**Off- Premise**

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 challenging period. Next month, we will launch the [**St. Supéry Great Sustainable Seafood Tour**](http://www.stsupery.com/seafood/) to celebrate sustainable purveyors and practices through a multi-faceted promotional campaign that will run through October 2020 with many tools designed to help consumer pull through.

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

* Sustainable Seafood Recipe Contest. Grand prize: trip to the Napa Valley ($3500 value)
* Robust Advertising including *Wine Spectator* digital, *Wine & Spirits* print ad, Geo-Targeted Ads
* Highly visual content posted regularly on all St. Supéry social media channels

How you can get involved?

1. **Secure/Display Great Sustainable Seafood Point-Of-Sale**

Available POS: Promotional Sleeve for 3-case stacks, case glorifiers, shelf talkers, bottle necker options: with recipe and contest mention, Sustainable Seafood Watch trifold guides or coasters.

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

We want to support and promote businesses that make sustainable seafood a priority, including them on [stsupery.com/seafood](https://www.stsupery.com/seafood/) and promoting them in our social channels. Please email [lara@StSupery.com](mailto:lara@StSupery.com) with suggestions. Seek out sustainable sources from [Seafood Watch](https://www.seafoodwatch.org/consumers).

1. **Join weekly virtual tastings on Facebook Live and 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: [stsupery.com/tasting-kits](https://www.stsupery.com/tasting-kits/)

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

May 1, 2020 is #SauvBlanc Day! Join the conversation using #sauvblancday; encourage consumer purchase and participation.

1. **Refer customers to the retail locator**

An enhanced feature on [stsupery.com/seafood](https://www.stsupery.com/seafood/) a tool to find St. Supéry wines in market which is populated from Last 6 months distributor inventory with frequent updates.

We're committed to producing the highest quality certified Napa Green, 100% estate wines. Through our commitment to sustainable winery and farming operations, we aim to educate and partner with like-minded organizations dedicated to protecting our land and environment for future generations.

Thank you for your continued support of St. Supéry and we hope to include you on the Great Sustainable Seafood Tour.

Cheers,