

UNPACKING THE NARRATIVE: TO DOS



Boost your brand energy

Bring positivity, joy, playfulness. Freshen up your aesthetics.



Be more inclusive. Get into new venues. Choose influencers who break the mold

Help newbies learn how to find their wine.



Show wine paired with new menu items and in new social situations

Pair with Indian Pizza or whatever is hot now on DoorDash. Pair a wine with a new watch party.



Break barriers, tackle incivility

Burst the filter bubbles - bring all kinds together. Champion the #NewCivility