



## CASE STUDY

# Long-Time Partnership Develops into Award-Winning Project

## PARTNERSHIP

Promo Wines, by Vintage Wine Estates Specialist Team, is your partner in business to see your projects through to success. We value building long-term relationships. Our mission is to increase your business by caring for your customers' business. We take pride in our work from vineyard to glass.

## DETAILS

Known for our "can-do" attitude and dedication to quality, your Personal Project Manager and the Promo Wines Team will communicate with you every step of the process. With tens of thousands of orders shipped across the United States every year, we draw upon 60 years of wine industry experience.

We then add that personal touch... the strength of your successful Promotional Products business paired with our award-winning winemaking and branding expertise.



*"The Stevie® Awards are the world's premier business awards. They were created in 2002 to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide. In short order the Stevie has become one of the world's most coveted prizes."*

*-American Business Awards Website*

Vintage Wine Estates is honored to be an integral part of a major award-winning project that took the 2020 Gold Medal Stevie Award for excellence.

Our partnership began in 2008, when Promo Wines Brand Specialists Gordon and Melanie had the pleasure of meeting with Hans Schuette, partner and owner of promotional products company Towsleys', at the PPAI Expo in Las Vegas. We bonded over wine and have since worked together on a series of successful custom promotional projects. In 2019, Hans continued the successful partnership with the Vintage Wine Estates Promo Team to create an annual report gift package revolving around Windsor Vineyards custom wine.

Our largest Promotional Products enterprise to date, Towsleys' branded wine gift program, created for one of their clients, exemplifies all of the work and years of this partnership. The Acuity annual report project involved all of the Vintage Wine Estates departments from conception to delivery. Communication, constant focused strategy, and detailed planning, were all facilitated to bring this team effort to fruition.

Upon completion, the project ended up winning 2020's Gold Stevie for Best Annual Report.

"As I started working on custom wine projects, Gordon and MJ (Melanie) were invaluable in adding to my wine education and helping me create the best solutions for a variety of different client needs. Gordon's insight and knowledge on wine is second to none and the Vintage team is the best promo fulfillment partner I have ever worked with. What we accomplished together for this campaign was nothing short of miraculous. A million little details and we nailed them all!"

- Hans Schuette, owner/partner, Towsley's Inc., our distributor partner.

"Allow me to thank you for the very generous gift of the wine, container, and chocolates. This is really over the top. You are forcing me out of conscience...to place more business with Acuity."

- Recipient of the Gold Stevie Award-Winning Report

"What a fun, creative, and innovative marketing campaign! To take a fairly dull industry (no offense!) from Sheboygan, WI (my hometown!), of all places, and pair them with a [Californian] winery is a brilliant idea and certainly will be a memorable token for all the agents. Well done, Acuity!!"

- Judge for the American Business Awards Program