

Brand Beliefs

**We believe we should be
the hub of knowledge for
all things spirit related.**

Experts in the category.

**We believe state
level programming can
provide a better future for
Virginia citizens.**

Over privatized programming.

**We believe we should
be our toughest judge.**

More for internal/employee.

**We believe we should
be judged by our results.**

**Education & Prevention: Are the sub-brands effective?
Can we measure the effectiveness?**

**We believe we strive to create
a fun and educational shopping
experience offline and online
that facilitates the exploration of
new products/experiences.**

**We believe we
should be approachable.**

**We believe the in-store
experience should be an experience.**

**We believe each touch
point is an opportunity.**

We believe in having fun.

Internally as employee/ externally as customer?

**We believe there's no
fun like Virginia fun.**

Do we campaign for activities in VA?

**We believe in partnering
with our customers to make the
most enjoyable occasions.**

WHY ARE WE IN BUSINESS?

**We believe a more
knowledgeable drinker is a
more enjoyable drinker.**

**We believe safe alcohol
consumption perfectly pairs
with social gatherings.**

**We believe we have a
responsibility to educate the public on
how to be a responsible drinker.**

**We believe promoting
safe behavior requires
powerful partnerships.**

**We believe we empower
community organizations
by providing assistance
and resources.**

**We believe we should always
be looking at how we can
improve our customers' lives.**

**We believe we should always
be looking towards the future.**

Delivery service?

**We believe in listening
to our customers.**

**We believe that we are not in
the business of selling. We are
in the business of informing.**

Takes you out of pushing sales, but rather, educating customers.

We believe in doing what we say.

**We believe in the
enforcement of spirits.**

How to best be reactive and proactive.

**We believe we need to
earn our stakeholders' trust.**

**We believe in being responsible
to customers and to stakeholders.**

**We believe we must be accountable
to those whom trust our brand.**

**We believe in making a
fair profit for Virginians.**

We believe if we profit you profit.

