April 1, 2020

Dear Valued Partner,

In these unprecedented times in our country, we can’t thank you enough for your partnership and know that we stand by you through this extremely challenging period. Next month, we will launch a multi-faceted promotional campaign with many tools designed to help your business. The [**St. Supéry Great Sustainable Seafood Tour**](http://www.stsupery.com/seafood/) celebrates sustainable purveyors and practices and highlights our restaurant partners in a number of ways.

**What can you do?**

1. **Join the Tour! St. Supéry by the glass & your sustainable seafood pairing**

Choose a specific dish that pairs well with St. Supéry Sauvignon Blanc. Send us an image of the featured dish to [lara@stsupery.com](mailto:lara@stsupery.com) and we will include it on the dedicated page on our website: [stsupery.com/restaurants.](https://www.stsupery.com/restaurants/) We’ve added functionality including filters for delivery options and would love to include you in this resource.

1. **Tell us about your sustainable purveyors**

We want to support purveyors that make sustainable seafood a priority, including them in featured articles on www.stsupery.com/seafood and promoting them in our social channels. Please email [lara@stsupery.com](mailto:lara@stsupery.com) with suggestions. Seek out partners that share this ethos on [Fish Choice](https://fishchoice.com/).

1. **Join Us online to promote sauvignon blanc**

May 1, 2020 is #SauvBlanc Day. Encourage patrons to choose Sauvignon Blanc that day; we can offer you branded coasters (made from sustainable pulp) to help build awareness for Sustainable Seafood. Join the conversation using #sauvblancday hashtag on all social channels.

1. **Attend a weekly Virtual tasting on Facebook live or zoom**

Starting April 30 for 6 weeks, our Estate Chef will host virtual tastings of a St. Supéry wine paired with sustainable seafood, joined by experts and fellow chefs from around the country. See schedule and programming here: [www.stsupery.com/tasting-kits](http://www.stsupery.com/tasting-kits)

1. **Host a St. Supéry Wine Dinner**

The promotion will run through October 2020. When applicable again, we are happy to organize and promote an event and can send a dedicated email blast to our customers in your area.

We also have Great Sustainable Seafood Tour coasters available for those in the keg or BTG program.

Consumer activation, brand awareness and shelf-pull will be supported by:

* A Sustainable Seafood Recipe Contest with a grand prize trip to the Napa Valley ($3500 value)
* *Wine Spectator* digital programming and *Wine & Spirits* print advertising
* Highly visual content posted regularly on all St. Supéry social media channels

Through our sustainable winery and farming operations, we're committed to producing the highest quality certified Napa Green, 100% estate wines. Our goal is to share our values by partnering with like-minded organizations dedicated to protecting our land and environment for future generations.

Thank you for your continued support. Please contact me today so that we can include you on the Great Sustainable Seafood Tour!

Cheers,