



HOSTING YOUR OWN VIRTUAL HAPPY HOUR WITH FRIENDS»

With COVID-19 forcing us to completely shift the way we go about our daily lives, we can all agree that distancing is the best thing for everyone, but we can't ignore how hard it has been to socially isolate ourselves from the people in our lives. Right now, it is more important than ever to have conversations and stay connected with friends and family. The solution? How about a virtual happy hour with Splash wines!

To get started, coordinate a day and time with your friends or family, and set up a Google

Hangout or Zoom session. Open your favorite wine, and let the conversations commence. While chatting over a glass of wine is simply fine, you may want to mix things up a bit and turn this into a virtual game night as well! This will keep everyone entertained and active throughout the call. A little competition never hurt anyone.

There are a lot of great games to choose from, but here are some of our favorites:

HOUSE RULES

Each time you and your family or friends set up a virtual hang out, pick one household to be the "host." Each time someone is a "host," they will pick some rules that will apply for the entire length of the happy hour.

For example, when it is your turn you may decide that a common tasting word cannot be said at any time during the call, like "fruity" or "nose". Another rule may simply be that you can only drink your wine with your right hand. Choose two rules and make sure everyone is helping enforce them. If someone is caught breaking one of the rules, they must take a sip of wine.

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HOSTING YOUR OWN VIRTUAL HAPPY HOUR WITH FRIENDS (CONTINUED)



CATEGORIES

A classic game. Since you will not be sitting around a table or side by side, choose an order in which you will go. Pick a category such as white wines or wine regions of the world and one by one, each person must say a word within that specific category. If someone hesitates, or cannot think of a word, they are out and must take a sip. Start a new category each time and see who is left standing!

ROSÉ SANGRIA

Looking for the perfect drink this summer? Look no further. This easy Rosé Sangria recipe is sure to be a hit at any small gathering or after a long day at work. We find it best when made with our Midnight Black Rosé! Relax and Enjoy!

INGREDIENTS:

- 1 bottle (750 ml) dry rosé wine (We suggest our Midnight Black Rosé)
- ¼ cup brandy
- 2 tablespoons raspberry liqueur
- 2 tablespoons sugar
- 1 ½ cups raspberries
- 1 ½ cups quartered strawberries
- 1 sliced lemon
- 1 ½ cups seltzer



WINE TRIVIA

If you have a larger group this time, wine trivia can be a great way to build up some competition. Find some wine trivia games or create your own with facts online. Someone will need to be a moderator of sorts to read questions and keep score. Play individually or as teams. Be careful though, someone may be a secret sommelier.

NEVER HAVE I EVER

Another classic game to get to know some things you may otherwise not know about your friends. Make this a wine-related theme and you have got a great game.

You will each start with five fingers held up. Choose an order and the first person may start out by saying, “Never have I ever...been to Napa.” If you have done that, put a finger down and then continue with a new one. Whoever puts down all their fingers first wins!

There is always a way to make the best of any situation. Now pour a glass and have some fun!



DIRECTIONS:

- 1) Mix the wine, liqueur, brandy, and sugar in a pitcher, stirring to dissolve the sugar, then add the fruit.
- 2 Refrigerate at least 1 hour and up to 1 day.
- 3) Add the seltzer just before serving.



PINOT, PACIFIERS AND A PANDEMIC

A SPLASH MOM'S TAKE ON SURVIVING 2020

BY BAILEY IMESON

I'm going to start this by saying all the things moms say- “I love my children. They mean the world to me. I would do anything for them” and so on... but real talk, quarantine parent-life is HARD. And not hard in the ‘we are really accepting this challenge and growing from it’ way, hard in the ‘this is why some animals eat their young’ kind of way (which I never thought I would say multiple times a day to my animal obsessed almost 5 year old).

Honestly, work life didn't change much for me or my husband, Splash Chief Marketing Officer Garrett Imeson. We have worked from home together for years. I know what you are thinking, “and you're still married?!?”. Yup, we do great working from home together. Add a teething 11 month old and a rambunctious 4 year old and things changed swiftly.

Before joining the Splash Marketing team, I earned my Masters in Education and taught for almost a decade. I should have been uniquely qualified and prepared for this scenario. Nope, it was unquestionably a flaming dumpster fire. It was frustrating. There were tears (equally

from the parents and kids). We longed for normalcy. We stared hopelessly at the park visible from our porch, wrapped in yellow caution tape. We longed for safe activities to busy our brains as shelves emptied of the most desirable and comforting items (we are looking at you toilet paper and flour hoarders). Case in point, we met a man from Facebook Marketplace in a Target parking lot for a clandestine kiddie pool purchase that felt way to close to an illicit drug deal, in hopes that it would while away the hot summer days and give this tired mommy and daddy a break to actually work (and consume what can only be described as copious amounts of adult beverages). Who would have thought we would be desperate for a break to work?

The laundry baskets overflowed in their corners as clothes began to stack and climb the walls like ivy. The dust bunnies were on the verge of needing names. The glitter from preschool craft projects clung to the bottoms of bare feet and spread through the house like a plague. With all this “extra” time at home, shouldn't things be better not worse? The only saving grace was that no one would unexpectedly be knocking on the door to visit and catch a glimpse of the insanity.

The moral of this story is that you are not alone. We see you ‘exhausted Mom’ and ‘overwhelmed Dad’. It's totally ok to have dishes in the sink, remnants of slime drying on the dining room table and have no idea what's for dinner.

Take a big breath, snuggle on the sofa, read one more bedtime story and know that it is all going to be ok and that this too shall pass. The kids won't remember the stuff you are stressed about, but they will remember the way you made them feel safe in an uncertain world. We raise a glass with you and for you. We are in this together and we thank you for your continued support of our family business during these crazy times.



MEET THE TEAM

BRUCE CUNNINGHAM, PRESIDENT

G'day,

My name is Bruce Cunningham, President of Splash Wines, and this is a photo of my family. (I'm the smiley one on the left). We're all smiling of course, as we are a truly fortunate family. Why? Consider the journey.....

I was born and raised in Sydney, Australia and after living a few years in Snowy Mountains, I was raised on the beaches of Sydney. That in itself is a pretty good foundation. After finishing school, I graduated Business School (majoring in Marketing), then took off to roam the world for over 3 years, and during that time I found

wine. After returning, to Sydney I went back to college and graduated from University of Adelaide with a degree in International Wine Marketing. With still itchy feet, in 1996 I moved to New York to set up my company AWDirect. After 10 years, I met my now wife Kim (also from the Northern Beaches of Sydney) in Connecticut, and she joined as a partner in AWDirect, and thanks to her, business skyrocketed. We moved to Northern California, worked side-by-side as business partners, life partners and parents (to our two amazing kids – Savannah & Lucas), then recently sold that business. Along the way I met Rob Imeson and believed in what he and his family started, so I invested and became part of the Splash team.

So why the smiley faces? Well that is us in France. This wine business brings a great opportunity to travel around the world, working with our superb winery partners, and luckily, wineries almost always happen to be in the most beautiful parts of the world. Today we are living in Spain (near the beach of course!), and still working (from afar) with an enthusiastic and enjoyable team who also seem to smile all day, why wouldn't I be smiling?

Cheers!

Bruce Cunningham,
President



THINKING OUTSIDE THE BOTTLE: CANNED WINE IS HERE TO STAY

Can you remember the last time you purchased a bottle of wine for a specific sport or activity? Maybe it was a bottle of Pinot Noir for a round of golf, a Chardonnay for floating the river or bubbly for a game of cornhole? I can honestly say I never have, and I am sure the same goes for you. That all seems to be changing though. Various wineries and winemakers have taken a chance on that answer being 'no' and now realize what more wine drinkers want: canned wine!

Canned wine has long been seen as a cheap alternative. Without truly knowing, many have adopted the opinion that these are poor-quality wines, but that simply is not true. Wine lovers can find a variety of brands, from domestic to international producers, packaged in aluminum containers with some being canned-only brands and others established names in the wine industry. Take for example Head High Wines of Sonoma, CA. Established in 2015, Bill Price and winemaker Sam Spencer combined decades of experience in the industry to bring together their passion for Pinot Noir, surfing and everything outdoors. It only made sense for them to introduce a canned version of their award-winning Pinot Noir.



Then there is Essentially Geared Wine Co., a canned-wine only brand. They have created their brand around the whole concept of sustainability: they're lightweight, it takes less energy to produce them, and they're fully recyclable- cutting our carbon footprint. With 5 can options to choose from, they have created some amazing wines for every experience.

The desire and need to be outside during these times has given canned wine a chance to rise above the rest. With the drive to be outside while socially distancing, the growth of canned wine has been explosive. Fundamentally, this has created a different way of thinking for many wineries. Marketing has forever been focused on drinking wine in formal settings or your home, but now they must start emphasizing portability and the outdoors. They must start thinking picnics, beaches and camping, all places where you're not going to have a wine glass or bottle, let alone a table or corkscrew. Consumers, especially younger wine drinkers who are more accustomed to bringing wine to any location outside of the traditional table, seem to be relating to these products differently from how they'd relate to your average bottle of wine.

It remains to be seen whether canned wine will ever be more than an easy-drinking solution, but in certain settings make this your go-to wine vessel.

Check out our awesome selection of portable, sustainable and delicious canned wines at SplashWines.com.



ReWINEd CRAFTS

by Daintry T., Operations Assistant

TABLETOP WINE BOTTLE TORCHES

MATERIALS:

- Repurposed Wine Bottle
- Tiki Wick
- Copper Coupling size 1/2"x 1/4"
- Copper pipe 1/2" inch diameter
- Machine washer 5/8"
- Small craft stones, fish tank rock or pea gravel
- Torch fuel

INSTRUCTIONS:

Step 1: Prep Your Wine Bottle-- At the very least you should wash out your wine bottle...and if you want a cleaner look, remove the label too. To remove the labels: let the bottle(s) soak in hot water and dish soap, and let sit for at least 10-20 mins. The longer you wait the easier to peel off the label. Then let the bottle dry out completely.

Step 2: Copper pipe cutting to size-- Go ahead and measure out your copper pipe in 2" segments. Then with a small saw/pipe cutter, cut your pipe into segments. You can complete the project without the copper pipe (I like the look of the copper pipe) by taping the coupler with Teflon tape to keep it from falling through the opening.

Step 3: Add the crafting stones/pebbles-- If you want to minimize the amount of fuel you'll use, fill the wine bottle about 1/3 of the way up with the stones. This also helps weigh the bottle down to avoid tipping.



Step 4: Insert the wick into the wide end of the coupling. You may have to squeeze the end of the wick together to get it through the narrow end. Pull about 1/4" of the wick out of the coupling. Then thread the machine washer on the wick end until it snugs up with the coupling. This washer ensures your completed tiki torch wick doesn't fall through. **Note: You can buy a set of 2 replacement wicks for about \$5 or an 8' "rope" of replacement wick for about \$12 at your local hardware store. Make sure you chose a wick that is 1/2" in diameter, otherwise, it will be too thin and will slip right through the coupling and into your bottle.**

Step 5: Fill the Wine Bottle with Fuel: Remove the completed wick from the wine bottle and fill the bottle with fuel- just up to about where it narrows at the top. **Note: I use a blend of Citronella and Cedar to keep the bugs at bay.**

Step 6: Then simply insert the completed tiki torch wick into your wine bottle...and let the wick soak up the fuel for at least an hour or two before lighting. This ensures your wick soaks up enough oil for the torch to burn equally.

Step 7: Now all that's left is to light your wine bottle tiki torch and watch those skeeters take off!



SPLASH DOGS Willow Ruiz

We'd like to introduce you to Willow, our Creative Director, Jamey Siebenberg & Loyalty Account Manager, Jon Ruiz's Bernese Mountain Dog.

"Willow has easily been the best thing to happen to us in 2020. Even though Willow spent her prime puppy months in quarantine, she is still the most friendly and happy pup we know. She's now weighing 62lbs at only 6 months! Jon and I are not only excited to see her continue to get bigger, but for her personality to grow more and more each day." -Jamey Siebenberg

AGE: 6 Months (January 11th, 2020)

BEST FRIEND: My older sister, Charlee

FAVORITE TREAT: Watermelon or Pretzles

BEST TRICK: Shake before I get my dinner.



FAVORITE THING TO DO AT WORK: Sleeping under my Mom's desk

SQUEAKY OR BOUNCY TOY: Squeaky because my sister takes all the bouncy toys.

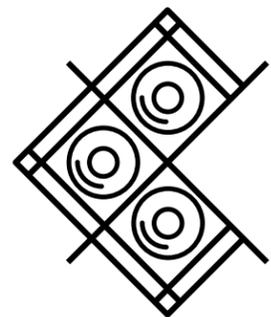


CELLARSTASH: TIME TO SHINE

After about 18 months in development, we are really excited to launch CellarStash, which is a new online wine Marketplace that is driven by the wineries themselves. The concept is pretty simple: CellarStash is a website where wineries can tell their unfiltered story and sell the wines they want to sell at the price they want to sell them. Wineries will be able to conduct virtual tours and tastings for CellarStash subscribers and customers can mix-and-match their purchases to take advantage of quantity discounts to ensure great value.

Because it is such a different concept, CellarStash was spun off from Splash earlier this year with the company largely owned by CellarStash shareholders as Splash manages its direction. The CellarStash model represents a big part of the future of the wine industry. It was developed before anyone was talking about a "new normal" but it is sure to be part of it because CellarStash has truly shortened the distance from vineyard to glass.

[Check it out and get \\$20.00 to spend by clicking on this link.](#)



JUST A SPLASH

SPLASH WINES “NEW NORMAL”



For the team at Splash, Covid got real very quickly in March when

statewide lockdowns were initially put in place and demand for wine delivered to your door accelerated to unprecedented levels. Looking back, all that seems predictable, but at the time it was anything but. Our 90 day inventory quickly dwindled to non-existent and our fulfillment team in New York struggled to fill orders. Customer service, which is the cornerstone of our business, was underwater overnight and it seemed like we would never be able to catch up. We turned our full attention to supply chain issues, but even with

24/7 attention, we struggled to the point where orders—which routinely ship no later than the next day—took up to three weeks to fulfill.

Through the worst of it, our customers have been fantastic. It was their understanding and even enthusiasm that really kept our team focused during the most difficult times of April and May. And focused we were. By mid-June, the relentless effort of our amazing team paid off and today I am happy to say that we are proudly living up to the high standards that have made Splash the #1 rated company in the industry. In fact, through it all, we have the same 90 point approval rating we did back when this whole thing started.

I will confess, however, that I am tired of the term “new normal,” mostly since no one really knows what that means.

I know we are all ready for Covid to end and to be able to return to some sense of our previous routine, but I have yet to find anyone that really knows when that will happen or what it will look like. On the other hand, I am also optimistic. The country and the world have been through a lot, but we are adjusting. Splash isn't essential and we aren't special in the scheme of everything going on in the world. We are just another company that is figuring it out and we are getting there, keenly aware that we are better off than most and more resilient for the experience. And if our customers are any barometer of the attitude across the country, then I think we will all be fine. We appreciate you.

Rob Imeson,
CEO & Splash Founder



\$10

**OFF YOUR
NEXT ORDER**

USE CODE: NEWS10AUG
VALID THROUGH AUGUST 2020

Splash™