

# BAREFOOT

## THE WORLD'S MOST AWARDED WINE

Barefoot Wines has emerged as one of the world's most-dynamic wine brands, with a diverse collection of wine for every palate, and a brand identity synonymous with fun.

But how well do you really know this perpetually trending wine producer? Barefoot buffs will get a kick out of these fun facts on their next visit to your establishment.

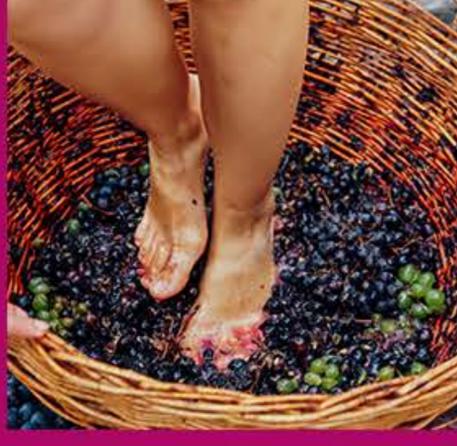
### A NEW MEANING TO GARAGE SALE

Like many small business ventures, Barefoot's story begins in a garage. Specifically, the garage of California winemaker Davis Bynum, who established Barefoot Bynum Burgundy in 1965. After taking the reins of the company in 1986, entrepreneurs Michael Houlihan and Bonnie Harvey shortened the name to Barefoot Cellers.



### KICK OFF YOUR SHOES

Barefoot's down-to-earth and catchy name is a reference to the free-spirited process of crushing grapes with bare feet.



### HELPING HANDS = WORD OF MOUTH

In Barefoot's early days, armed with a meager marketing budget, Houlihan and Harvey employed a strategy they dubbed "Worthy Cause Marketing." By donating time and most importantly, wine, to small, local nonprofits, Barefoot grew their brand recognition, and established goodwill among consumers who value businesses that stand for something.



### BAREFOOT CONTINUES TO MAKE A STAND

Although their days of miniscule marketing budgets are long behind them, Barefoot still supports worthy causes. Barefoot has been a long-standing ally of the LGBTQ+ communities and has sponsored Pride Marches across the country. Additionally, this year Barefoot has invested over \$150,000 in grants to Black women-owned business as part of their partnership with the New Voices Foundation for the #WeStandForHer campaign.



### FAMOUS FACES

With free samples at charity events no longer their primary marketing tool, some of the famous faces that have repped Barefoot include SNL's Kenan Thompson, Aubrey Plaza, and most famously, Mindy Kaling in the Barefoot Wine-To-Go campaign.



### WE'RE GONNA NEED A BIGGER TROPHY ROOM

Under the direction of Winemaker Jennifer Wall, Barefoot wines have received over 10,000 medals, making Barefoot, and Ms. Wall, the most-awarded winemakers in the U.S.!



### ALL SHAPES AND SIZES

Barefoot has been an industry leader in alternative wine packaging, with single serve bottles, aluminum cans, tetra paks, as well as 2- and 3-liter boxes. Their fun, unpretentious approach to wine made them ideal explorers for discovering innovative packaging, and has helped consumers embrace new ways of transporting and consuming wine.



### LESS THAN THE PRICE OF A CUP OF COFFEE

A big factor in Barefoot's accessibility has been their ability to deliver high-quality wines at affordable prices. Many of their products run less than a Tall Americano. Their single-serve spritzers and seltzers are under \$2.00 and even the 3-liter on-tap boxes are less than \$20.

