

WINE'S CHALLENGER VALUE PROPOSITION

"CULTIVATE TOGETHERNESS" Creating optimal conditions for more people to connect through wine				
Connection trigger	BEST-LIFE	ELEVATED EXPERIENCE	INCLUSIVITY	NEIGHBORLINESS
	#Bestlife	Showing that you care	Everyone is Welcome	Hey, Neighbor!
What it means in our strategy	Success is about living a full life of great experiences with people we love Take joy seriously: energy, informality, playfulness. #showup for each other Positivity is contagious #optimism Wine = adulting well #bossmove Care about #sustainability — substance behind the positivity	Showing you care creates intimacy and deepens the bonds we long for Elevating experiences help make the memories that feed a #bestlife #soakitup Especially over delicious, fresh, beautiful, varied, contemporary food Sometimes that care is perfect just for oneself #metime	Being open-minded, empathetic, and accessible invites people in — and the more the merrier in our #bestlife Make the effort to connect with new groups, show how wine fits their world Help them discover a wine that's right for them #findmywine	Being proactive with hospitality and seeing past differences, is part of living your best life Act local: cultivate connection next door, step outside the filter bubble to create new, memorable experiences Practice the "New Civility" #bekind #listening #vulnerability
Evergreen truth this is built on	Wine's been at heart of the good life and celebration forever We are committed to doing the right thing for people and place	Wine is a delicious choice — and a moderate one Hand-crafted with great care	Wine central to so many different people and cultures for millennia. With so much variety everyone can find a wine they like – with our help	Multi-generation farming families know their neighbors and build communities. Wine is a unique ice-breaker: gracious and elevated, with easy conversation
Core Value	CHAMPIONS OF RECONNECTION: Boldness, welcoming, playful, energetic, positive, original			