



ST SUPÉRY

The Great Sustainable Seafood Tour



The Great Sustainable Seafood Tour celebrates sustainable seafood purveyors and opportunities to make, taste and enjoy sustainable seafood. Join St. Supéry in supporting organizations committed to environmental stewardship.

Drive Demand, Engagement and Sales

Featured Accounts

Provide a sustainably sourced seafood dish from your restaurant to be featured on the restaurant locator stsupery.com/restaurants. Send an image, description and restaurant logo to ryans@stsupery.com.

Live and Virtual Events

Let St. Supéry organize and promote a **winemaker dinner** at your restaurant and/or execute a **private virtual tasting** for your valued customers. We can post on our landing page and send a dedicated email blast to St. Supéry fans in your area.

Consumer Recipe Contest

Encourage your customers to create an original dish using sustainable seafood for a chance to **win a trip to the Napa Valley (\$3500 value)**.

Media Support and Promotional Tools

- National display advertising and search engine optimization
- Print and digital advertising in major wine publications
- Robust social media features on purveyors, accounts and events



3-Case Stack Sleeve



Reversible Necker (\$1 IRC in select markets)



Consumer Seafood Guide



Case Glorifier



Shelf Talker

for all details visit: stsupery.com/seafood



ST SUPÉRY
ESTATE VINEYARDS & WINERY
NAPA VALLEY