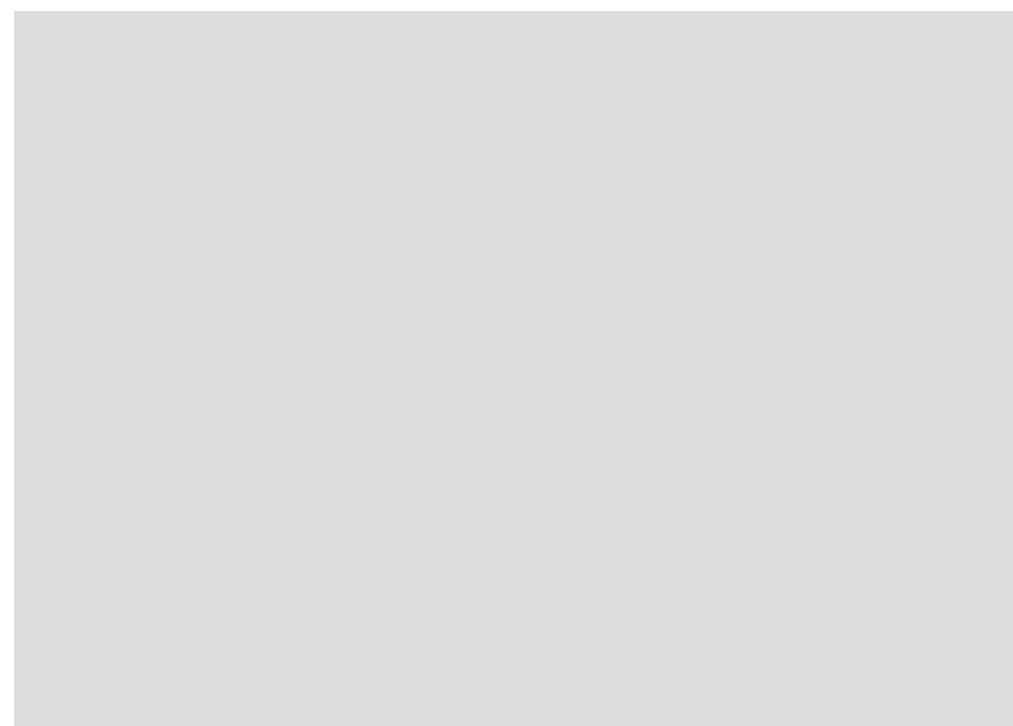
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Product Name

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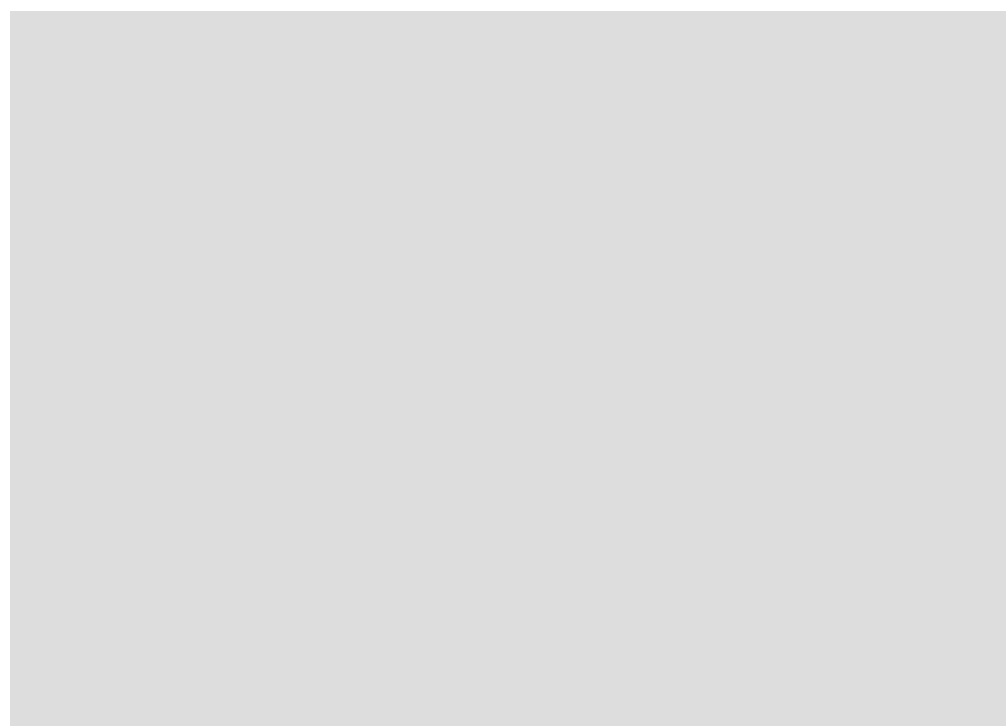
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Product Name

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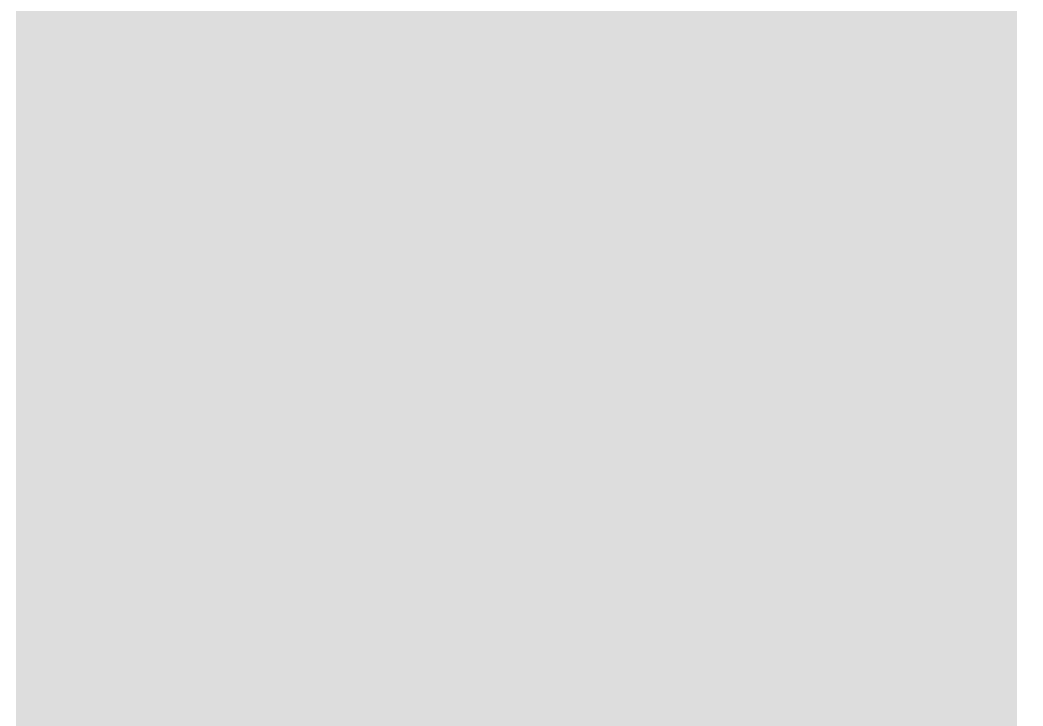
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CATEGORY

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Product Name

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WINE • BEER • CHAR

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RESOURCES

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[STIX UNIVERSITY](#)



[WHERE TO BUY](#)



[RESELLERS](#)



[GIFT CARDS](#)

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WINE • BEER • CHAR

STIX

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CONTACT

We'd love to hear from you

Contact Information

Phone

Email

Hours of Operation

Social Links

First Name*

Last Name*

Email*

Phone*

Message*

SUBMIT

[ABOUT](#) [PRODUCTS](#) [RESOURCES](#) [CONTACT](#) [SHIPPING POLICY](#) [RETURNS/EXCHANGES](#) [PRIVACY POLICY](#) [TERMS & CONDITIONS](#)

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VIDEO CONCEPT

VIDEO VISUAL BOARD



VIDEO SHOT LIST

Product Shots

- White background (get posterboard)
- In action (winery/distillery locations)

Interviews

- w/ Peter (in backyard, talking about the brand, make relatable)
- w/ Ethan (in house, future goals/plans)
- w/ Employees/Vendors

** use narration from interviews throughout behind b-roll

B-roll

- Vendor footage: Finished products (wine, beer, liquor)
- Ingredients: Grapes, wheat, oak trees,
- In shop: opening/closing, forklift a pallet, milling, working with customers including Andrea/front office, showroom if available, Ethan/Peter working
- Product journey: from start to finish how is product made
- Wood grain, wooden slate, tools

Drone

- Shop exterior, trees, fields (particular type?)

Find sample shots + storyline & treatment

Scenes above should include photos as well

TUE 6/29 - THU 7/2

Shop

- Drone: Pan out from shop opening
- Drone: Shop exterior, trees, fields
- Broll: Tool shots of wood grain, wooden slate, machinery
- Broll: Product shots on white background
- Broll: Day in the life... product journey (Ethan)
 - Opening/closing
 - Forklift a pallet
 - Pieces of wood
 - Drilling holes... trimming... etc.
 - Finished product going into the box
 - Office/showroom (Andrea working)

Wineries/Breweries/Distilleries

- Broll: Products is environment
- Broll: Finished products (wine, beer, liquor)
- Broll: Ingredient shots of grapes, wheat, oak trees, etc.
- Testimonial

House

- Drone: Trees, grass, fields

House

- Interview w/ Peter (in backyard, talking about the brand, how it all started)
- Interview w/ Ethan (in house, future goals/plans)
- Broll

INTERVIEW QUESTIONS

Peter

- Intro
- How did you get started?
- What gave you the idea?
- Location - Getting the wood right first
- Can you tell us more about the milling?
- Mark Hennerman
- Product start to finish, seasoning, milling, toasted right after we mill

Ethan

- Can you tell us about your toast levels — special gradient of toast
- Where are you located and what makes your location unique for what you do?
- At Stix, you say it's all about the shape, can you tell us more about that and why you mill the way you?
- Future goals?
- French Oak

Andrea

- Can you tell us about Stix?
- How long have you been working here?
- Describe your day?

Wineries/Breweries/Distilleries

- Length of time using products?
- What keeps you coming back?