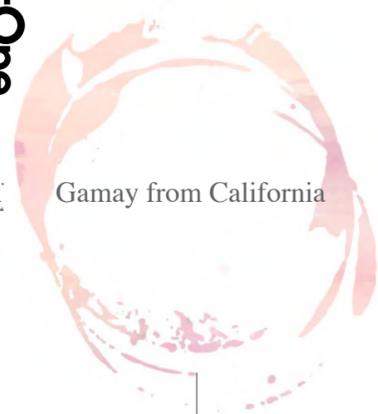


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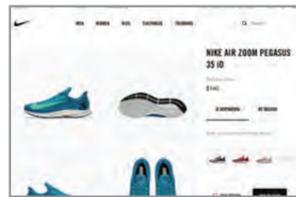
1st Pairing



Gamay from California



Social Media/Google Ad



Website



Purchase

Brie Cheese

Milk  
Chocolate

2nd Pairing



California Nero D'Avola



Email Campaign



Landing Page/Offer



Purchase/Remarket

Cheddar  
Cheese

Dark  
Chocolate

Sponsors

3rd Pairing



Chardonnay



Direct Mail Trade Show



Trade Show Engagement



Follow Up + Sale

Cheddar  
Cheese

White  
Chocolate

