



GRANDEUR

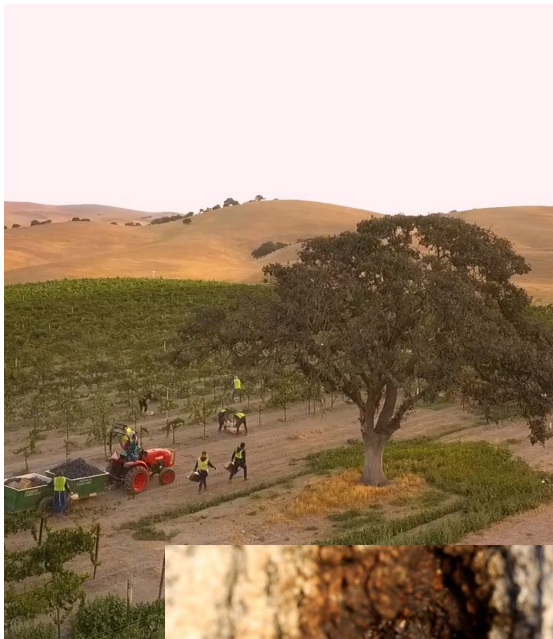
MADE WITH ORGANIC GRAPES

EMBRACE AUTHENTIC PROGRAMMING THAT SUPPORTS CAUSES IMPORTANT TO YOUR CONSUMERS **BEE A FRIEND: DRIVE SALES WITH GRANDEUR**



Bee Girl
Organization

With Grandeur's environmental ethos and consumers seeking brands that support green initiatives, a cause-driven program to support bee sanctuaries is sure to be a success.



Why Run Grandeur's "Bee a Friend" Charitable Program?

- ✓ **92% of consumers are more likely to buy** from a company that supports social or environmental issues.¹
- ✓ Consumers are **64% more likely to recommend companies/brands** to their friends if they are socially responsible.²
- ✓ **Organic claims** on wine labels are **trending** and are up **+24%** vs 2020.³
- ✓ **Grandeur + Bees are a natural fit and 88% of consumers take a brand's authenticity into account** when making a purchasing decision.⁴

How are they a fit? At the heart of Grandeur's vineyard stands an ancient Blue Oak, home to a colony of bees. Plus, organic farming practices like the ones we use in our vineyards, provide a chemical-free sanctuary for these important pollinators.



Grandeur's Organically Farmed White Flower Vineyard

grandeurwines.com

1. "Do Customers Really Care About Your Environmental Impact?" forbes.com 2. Business of Sustainability Index, March 2021
3. Source: Nielsen Measured Off Premise Channels 52 WK PE 010822 4. Stackla Survey 2021

The Bee Girl Organization Partnership Benefits

Partnering with an environmentally focused organization will help us drive sales and gain new brand exposure through their organization's channels.

- ✓ Bee Girl will post both static and video content to their 50K+ followers
- ✓ Virtual Tasting on August 19, World Honeybee Day
- ✓ Blog post and newsletter mention including Grandeur and our partnership to be added to the Bee Girl website
- ✓ Press release to trade and lifestyle media announcing our partnership



Sarah Red-Laird, Head Workerbee at the Bee Girl Organization

Grandeur's "Bee a Friend" Program Offers 360 Support

IN-STORE POS AVAILABLE:

Case cards, glorifiers, \$1 donation neckers, and seed paper coasters

CONSUMER ENGAGEMENT ACTIVATION:

Special landing page at grandeurwines.com/beegirl to promote partnership and bee education. Email campaigns, and social media giveaways that tie back to bee conservation.

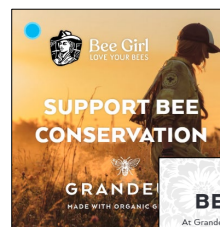
TARGETED DIGITAL CONTENT:

Geo-targeted online ad support, plus highly effective and engaging social media content during the partnership

ON-PREMISE SUPPORT:

Table tents with \$1 donation per glass of Rosé or Red Blend*, seed paper coasters and waitstaff educational materials

*Donation up to \$3500 in a calendar year.
Please enjoy our wines responsibly. • ©2023 Grandeur Wines, Greenfield, CA.



SEED PAPER COASTERS



TABLE TENTS
(Both Varietals Available)

DONATION NECKERS



CASE CARDS & GLORIFIERS
(Both Varietals Available)



INTRODUCING NECKERS,
6 PRE-PACKED PER CASE