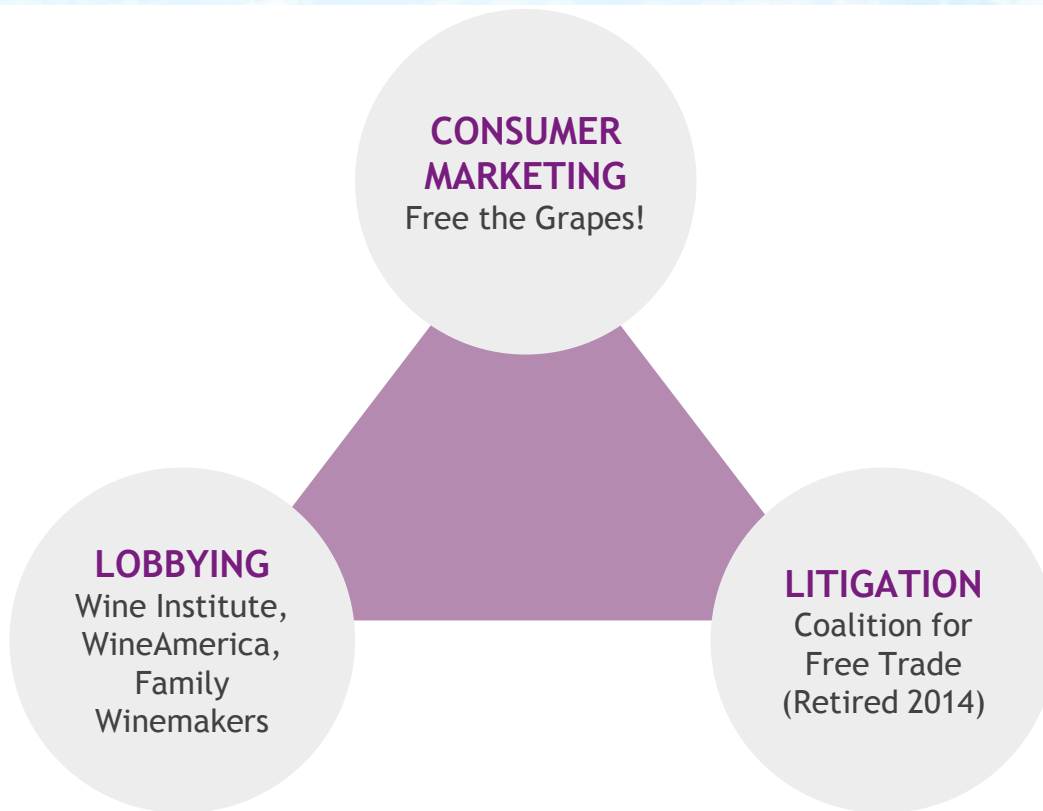


Free the Grapes!

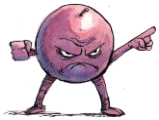
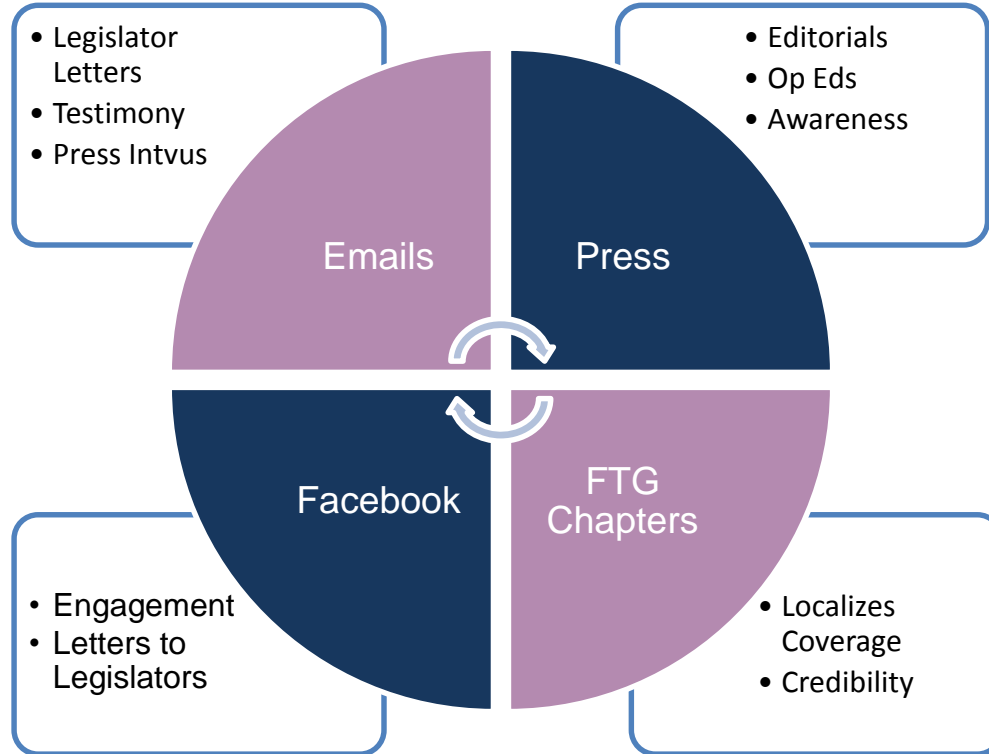
*Mission: To augment, not replace,
the 3-tier system with legal,
regulated DTC shipments*



3-Prong Strategy: Streamline DTC Shipping



Free the Grapes! Tactics & Outcomes





Media Coverage

- 110+ news articles
- Targeted key states: NJ, PA, IN, MS, OH, AL, DE, OK

Oklahoma

- 550 letters to Gov. in 24 hours staved off veto
- 45th legal state for winery DTC opened fall 2018

Ohio

- Established FTG Ohio Chapter
- PR agency started 1/1/19

Delaware

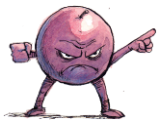
- 774 consumer letters
- First DTC bill to pass House, Senate

Mississippi

- 611 consumer letters

Alabama

- 910 consumer letters





Goal

- Generate consumer support for removing capacity cap

Facebook/NJ

- Doubled followers in 2018

Emails

- 652 Consumer Letters to Legislators

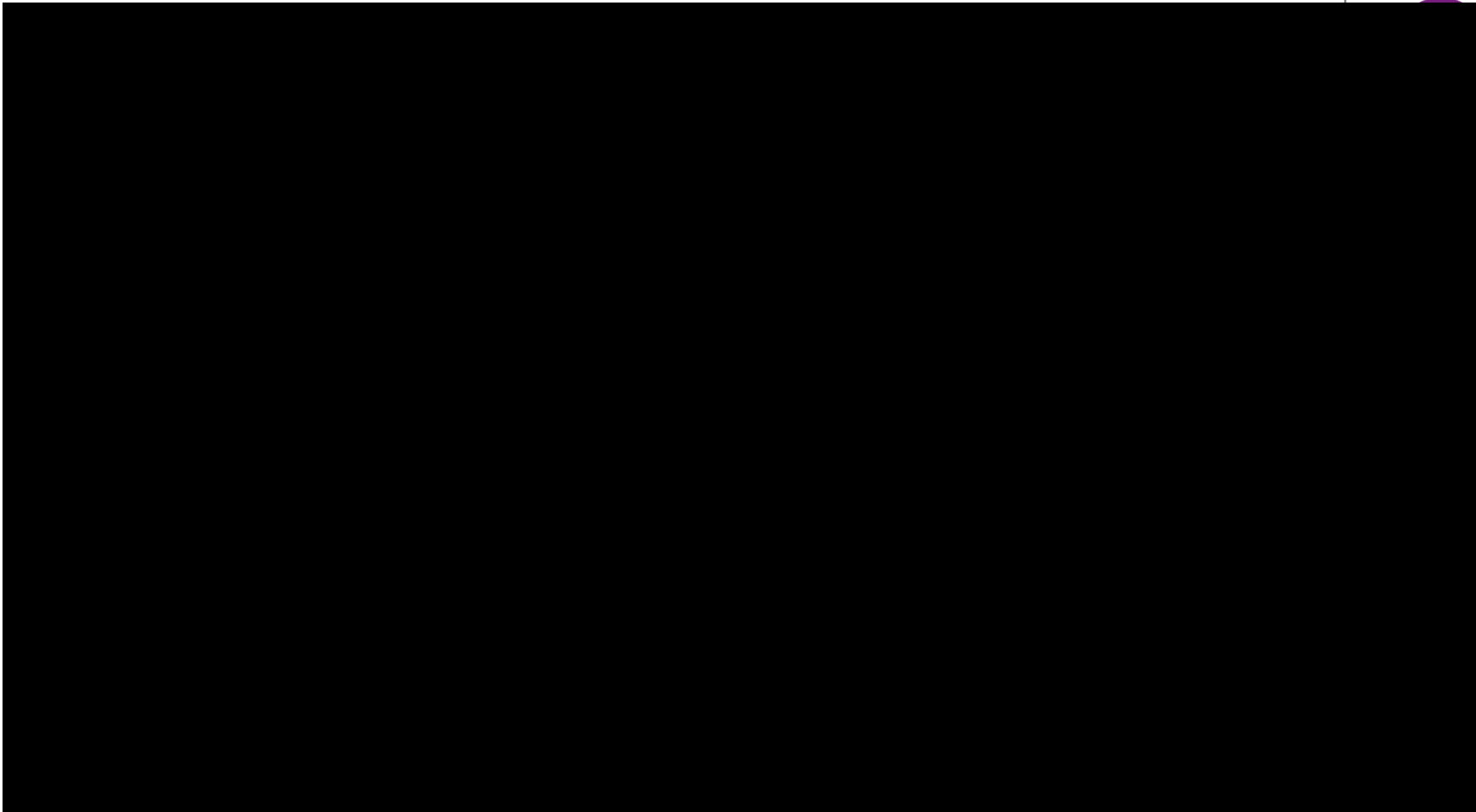
News Coverage

- 19 Media Stories

Press Conference

- October 17, Capitol Building
- Terri Cofer Beirne, Dennis Cakebread, Jeremy Benson
- 14 Media Stories Favorable Toward Bills
- Coverage in NYC, Philadelphia, New Jersey





How Can Your Winery Help Free the Grapes?



Subscribe to FTG Email List

<https://freethegrapes.org/>

Watch for FTG Requests

Our emails include copy to forward to your consumers:
NJ, OH, DE, etc.

Use Age Verification

Our industry gains credibility, trust through compliance



Free the Grapes!

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