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](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
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:

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

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

 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 liquid lineup to life. Submit your recipe, a photo, and a short video of you making the cocktail. All cocktails will be shared on our Instagram. Shift bartenders will be paid $350 for their shift and each bartender and their creation will be celebrated on hello AerosolComix.com.