

EXCELLENCE

- A. We are experts in winemaking.
- B. We stay up to date on new winemaking movements and innovation.
- C. We thoroughly and thoughtfully explore all winemaking decisions before executing.
- D. We vet all vineyard farming to meet rigorous standards of quality.
- E. We shepherd our wines from grape to glass at their service, on their schedule, error free.

ENVIRONMENTALISM

- A. We only source sustainable, organic, or biodynamically farmed grapes.
- B. We absolutely avoid the use of harsh chemicals and additives in our wines.
- C. We are advocates for the health and prosperity of California's Central Coast.
- D. We are committed to reducing our carbon footprint.
- E. We encourage recycling and consider sustainability in all of our winemaking and packaging.
- F. We only use non-animal products in our winemaking and are a vegan winery.

NEIGHBORHOOD

- A. Our mission is to use our outposts to bring the California Central Coast winery experience to neighborhoods.
- B. We promote other local businesses.
- C. Our neighborhood outposts provide local wine-drinkers access to our premium wines.
- D. We sell our wines at fair prices so everyone in the community can enjoy them.
- E. We use locally-sourced products whenever possible.
- F. We support local charities and organizations.

EDUCATION AND KNOWLEDGE

- A. We are educated on the history of wine, oenology, and California's Central Coast viticulture.
- B. We know the technical information of all wines we make and each vineyard we source from.
- C. We label all wines with clear and accurate information.
- D. We take time to teach our customers about our wines and practices and give them a voice to pursue their personal wine education.
- E. We provide wine education to individuals based on their level desired.

HOSPITALITY

- A. We are friendly and honest, and clearly communicate with each other and our customers.
- B. We do our best to accommodate our customers' needs.
- C. We value long term relationships with our customers.
- D. We make it easy to buy our wines by selling at fair prices with clear merchandising and accurate materials in our outposts and online.
- E. We design our local outposts as comfortable, stylish, neat, and hygienic.
- F. We stay up to date on hospitality and design trends to maintain a welcoming wine-drinking setting in our architecturally-savvy outpost spaces.
- G. We care for the health and safety of our employees and customers and meet all necessary safety and compliance codes at our outposts, winery, and storage facilities.

DIVERSITY AND INCLUSION

- A. We denounce any form of racism, sexism, or discrimination and welcome people from all cultural backgrounds, races, religions, ages, gender identities, sexual orientations, disabilities, and other aspects of personal self-identity.
- B. We strive to be inclusive and to provide a safe place for employees to share their diverse perspectives that make us all unique and valuable.
- C. We encourage others to respectfully express views and ideas, and value each other's unique contributions and opinions.
- D. We respect the different backgrounds, views, and opinions of our communities.
- E. We pay our employees competitively, treat them with respect, and regularly provide honest feedback on their performance.
- F. We nurture creativity at all levels and offer clear opportunities for professional growth.