



Brand Socialite has a unique and niche positioning amongst its technology competitors' platforms; we view "shelter in place" as an opportunity to help brands think outside of the box and create virtual promotional programming. Traditional brand interactions with their consumers have been done the same way for the past 20 years, where promotional models present the consumer with products while highlighting key facts to encourage sales. We aim to change that interaction and bring it up to date with modern technology.

Brand Socialite is in the process of working with brand ambassadors, mixologist and sommeliers in the Los Angeles area to develop a pilot that we will pitch to some of our brand partners like Wally's, Mel and Rose and potential clients in the wine and spirits industry. Consumers that are stuck at home are craving a sense of community and connection while exploring different ways of entertaining themselves while spending "virtual" time with their families, friends and colleagues. Our unique position and experience give us access to the top talent in Southern California, that are currently furloughed, and brands that are struggling with supporting their accounts (such as Wally's). We offer unique ways to experience their products despite the limitations of COVID-19. Brands need to integrate virtual experiences that create sense of community to their loyal customers and recruit new ones as well. So how can we recreate in person experiences in a virtual world?

Sample of Programming in Progress:

- ✓ Discover the difference between Champagne and Prosecco
 - Link to video:

<https://www.youtube.com/watch?v=U19sTbIMvDM&feature=youtu.be>

- ✓ Quarantini's class (spin off on Martinis) with a purchase
- ✓ Lunch and Learn with Cabs and Merlots with Sommelier sponsored by winery
- ✓ Brunch with a Vodka tasting and Bloody Mary making Class with our Mixologists
- ✓ Virtual Reality Bar with our Bartender sponsored by one of our brand partners
- ✓ Virtual Food and Wine Festival with multiple brands hosted by our top sommeliers in partnerships with wineries and local restaurants
- ✓ Virtual Wine Tasting with 3 Wines from Wally's (who offers delivery) where we would have one of our Sommeliers conduct 3 different one-hour tastings with up to 20 consumers who pay for the wines and Sommelier service which will be advertised by Wally's to drive sales
- ✓ Discover the difference between Cognac and Brandy hosted by one of our luxury Brand Ambassador and sponsored by a Cognac Brand
- ✓ Single Malt Scotch Whiskies tasting hosted by one of top Brand Ambassadors, trained in the top Scotch distilleries in Scotland

BRAND

SOCIALITE


ON DEMAND

Examples of what some of the wineries are offering to their members where we see an opportunity in expanding to using Brand Socialite Talent and opened to public with purchase:



Newton
NAPA VALLEY

Tonight's the Night!
Newton's First Live Virtual
Tasting
with Winemaker Alberto
Bianchi
at 5:30PM PST




★
APRIL 22ND AT 3PM PST

YOU'RE INVITED TO A VIRTUAL TASTING

Join Chandon's head winemaker Pauline Lhote from the comfort of your home to learn about Chandon's history, approach to winemaking and to discover these incredible wines.

Pauline will taste and discuss:



CARHARTT VINEYARD & WINERY
Family-owned vineyard, direct-to-consumer
Serving: Online

@CARHARTTVINEYARD

THANKS
@ALISALQUESTRANCH

Offering wine for online delivery as well as new at-home blind tasting kits. Try the new Chase the Blues Away Rosé!
SWIPE UP FOR WEBSITE

2939 GRAND AVENUE,
LOS OLIVOS
805.693.5100



BARTENDERS NEEDED!

With so many of our friends out of work, we want to see you back doing what you love!

Gray Whale Gin is looking to hire out-of-work bartenders for our virtual bar!

To be hired for a shift, create your own original cocktail that brings to life Gray Whale Gin's unique Californian botanicals and submit it to info@gdsdspirits.com.



Hired bartenders will be paid \$350 for their shift, and each bartender and their creation will be celebrated on @graywhalegin.

This post does not constitute an offer of employment. For more information about submitting your cocktail, please email info@gdsdspirits.com

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BARTENDERS WANTED!

We've always relied on the authenticity and trust of the bartender community and now you can rely on us.

Hella Cocktail Co. (aka Hella Bitters) is seeking Out-of-Work Bartenders for our virtual bar.

- To pick up a shift, create an original cocktail or non-alcoholic cocktail that brings any of our Hella lineup to life
- Submit your recipe, a photo, and a short video of you making the cocktail/non-alcoholic cocktail to BarChronicles@hellacocktail.co*
- Shift bartenders will be paid \$250 for their shift and each bartender and their creation will be celebrated on [@hellacocktail.co](https://www.instagram.com/hellacocktail.co)



*This post does not constitute an offer of employment. For more information about submitting your beverage, please email BarChronicles@hellacocktail.co

#www.HellaBitterLLC, New York, NY

omarepinkard We've always relied on the authenticity and trust of the bartender community an