



WINES & VINES PACKAGING CONFERENCE

## SESSION THREE

# Connecting to new wine consumers

**MODERATOR:** Stacy Briscoe

**SPEAKERS:** Janu Goelz  
Landon McPherson  
Maggie Tillman  
Chip Forsythe



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SESSION THREE  
Sponsor

# 4 PARTS DESIGN



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First Generation Harvest Card Packaging



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First Generation Harvest Card Packaging  
with Partner Wine deLorimier



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Custom Harvest Card Maps at a Private Tasting



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Harvest Card Promotional Brochure at our partner restaurant, the Bird and the Bottle



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2018/2019 Harvest Card Packaging with a Giveaway Basket from Mercato with Trecini wine and Olive Queen olive oil



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Promotional 2019/2020 Harvest Card Graphic





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2019/2020 Harvest Card at Winery Partner Bowman Cellars



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2019/2020 Harvest Card with partner wine Hook & Ladder



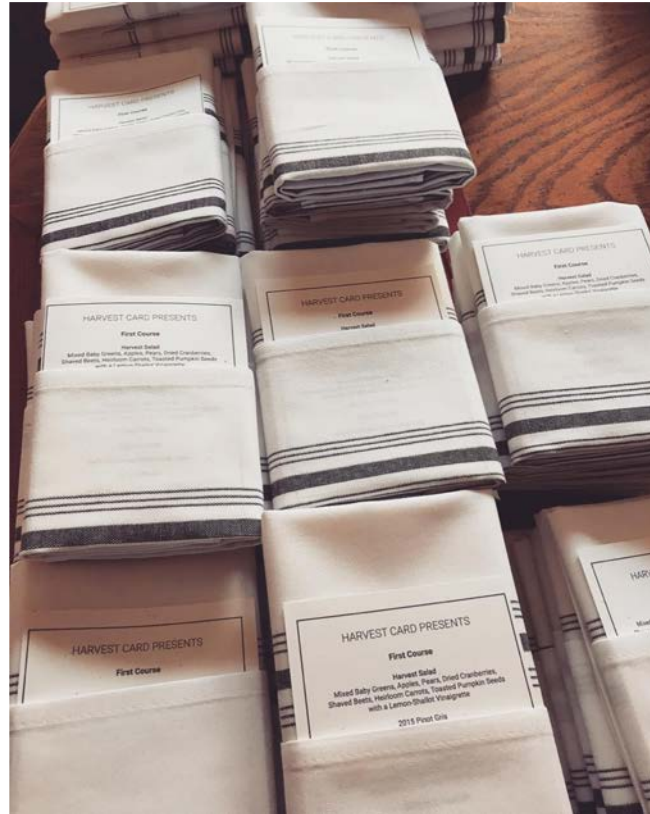
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2019/2020 Harvest Card with Taft Street Wine



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Harvest Card Menu from a Ranch to Table Dinner in Santa Rosa



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Harvest Card packaging at Hotel Partner Flamingo Resort