



BAREFOOT®

**BRINGING INCLUSIVITY TO WINE**



# BEING INCLUSIVE IN THE WINE CATEGORY = BEING A REBEL

## The Wine Category



## Barefoot



# WELCOMING THE LGBTQ+ COMMUNITY TO BAREFOOT



# PROUDLY SUPPORTING THE LGBTQ+ COMMUNITY FOR OVER 30 YEARS

1988



"The Barefoot Guy"



1990

worldpride  
Under License from TruePride  
2014 · toronto · ontario · canada

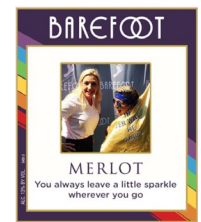


2014

OUTFEST  
CREATING CHANGE. ONE STORY AT A TIME.



2019



# MARCH ONWARD TOGETHER FOR EQUALITY





# BAREFOOT'S FIRST-EVER PRIDE PACKAGING CELEBRATES THE HISTORY AND DIVERSITY OF THE LGBTQ+ COMMUNITY

*Each design is inspired by a unique milestone in Barefoot history, celebrating the march onward for equality*



## Marriage Equality

Community members and allies who have fought for marriage equality across the United States



## LGBTQ+ Trailblazers

Who publicly use their voice to celebrate the community and advocate for the LGBTQ+ causes



## AIDS Epidemic

The decades-long efforts of the heroic service organizations who have fought the AIDS epidemic and those impacted



## Celebrate Pride

Pride celebrations around the world bring millions of people together to honor the community and advocate for equality



# WE INVITED AMAZING QUEENS TO JOIN THE "HOUSE OF BAREFOOT" TO PROMOTE OUR PRIDE PACKAGE



FASHION PHOTO RUIVIEW: Pride Edition with House of Barefoot 2020

freemomhugs • Following

freemomhugs • Good Monday morning! If you need some cheer this morning, head over to @youtube and watch this amazing video with our favorite #dragqueens @eurekacohara @itsravenhunty\_ @sutanamrull and @manilaluzon all joined together with Parker and Sara Cunningham for a fabulous @worldofwonder fashion show inspired by @barefootwine Pride Edition bottles and spritzers.

Liked by markumbach and 299 others

AUGUST 24

Add a comment... Post

YouTube



WORLD OF WONDER



manilaluzon • Following  
Paid partnership with barefootwine

manilaluzon • #ad The time has come to #MarchOnward! This Pride, I'm teaming up with @barefootwine as a member of this year's House of Barefoot to debut a look based on their Marriage Equality bottle, celebrating the fifth anniversary of the SCOTUS decision granting Marriage Equality. \$1 in proceeds from every case sold will be donated to @freemomhugs (up to \$60,000) to spread love and affirmation one hug at a time!

Liked by cheyenne.222 and 24,624 others

JUNE 15



seesthestarsablaze • Follow  
Paid partnership with barefootwine  
Austin, Texas

seesthestarsablaze #sponsored Even if pride parades are cancelled this summer that doesn't mean we can't still celebrate the heck out of pride month (aka the best month of the year)! @court\_rhodes and I decided to make a little pride float because we have WAY too much time on our hands! ❤️🌈🌈🌈🌈🌈 PS - don't forget to snag some @Barefootwine limited edition PRIDE rosé for your own at-home pride celebrations 🍷 You can purchase Barefoot Limited Edition Pride Bubblely on Drizly and use code: BAREFOOTDELIVERED for \$5 off your purchase! #MarchOnward #BarefootSlayTeam

Liked by martz\_meg and 2,934 others

JUNE 27

METROWEEKLY

askmen  
BECOME A BETTER MAN

gayety

FREE MOM HUGS VIRTUAL TOUR 2020  
Beyond the Hug

- May 10- OKC, OK
- May 11- Louisville, KY
- May 12- Columbus, OH
- May 14- Philadelphia, PA
- Hartford, CT
- May 15- Washington DC
- May 16- Raleigh, NC
- May 17- Atlanta, GA
- May 18- Nashville, TN
- Little Rock, AR

2020 freemomhugs.org





# WE SOLD OUT ONLINE IN 24 HOURS!

**THE BARREL ROOM**

**ORDER ONLINE**

Can't make it to Pride? We'll bring the party to you! All your favorites are now available online at the Barrel Room.

[Buy Now](#)



**barefootwine** • Following

AS... one is my favvvv

22w 1 like Reply

shannon\_the\_great\_ I can't find the ability to buy in line we want to buy a few cases of each

21w Reply



**barefootwine** • Following

kostka umg

9w Reply

blackgayweddings We are in love with this product

7w Reply

View replies (1)

blkbdrfly33 @barefootwine is this bottle still available?

4w Reply

View replies (1)



## SHOWING OUR TRUE COLORS

To celebrate Pride (and give back), we've give Barefoot Brut Rosé and Rosé Spritzers a brand new look.



**PRIDE 2020  
BRUT ROSÉ  
CHAMPAGNE**

[Where to Buy](#)



**PRIDE 2020  
BRUT ROSÉ  
CHAMPAGNE**

[Where to Buy](#)



**PRIDE 2020  
BRUT ROSÉ  
CHAMPAGNE**

[Where to Buy](#)



**PRIDE 2020  
BRUT ROSÉ  
CHAMPAGNE**

[Where to Buy](#)



**barefootwine** • Following

Celebrating at the pride festivities this summer!!! Stay safe

29w 1 like Reply

View replies (1)

a.222 and 646 others

1luluniato Sold out!!! Wow!!! Hope you restock soon.

28w Reply

View replies (2)

carriej1975 I don't normally like bubbly, but I may need some of this.

28w Reply

View replies (2)

Liked by cheyenne.222 and 2,070 others

APRIL 20



# PROCEEDS WENT TO FREE MOM HUGS' VIRTUAL TOUR DURING PRIDE SEASON



Free Mom Hugs Founder, Sara Cunningham, in 2011



I got a care package! Waited to open it with my son. It made heart do a flutter ❤️❤️❤️



freemomhugs • Following ...

freemomhugs • Care Packages have been arriving all weekend! We are so thrilled that you are feeling loved and hugged! #freemomhugs #carepackage #hugs #lgbtqiap #lgbtq #youareloved #asyouare #beyondthehug #mamabears #celebrate #alloyou #youarenotalone #youmatter #happyday #mondaymood #lovewins

freemomhugs • Following ...

freemomhugs • Still getting beautiful messages from folks receiving care packages! #freemomhugs #carepackages #comfort #mindbodiesoul #mamabears #spreadlove #beyondthehug #lgbtqiap #youarenotalone #lovewins

19h

\_rasdish\_ I want one but im broke

Liked by jpentes and 1,833 others

19 HOURS AGO



# PRIDE 365: OUR SUPPORT ISN'T CONFINED TO JUST ONE MONTH



**FREE MOM HUGS**  
FreeMomHugs.org

Barefoot is proud to announce a partnership with Free Mom Hugs to support the relief efforts for those impacted by the COVID-19 crisis. Proceeds from all Barefoot Merch Store purchases\* will help provide assistance to friends & family in need.

\*up to \$10K, valid through Dec 31, 2020. Excludes Adopt-a-Pet merchandise, additional exclusions apply

[click to learn more](#)

Barefoot Pride Merch

Local Pride Events

**END OF PRIDE MONTH VIRTUAL MIXER**

First 30 members to register receive a free bottle of Barefoot Bubbly and commemorative champagne flutes courtesy of **MyPoint Credit Union**

Hosted by **SAN DIEGO EQUALITY BUSINESS ASSOCIATION**

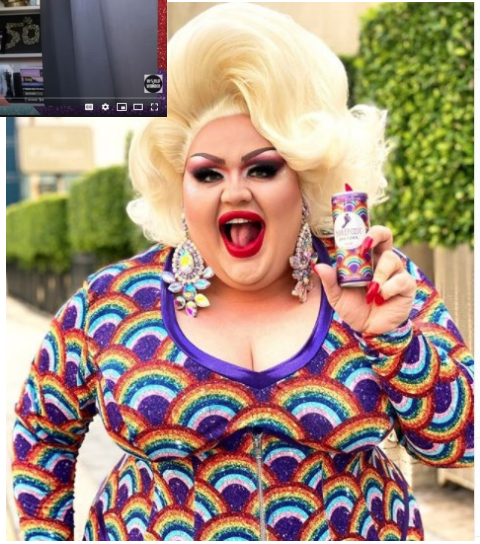
Cooking Demo • Champagne Toast  
Chamber Update • Networking & Raffle Prizes

**Friday, July 31 5:30-7:00 pm**

National Coming Out Day



NYE in Times Square





# WELCOMING BLACK CONSUMERS TO BAREFOOT

# 2019: PROJECT PURPLE LIGHT

Barefoot's platform to celebrate the diverse voices and genuine experiences of Black women





# IN 2020 WE TOOK A CLEAR STANCE

**BLACK LIVES  
MATTER.**



**eji**

**Equal Justice  
Initiative**

# BUT OUR STANCE WASN'T JUST EXTERNAL; WE HAD TO HOLD OURSELVES ACCOUNTABLE





# THIS FALL WE LAUNCHED WE STAN FOR HER

Highlighting the collective beauty and power of Black women through community impact and community celebration.

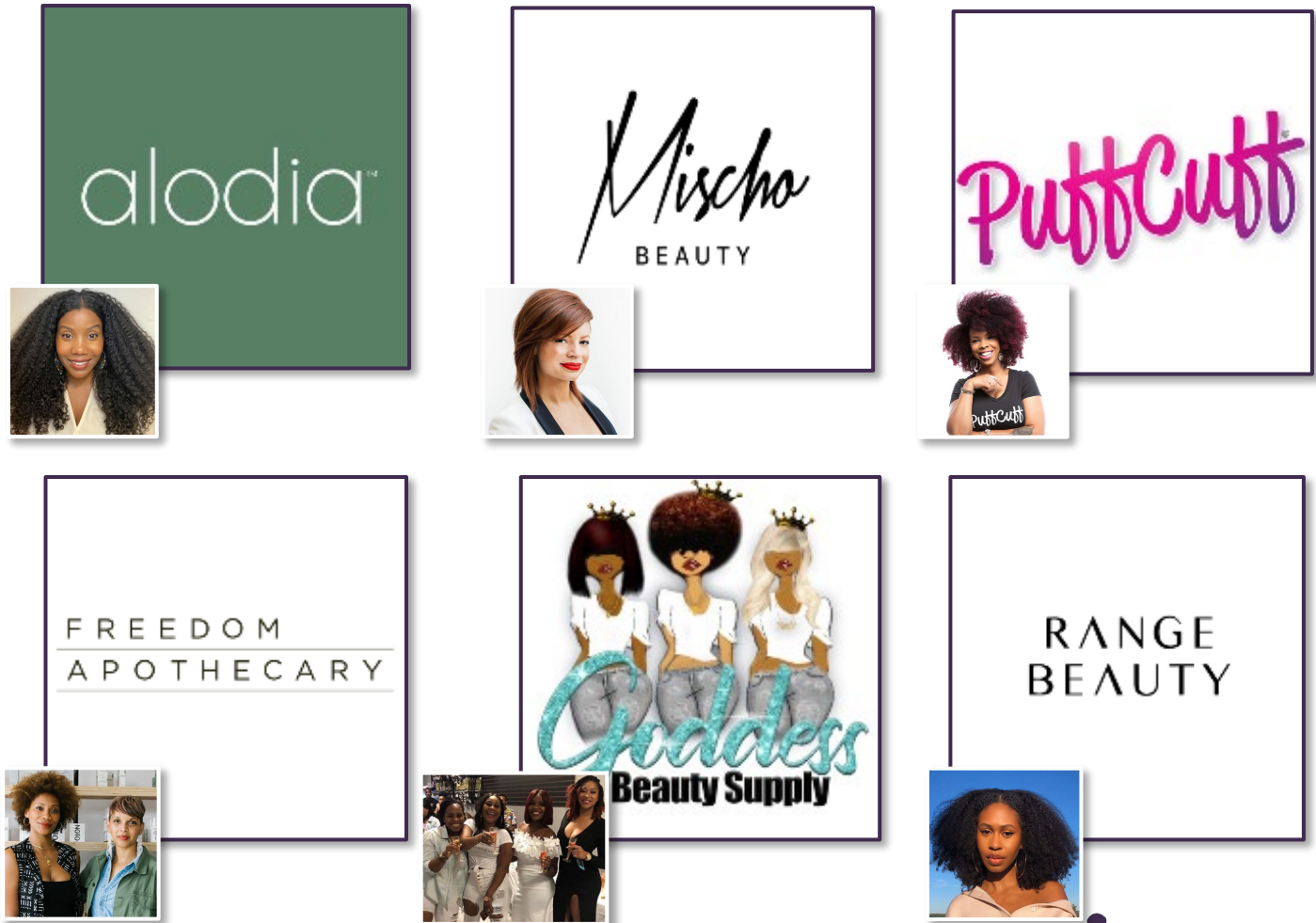


- Recognize that society often criticizes or critiques the appearance of Black women
- Acknowledge the role beauty routines play in self-care and promote economic equity for the Black community
- Celebrate, support, and advocate for Black women that provide spaces, products and services that center, celebrate and uplift their community

# WE PARTNERED WITH NEW VOICES FOUNDATION TO MAKE AN IMPACT ON THE COMMUNITY



Grant program providing funding and business resources to Black women-owned beauty businesses





# AND CELEBRATED THE COMMUNITY VIA OUR 'WE STAN FOR HER' WEB SERIES



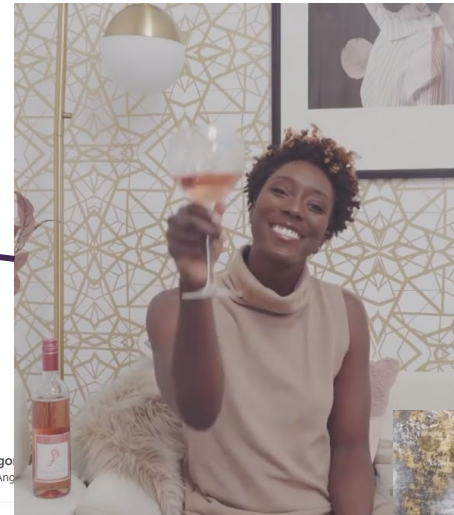
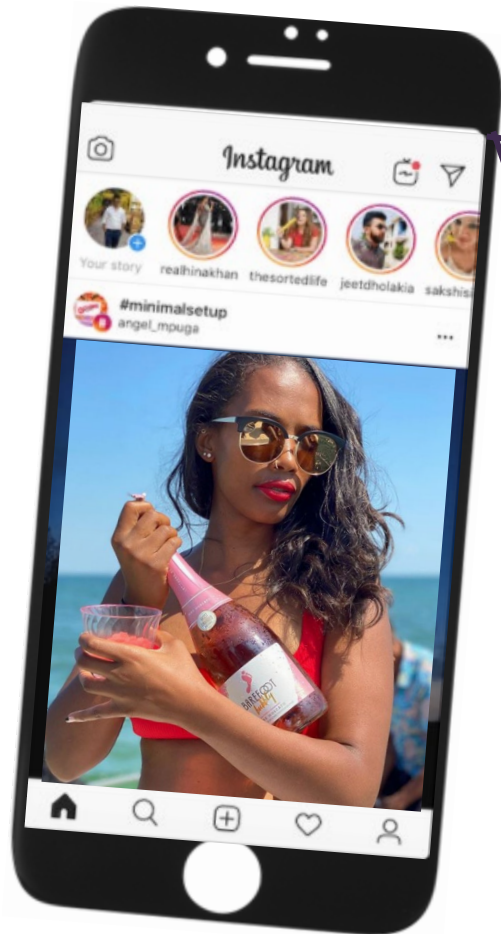
Melissa Butler,  
The Lip Bar Founder

Jordin Sparks,  
Singer, Songwriter, Actor

Ashley Everett  
Dancer, Model, Actor

- Four-part web series
- Featured influential Black women
- Discussions on the unique experience of Black women in America

# WE ENGAGED WITH INFLUENCERS TO CONTINUE THE CONVERSATION



daynabolden • Following  
Paid partnership with barefootwine

daynabolden • I have been natural for over 5 years, and I love every bit of this journey of completely loving my hair- but it didn't always start out that way. #ad It took me a while to truly embrace my hair that ultimately sparked my career in beauty and lifestyle blogging. I am excited to join @Barefootwine in their #WeStanForHer Campaign to celebrate the beauty, self- expression and power of black women. We stan for wearing your hair in whatever way makes you feel the most confident, beautiful and authentically yourself because we stan for HER! #Barefootwine #WeStanForHer #BlackGirlMagic @neil.sneider

heygorjess • I'm super excited to partner with @barefootwine for their #WeStanForHer Campaign! #ad Myself and a few other amazing women have come together to talk about some important topics that highlight and celebrate black beauty, sisterhood, and self expression. In this video I talk about my journey with my natural hair and how I've found the freedom to switch up my hair and wear it however I want, despite what other people may think! Check it out and let me know how you've learned to embrace your hair over the years!

1w

melissabutler

3,526 views  
OCTOBER 7

karleenroy • Follow  
Paid partnership with barefootwine  
Home in My Living Room

karleenroy • #ad I was told once in a job interview many moons ago to "tone down my style" (my hair, my jewelry, and so on. And in my defense I wasn't even doing "the most"). At that very moment, I knew that job was NOT the move for me, and my creativity would shrink. Has this ever happened to y'all??

Years later when I was developing the ethos of my company, I knew I wanted to create a work environment that was about confidence and style. As someone committed to embracing and elevating the culture, I recognized we produce our best work when we feel "and" look our best! It starts within the walls of the organization.

2,175 views  
OCTOBER 23

Add a comment... Post



# OUTLETS FROM ACROSS THE MEDIA SPECTRUM PICKED UP THE STORY

People

MARKETINGDIVE

POPSUGAR.

ESSENCE

HypeHair

BLACK  
ENTERPRISE

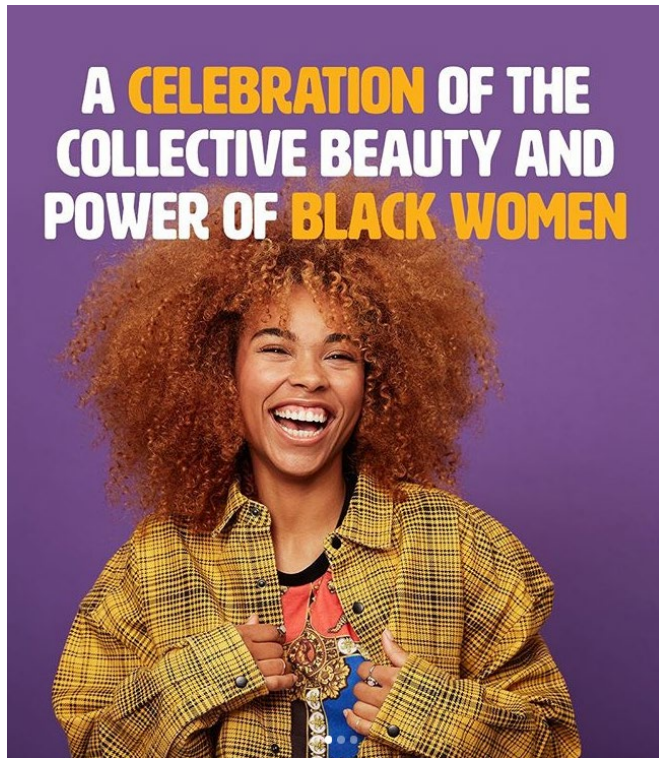
THE ROOT


HelloBeautiful





# MOST IMPORTANTLY, CONSUMERS LOVED THE PROGRAM


Received an overwhelming amount of positive feedback from consumers on social media





 applemacg Yes to black hair magic! Great way to celebrate anything is with @barefootwine!

 jilyiandelezia This is soooo dope!!! Barefoot Sparkling moscato was my intro to wine🔥🔥🔥

 iamasadugger I loveeeee!!! I always have a bottle of @barefootwine on my bar cart!!!!👩❤️ Now I love it even more!

 iamvmil Love this! This makes me happy! #inspired❤️

 superdelt\_ Thank God for Barefoot and loving our natural hair❤️😁

 maya\_the\_bee16 What an awesome campaign! Also, I think wine would help me deal with my hair sometimes😂 Love it!



# CONSUMERS SHOWED EVEN MORE LOVE IN SURVEYS



*“I absolutely love the #WeStanForHer campaign! Black women are amazingly creative and have so much to contribute. Excellent job Barefoot in recognizing, making a commitment and highlighting the awesomeness of black women!”*

*“I’m so impressed that you took on such a campaign that I’m making the switch today. Barefoot is now my new go to brand. I believe in putting my dollars behind companies that believe in my causes, so you have a new customer. Thank you and please continue doing good.”*

*“I just want to Thank you for what you’re doing. It make us feel like someone finally is noticing us and that we do belong.”*





**BAREFOOT**

**Thank You!**