# Audio file

[McBride Sisters Wine (Part 2 of 2) Robin McBride and Andréa McBride John.mp3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

# [Transcript](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:00:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Hey really quick before we start the show the how I built this book is now a New York Times and Wall Street Journal bestseller. So thank you to all of you who ordered it and for your support of this show, if you haven't picked it up and you want to learn the secrets of how to develop an entrepreneurial mindset, how I built this, the book.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:00:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Is for you. It's now available wherever books are sold, and in most countries around the world, or by visiting how I builtthis.com or Guy raz.com and thanks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:00:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We did have to go to vineyards and and and find grapes that were available, and then we also needed to find a facility where we could make our wines and we also needed to get licensed to do so. And then we also needed to get national distribution ourselves like there was an.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:00:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:00:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Immense, in six months you would do all this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:00:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Six months.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:00:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I mean, we had to do that really in like 90 days. Sounds absolutely terrifying.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:01:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Exciting. Exciting. Yes, it was very exciting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:01:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Thrilling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:01:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[From NPR, it's how I built this a show about innovators, entrepreneurs, idealists and the stories behind the movements they built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:01:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I'm Guy Raz, and on the show today, how two sisters took their life savings, taught themselves winemaking and shook up an industry with a brand designed for a whole new type of wine drinker and called it the McBride.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:01:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Sisters collection.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:01:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[OK, so I warned you last time this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:01:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Story is epic, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:01:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And I am assuming you're here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:01:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You've already heard Part 1 of this two-part story. How two half sisters who didn't know the other existed until both were grown up went on to launch one of the biggest black-owned line companies in the world. But if you haven't heard Part 1, please stop listening right now and go back one.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:02:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Episode in your podcast queue to hear.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:02:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[It As for the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:02:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[One of you you've now had a few days to dry your eyes and recover from the first half of the story, which means we are at the business building part of what would eventually become the McBride Sisters collection. Now the thing about Andrea and Robin McBride is that despite both growing up in wine making regions.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:02:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:02:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Robin in Monterey, CA. Andrea in New Zealand, neither sister had any real connection to the industry and neither had any real money to put towards the business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:02:44 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:02:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[They were also young women of color trying to break into an industry that's often been dominated by older, mainly white men. But none of this mattered. They didn't care. They knew that they both shared a love of wine and that they both had a deep and powerful desire to work together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:03:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And there was one other thing. They were motivated by a mission.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:03:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[They wanted to build a company that would make wine more accessible to disrupt and demystify the sometimes intimidating parts of wine culture. Grape varietals had a taste it, regional nuances, ratings even had to read labels, and when they first dreamed up the idea of starting a wine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:03:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Company Robin, the older sister, had been working at a corporate job and was married with three children and Andrea was a college student at USC.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:03:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I mean, neither of you had a whole lot of start up cash, if any, did you, Robin, did you, I mean, you had been working, but you also had a family. Did you have?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:03:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:03:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Any savings?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:03:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I mean, not much. You know, it was kind of a nearly paycheck to paycheck situation. You know, I got married. We had recently purchased a home. But, you know, we have brand new twin babies and an older girl. So there wasn't a whole lot of cash available.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:04:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:04:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:04:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And under, I'm assuming given that you are in scholarship at USC in a college student.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:04:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You probably were broke, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:04:18 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, I mean, I got my scholarship checks, you know, and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:04:22 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Where you could get a job and you know, make money. You know that was that was what I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:04:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So the the the original idea was sounds like what you guys settled on was. Let's just import wine and and kind of put our label on it was that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:04:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[The initial idea so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:04:38 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We had this grand vision. We felt like what was really critically important was that we're incredibly passionate about wine. We're students.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:04:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:04:48 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Wine. But we need to learn the business of wine and you know, we could get this license in California, a federal importers license that was like $1500. It was like our total life savings. And we could import other people's wines. And we started by reaching out to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:05:08 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To families in New Zealand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:05:10 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And then we could, we could learn the business and we went to them and basically said, you know, don't put all your eggs in our basket, but we think California could be a great market to grow your brands and your wines. And we negotiated really long payment terms so we could bring in the wine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:05:29 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Sell it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:05:31 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Collect the cash, pay the light bill, and then pay them back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:05:35 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And as a part of like the process with every harvest we come back and you guys teach us how to make wine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:05:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And you, Andre had obviously some connections in New Zealand because you're from there and your family, you have family of farmers. So when you first approached these wineries in New Zealand and they agreed to send you wine, how did that work, like, how many?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:05:52 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:06:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[How many bottles of wine did you initially buy and then where did you go to sell them?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:06:06 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So yeah, so it was crazy. It was at the time it felt like it was an insanely huge amount of wine, and it was a pallet, which is 54 cases, which is like the the minimum of what you can like put on a boat, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:06:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:06:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[4 chases.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:06:27 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But for us, it was just an insane and and and and in the case of wine there was 12 bottles, so it just felt like a huge feat to be able to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:06:33](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:06:37 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Get these licenses because you know the the sale of alcohol in the United States is highly regulated and it's very strict. And so just the process of obtaining a a license to import seemed and felt like such a huge rigorous process. And then and then to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:06:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:06:57 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Convince people you know to and trust in us, and and give us product, and then to get it on a boat and then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:07:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:07:06 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And then bring it into the port of of Long Beach at the time, and then put it into a federally bonded warehouse, because you can't, just, like, bring that to your house. It has to go into a bonded warehouse and then at that point, like, wow, OK, it's here. So we got to go sell it, you know, and then literally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:07:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Oh my God.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:07:23 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:07:26 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Googling, you know, top restaurants and in LA and and in San Francisco and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:07:33 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Getting some samples from the warehouse and putting them in a bag and and literally just walking into restaurants.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:07:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Alright, so tell me how you did that. Like would you go with the two of you go or or would you go separately and and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:07:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So here's what we did so specifically for. So at the time Andrea is still in Los Angeles, I'm in Northern California, yes, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:07:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Still at USC.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:07:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Barely 21 at that point, I think like 22 maybe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:07:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[21 yeah, barely legal. So. So what we did and you know, thank God we were so optimistic and so naive. And in a sense, that's kind of what saved our butts from a huge failed law.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:08:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Was that, you know, we didn't. We didn't play by the rules because we didn't know what they were. Right. And so and because we didn't play by the rules, we actually, you know, unknowingly gave ourselves some tremendous access to really great accounts because we, we know we had a whole lot of confidence and no business experience. So we're doing all the wrong things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:08:16 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:08:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Ah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:08:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Rolling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:08:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Do is we would. I would sit up and run the California and you know Google like top ten, you know highest rated, you know, restaurants in Los Angeles and then I would just like like the most naive like dummy person in the world pick up the phone and and I would see who was the wine buyer or the sunwell yeah. Or the wine director or whatever was going on in that restaurant.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:08:49 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:08:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know, just really stalk them and be really creepy. And then I would find the phone number for them and then I would just cold call and and I don't mean like one time. I mean I would keep calling until I got to that person and I don't know what you're supposed to say in those situations, but I would just say like, hi, you know, this is Rob McBride. I had this amazing wine from New Zealand. I think you're going to love it. It's going to, you know, be like when can we come in?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:09:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And you know, knowing what I know now, that's ridiculous. But at the time, I think people were just sort of set back. Like are you? Are you serious? You're calling me on the phone, you know, talking about this. And I just was really, really persistance. And so we got an appointment and there was a certain protocol.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:09:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:09:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[There you know, your distributor goes in and takes you in and you set.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:09:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Ah, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:09:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Appointments and you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:09:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[This whole thing that you're supposed to do, we, and we just didn't know that. That's what you were supposed to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:09:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:09:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But you know, they would see us because we were just so persistent because we didn't know we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:09:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Were doing the wrong thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:09:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Did Andrea did your like? I imagine if you have a French accent and you go and you talk about the French wine, you're selling people kind of just psychologically think of you as maybe legit. Did your New Zealand accent maybe kind of help?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:10:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:10:03 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:10:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:10:09 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[This is the thing with wine is that it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:10:12 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[It's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:10:13 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[When you think about the great wine regions historically in the world, there are usually in what we call the old world, which is Europe, right. Usually France and very aristocratic, very formal. There's a process. There's guard rails around who does want. So when you come up from a place of where you just don't know what you don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:10:36 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[It's startling for people, I think, because they're I think in their mind, they think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:10:42 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[How dare you like the audacity? You know? Don't you know how this works in this industry type of sort of approach. And when you think about the wine business on the wine making side, on the ownership side, even within the higher ranks of distributors, it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:01 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Mostly older men. So I think what was startling was and why my accent didn't help me was because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:03 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:11 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I was so young. I was a woman and I was a woman of color at that time. The wine industry was was a very close knit, closed off industry with a lot of deep tradition that we that we respect.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:31 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But at the same time, not a lot of innovation, not a lot of disruption.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:37 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And so we looked very foreign in these situations.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:41 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[In the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[What was the 1st?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Restaurant or client? Who said OK? Yeah, we'll buy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[A couple of bottles.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:11:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I I can cite one in in San Francisco. That was a very it was a. It was a learning moment for us, but ultimately became, I think probably our first, you know, really notable account. Anyway where I I was doing my my cold calling routine that I do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:12:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And this particular person in this particular restaurant I called and he he's a sort of famous kind of song and and wine maker that purchases the wine for this big restaurant group in California and I called and he was completely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:12:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Nonsense. I mean, he yelled. He yelled at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:12:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Me, he said. Don't chew, ever. Ever call me during service hours. Now again, us not knowing what the rules were. I said ohh. Absolutely what exactly what time might that be? You know, so that I can call you back. And he just said, you know, before he said. I don't know. Before you know, two or three. And I said OK absolutely. I'll call you tomorrow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:12:41 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:12:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[For two or three, and he was like, he screamed at me and he hung up the phone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:12:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And I was like, how to Google. I'm like, what is he talking about? Service hours? Like, what is his name? And I was like, oh, that fully makes sense because a restaurant, you know, begins prepping to begin serving their customers. Right. But we had absolutely no experience. Right. But whatever, I mean, you know, we don't, you know, see many things as failure. I was like, OK, good. Now we know. So going forward.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:13:10 Speaker 7](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Hey.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:13:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You will never call these folks during service hours and that ended up being is in San Francisco. The the main restaurant in San Francisco and that ended up being our first really large for us at this time restaurant account that had multiple locations.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:13:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But how did you convince him to eventually buy your?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:13:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Wine because our wine was amazing and we don't take no for an answer. So by the time that we called during non service hours and we you know, after I'm not sure how many attempts it took, but we ultimately were able to get in there and show them the lines which we knew were amazing and that was luck that was luck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:13:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:13:46 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Felt like we'd made it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:13:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You need it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:13:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Here's a question right? Like now you're on a wine list with like hundreds of wines.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:13:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Right. And you're a New Zealand wine competing with like probably rich people who are like going to buy burgundies or whatever, you know, whatever it is, how do you at that point, how can you get the the Somalia's to to encourage people to try your wine?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:14:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Well, this was a New Zealand Sabino blog that I think was like $24.00 a glass.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:14:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Ohh wow OK. It was an expensive line. Yeah. OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:14:19 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And I think at the time what we had on our side, this was like pre 2008.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:14:25 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And New Zealand seven young Blanc, I think for the the world wine industry was this new kid on the block that just exploded. So I think in terms of timing, that was our star, you know, in our portfolio. And then we also had some really just beautifully gorgeous wines from New Zealand. And so it was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:14:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:14:45 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[A really great time to be introducing people to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:14:48 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To something new.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:14:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So really it was the two viewed like working the phones and cold calling and just hustling and probably hearing a lot of noses. And and did those nose ever make you feel bad or I mean or or how how were you able to stay unflappable and to just keep pushing forward through those nose?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:14:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:15:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I think it comes down to, again, sort of what drives us in a little bit of DNA, probably also that we might not be able to take credit for. I'm not totally sure or maybe it's just the challenges of the backgrounds that we grew up in that we're a little, a little resilient you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:15:22](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:15:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So I don't think we've ever interpreted anything that we've experienced as a failure because it's all part of, you know, a process of finding out what works and what doesn't work. We're always still learn and I think also too it was our goal was to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:15:28 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:15:41 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Found a winery and our mission always being to transform the wine industry to lead by example. Most importantly to cultivate community. That's something that we saw that was like, really lacking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:15:44 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Has.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:15:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. Did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:16:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[How long did it take you to sell that, that pallet of wine, that first shipment, do you remember?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:16:06 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I think it it took us about six months, but then within that six month period, there were so many learnings that then they're after the reorders happened a lot quicker and the software was a lot quicker.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:16:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And you, presumably your expenses were pretty low because you guys didn't have a physical office, right and and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:16:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You were just kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:16:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Living modestly, like both of you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:16:31 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, but you still gotta pay your mortgage and your life and your light bill and the rent and yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:16:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:16:34](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:16:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[It it sounds like initially cause cause New Zealand whites 7-1 blocks are like considered to be value wines. Obviously they're premium ones, but generally value wines, but it sounds like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:16:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Initially you were focused on the premium, right? Some some more high end wines and you were servicing high end restaurants initially.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:16:56 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, yeah. And the wine industry premium, I know it's a little bit like it doesn't make a lot of sense, but premium is anything that's over $13 a bottle. So for the most part, most like New Zealand's having a blank is sort of over that threshold and then you know, super premium. I think when is it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:17:16 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Like over $20.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:17:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, that's like ultra premium, yes. Yeah, but we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:17:21 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But wait.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:17:21 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Definitely were in the higher end.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:17:25 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Part of the business and we're attracted to that because that is sort of the geeky nature of US learning about wine, the intricacies and everything that comes with it. At the same time, seeing very clearly the juxtaposition of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:17:45 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[What of this isn't accessible to everybody?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:17:48 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[How do you democratize the wine experience? Because it just seems like when you philosophically like when you think about wine, it's, you know, it's it's the bond of nature and people and community that's been going on for like 8000 years. And that communal connection it creates with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:18:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:18:08 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Food and humanity and love and friendship. You know, I feel like, you know, wine is history and its and its culture and its optimism and a glass and everybody should have access to that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:18:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Not just a select few. Yeah. And we felt like it was a problem, you know, for for us to solve. And that wasn't being addressed anywhere else, which was how can we help more people experience? Why in, in, in a better way?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:18:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Which I mean at every level makes sense.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:18:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Including economic sense cause you think about like, these really expensive burgundies right from these chateaus in in France and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:18:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know people will buy, you know, a case of of their wine for, you know, they get on a list and they'll they'll they'll get their allocation and they'll pay $1200 for a case and they'll go and sell each bottle for $1200. Right. And those small wine makers who are producing small amounts of wine for very elite clients, they're not getting rich off the wine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:18:57 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:19:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[They're not reaching, and they're reaching a tiny elite.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:19:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Wine drinkers, right? I mean, it makes infinitely more sense to reach a wider audience at a lower price point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:19:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Of yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:19:15 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes, and that was that was I think we were paying very close attention to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:19:22 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[The different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:19:24 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Aspects of the winemaking process that translate to quality and how could we craft these wines in a way in which, by the end, once it passes through importation, distribution, retailer? Once it gets, the consumer is still this really, really high.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:19:44 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[In wine and products that over delivers and the quality, yeah, but isn't going to break the bank.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:19:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Right. And the goal eventually, in your minds at least, was one day we are going to have our own. We're gonna make our own wine. Or were you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:19:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Not quite there yet. Yeah, I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:20:00 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[That was the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:20:00 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Eventual goal, but it was fast tracks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:20:04 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[By 2008, and so when the financial crisis happened, you know, the global global economic financial crisis.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:20:12 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[This we had a couple of things going on. There was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:20:17 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Bumper harvest in New Zealand, so very, very large harvest that created this huge surplus of wine. All those fantastic restaurants you know that had those, the clientele with the the large expense accounts, they all dried up. Yep. And you know restaurants for the most part make a pretty good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:20:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[In one way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:20:37 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Revenue off of their alcohol and their wine, so they stopped paying their bills and rob and I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:20:45 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Got to the point where we just said, wow, this is really, really hard trying to figure out how we're going to survive this and came to the conclusion that if we were going to keep on doing this, we should do it for ourselves. And at this time, it was like now we're never. And this was a time that we should.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:21:05 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Make the jump start a wine company, naturally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:21:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Now I love this. You're thinking. Hey, you know what? Let's just let's just use this opportunity, this financial crisis, economic crisis.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:21:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To actually double down on our business and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:21:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And pivot, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:21:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[When you say it, it sounds so crazy. But yeah, that's exactly right. It's like, well, we've got to do something. So we're not just going to sit and be overcome by, you know, this, this crisis that's going on. We we have to be strategic in some way. And so we felt like for the amount of effort and energy it was going to take to keep any business afloat right now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:21:25 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:21:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Might as well be our our own for our own products.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:21:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So how were you going to do that? I mean, presumably there's a glut of of wine on the on the in in New Zealand on the market was the idea that you would kind of take advantage of that glut and buy up some of that wine and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:21:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:21:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Put your label on it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:21:59 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Well, well, we we had that that problem from the beginning, which you know is cash. So so for us it was looking at strategic partnerships.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:22:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:22:12 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So looking at this this problem of there was this excess of New Zealand wine. Everybody in New Zealand wants to be in the US market. How could we partner with an already established wine company that had infrastructure that had all the things that we couldn't afford to do and we could find a?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:22:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:22:32 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Synergy and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:22:35 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Then really being like the infrastructure us, making the wine and then us now having the expertise not only to make the wine but also to import it, distribute it and sell it in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:22:45 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[The US market.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:22:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Who did you find? Who did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:22:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Find to partner with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:22:48 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[The company doesn't exist now, but at the time they're called, the New Zealand wine come.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:22:55 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And in 2009, Robert and I made our first wine together under the Eco Love brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So this is the brand that you created with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[This wine maker.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:03 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And and just to clarify, you were going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To have a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Role in in sourcing the wine and then this company was going to bottle and distribute it. So like, did you like, did you go down to to New Zealand and and sample a bunch of different wines that they were making or what was it already made or did you like, how did you decide which one you wanted?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:25 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. So like the four years prior, Robin and I had been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:29 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Sharpening our skills, you know, and learning how to make wine. So we were very particular.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We're going back and forth to New Zealand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:36 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. So we were very particular in knowing exactly from a growing perspective what we wanted and then from a wine making perspective, what we wanted the final product to be in malborough, we have the Northern Valley with the wider valley and then we have the Southern valley called our Teddy Valley.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:48 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:56 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[The wild owl is the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:23:58 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Older part of Marlborough and it's much warmer and this the upper Teddy Valley in the South is a lot cooler and it's more exposed and as a result in the wines in the northern part of the region you get wines that are that have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:24:16 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[This.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:24:17 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[More tropical flavor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:24:19 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Profile a lot of passion fruit. A lot of gooseberry and then also Peaches and and also red grapefruit versus the our Kitty Valley is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:24:33 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Jalapeno tomato stalk and Robert and I felt felt very passionately about producing a wine that had a very tropical spectrum of flavor. And that's what we produced.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:24:35 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:24:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So you went down there and you knew what the flavor profile was and did you literally like wine? Like wine producers will literally tell, you know, the vineyard pick the grapes now right now, like, I'm I'm tasting this grape. Please. We want them right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:25:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Now the sugar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:25:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Levels and the grapes are perfect. We're. What was it? Were you doing that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:25:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[At that point, or not quite yet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:25:07 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Absolutely. And and this is the thing like the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:25:09 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Most amazing thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:25:11 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And this is really, really specific to 7UP, Blanc grapes. But putting 7 your blank grape in your mouth, all the flavour just in general when it comes to wine, comes from the grape skin and and putting this grape in your mouth and just tasting like the flavor and the skins gives you a vision.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:25:31 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Of potentially of where it's going to go once you, once you harvest, once you once the fermentation process starts, you really don't have a lot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:25:39 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Of control, how do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:25:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You this is this is a bit of a digression, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:25:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[How do you? Because when you are going at that time and you still do it now, but when you when you're going to a vineyard and you're picking a grape and you're popping in your mouth, first of all, wine grapes are really sweet, right? The sugar content is much, much sweeter than table grapes, right? Because you need all that sugar to create the the alcohol. How do you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:25:56 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[When it's the right hour or day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Of the week to pick them. How do you know? Because it's going to taste.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:10 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, sure. This is science, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You go and pick some grapes. You. Yeah, there, there, there's there's chemistry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Behind it. So it's not, it's not just like your palate and the the magic of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I mean, I I would. I wish my I wish my mouth had properly calculate the bricks in in the grapes, but there's a way to to go out and to to, you know, grab a bag full of grapes and take them back into the lab and measure the the sugar contents to see where it's at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[All right. So you partner with this one, is your online company and they bottle this wine. And by the way, how much did you want to sell each bottle for? This is 2008, 2009. What was the idea? What was the price point you wanted?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:49 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To hit. Yeah, yeah. Between 14 and 1699.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[What was that 1614?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So not super inexpensive, but affordable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:26:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And how much wine did they did they? How many bottles or cases did they end up producing and shipping to you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:27:04 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So our first, our first vintage, I think it was 2000 cases.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:27:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[It was nearly 3000 cases.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:27:11 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[OK, Robin Robbins to keep her. Keep her the coin.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:27:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. I'm. I'm, I'm the keeper of the books. But I think after the first year it was about 1212 thousand cases.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:27:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And at this point, because it's now you're 2009, you're in the really heat of the financial crisis and really an economy that's slowing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:27:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[On were restaurants your target or now were you shifting to targeting retailers?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:27:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Both. So. So we were still knocking on doors. We were still going to, you know, restaurant accounts that survived. And then we started to, there was a lot more sort of neighborhood wine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:27:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Drops.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:27:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And also that we're we're coming around independent you know retailers what we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:27:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[What was and and and how many employees did you have at that point in two?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:27:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[1009 two.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:28:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I mean, me and her by two. Yeah. Yeah, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:28:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, right. And and then maybe some people like sort of working part time or on contract to help you sell, but it was a tiny operation you were and still primarily in California and LA, San Francisco and just literally going to wine shops or wine bars.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:28:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:28:11 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:28:12 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:28:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And personally, like pitching this wine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:28:20 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. And I I think the biggest breakthrough at that time, somehow somebody tipped us off that at major corporations across the United States and even within grocery, there was a department called Supplier Diversity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:28:31 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:28:39 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And the sole function of the supplier Diversity Director was to identify women and minority owned businesses to try and help bring them into those grocery stores. Yeah, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:28:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I think it was through super value right? But super value was a large grocery chain in the middle of the country I guess. And they had a supplier diversity director and we were like what is what is that? What do you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:29:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Is that yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:29:06 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. The person at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:29:09 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[He's a a man by the name of Michael Byron and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:29:14 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I remember Robert and I flew into Minneapolis. That's where super value was based. I think it might have been like January of January. It was 11 below.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:29:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Right, right, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:29:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And this is in like 2009, 2010.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:29:27 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[10-11 something like that would have been January 2011 and really like giving us the lay of the land of like grocery retail like a real education and then letting us know like that he was. He was there to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:29:27 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[M.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:29:44 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Really help us understand that customer and how we could be successful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:29:45 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:29:49 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And even better was he said, you know, I'm going to help and I'm going to support you. But where else do you? Where else do you want to sell wine? And I said, I said and he said he said, yeah, we got a whole network of us and like the next day he sent out emails to target to Disney.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:30:09 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To all the major like Kroger, all the major Fortune 100, you know companies in America like getting us a seat at the table, you know, grocery has always been really important to us because we felt like that's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:30:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:30:24 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[There woman shot and that's where we want it to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:30:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Right. And so cost plus world market wanted to put our wines into their stores nationally that then for the first time took us outside of California.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:30:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I mean, I imagine this was a huge like a huge breakthrough for the business, but but but I imagine it was still.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:30:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:30:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You still weren't like you know you wasn't. Yeah, you were rolling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:30:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We weren't rolling and go, no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:30:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[In, though, yeah, did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:30:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You. I mean it's interesting because in between 2009 and 2011, right, financial crisis, a lot of businesses go under. But but I suspect that wine is one of those weird things. It does. OK, right, because it's like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:31:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[It's a small thing that, you know, makes people feel a little bit better and it's a nice little luxury, right? Is that, is that what you saw?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:31:13 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Exactly, exactly it is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:31:16 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I don't want to say it's recession proof because the channels in which you operate definitely play into when a recession hurts for sure. When it comes to the wine industry. But I would say for the most part, you see that can consumption lessens out in in restaurants.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:31:36 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[What we call on premise accounts, but more consumption happens at home.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:31:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[This is I mean you you kind of alluded to this earlier but?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:31:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[That that the whole like wine making world and it's changed a lot of course. But there is this kind of culture, right? It's still, you know, overwhelmingly made and produced by men. Most of those men are white and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:32:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[MHM.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:32:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Did you guys encounter, you know, along the way winemakers who were dismissive or who were?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:32:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I don't know. Bit condescending to you. Or did you find more wine makers who are actually generous and really wanted to share what they knew?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:32:16 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I think there's there's two different sort of sides this I feel like for the most part people on the wine making side on the grape growing side are pretty jitteriness and welcoming in terms of time and information because at the end of the day, as much control as you hope to have mother Earth like dictates what's going to happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:32:35 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And I I definitely feel like there is a community, really big community aspect to the wine, the, the growing and the wine making side.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:32:43 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Of things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:32:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Right cause a lot of wine, a lot of wine. Doesn't wine makers don't grow their own grapes that grow and by farmers who and people have plots on those right and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:32:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[They they're they're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:32:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Summers and and and why is this? I feel like it's one of those.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:32:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know, kind of old school mentality just in the terms of you are open with information and with assistance to your neighboring farm. I think it's a little bit different. However, when you move away from the agricultural side of it and the wine making side and you get more into the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:33:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Business side, when you're dealing with gatekeepers, when you're dealing with wholesalers, distributors and retailers, it's very different than the the base of the wine making and agricultural.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:33:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Side did you ever come across?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:33:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Somebody who you. You. You tried to sell wine to and they're just like, oh, it's terrible. Like it was kind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:33:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Of snobby about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:33:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Well, there's a lot of really snobby people in line, but I don't think anyone's ever said to us, at least not to our face, that our line was terrible and and quite honestly, I I don't think anyone would have a reason to because we work hard to make sure that we don't make make terrible wine. But I mean, there's definitely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:33:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:33:53 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:33:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know, depending on what part of the wine world you're in, where you're definitely going to face some pretentiousness, you're definitely going to face all of the things that a lot of people really find intimidating and distasteful about wine, and that's lessening, I think, you know, over the years. But it's been an unfortunate an unfortunate side effect of being.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:34:13 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:34:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[In the wine industry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:34:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, I'm wondering because I think I think like right around 25.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:34:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[In, you guys entered into another partnership with Diageo, which I I think it's either the biggest or one of the biggest alcohol beverage companies in the world and and again, like you're sourcing the grapes and and you're blending the wine, but it's still distributed by Diageo, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:34:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Right. And and and just using this as one example of a partnership you did, which makes sense because then you don't have to go out and raise a bunch of money and they they're well capitalized and you can have a partnership. But I mean, and this is a tricky question, OK, because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:34:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[The wine you're producing is your idea. It comes from your minds. It comes from your experience. It comes from your palette. It's your intellectual property. But I'm assuming that when you do a partnership it it doesn't work out that way. Is that right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:35:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[It's it's quite complicated, honestly. And you know, there's a lot of ways that you can structure those kind of partnerships, whether it's, you know, a marketing and distribution relationship or or production or what.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:35:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Thank you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:35:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But at the end of the day, no one is going to have the vision that that we have, right? I mean that's, you know unique and specific and generated by by us for us. So even in the best situation, there's still going to be some element of where where a larger company and an entrepreneurial vision is, is not going to align.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:35:48 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And look like Rob and I wear too much like we're the most, you know, like we don't sleep like this is our passion and then, you know then when you are partner with the company where you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:35:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Or a lot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:36:03 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[For a lot of people, you know, they aren't as patient as you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:36:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Passionate as you, they were sleeping on the weekends. It was crazy. It was like, not. How do you do business like that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:36:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, right. And big bureaucracies, there's, you know, right? Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:36:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, yes. And don't. And don't get us and don't get us wrong. Obviously like it was a, it was a short partnership, but we learned so much. You know, we're so grateful that we had that experience.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:36:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But at the end of the day, we're still we're still scrappy, agile entrepreneurs with a very.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:36:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Very strong vision, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:36:32 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Who they are like through our rose colored lenses, the way that we see the wine industry is very, very different. If we were going to bridge this gender gap, that happens in the wine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:36:44 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Industry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:36:45 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And make the wine industry more inclusive. Then we had to do that by ourselves, because politically within these strategic partnerships, it was just too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:36:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Difficult, right? And you know, we had to realize that, you know, this is something that we we simply need to do for ourselves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So what did you do? Like, how were you going?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Make that happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:10 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So we went to lunch one day and and this is sort of at the time in which Robin and I are really heavily talking and thinking about like our future and you know, should we stay with Diageo?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:23 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And then we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:23 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Went to lunch with the Spire and he said I I get your vision.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:30 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I see. I see what you guys are trying to do. Have you guys ever considered just breaking off on your own and creating a McBride sisters? Just completely like McBride. Sisters brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And your answer was yes to no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Of course.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:47 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Since 2005.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And what store was this buyer with?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:49 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[By the way, so it's Kroger. Kroger is the company, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, he was kind of like. I don't get it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:37:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[He's like, I don't get it. Why? Why are you guys making you know all these things? And quite honestly, it just, you know, we weren't quite sure how much brand equity there was and putting our own name on the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:38:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Label, but your answer presumably was. If I'm with you, I'm like, yes, we want to do this, but we don't have money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:38:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:38:12 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. And so so we said absolutely like yes we want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:38:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To do it, I just want to add like as as any proper entrepreneur you you say yes and then you go and you freak out and you figure it out. You figure out how to make it happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:38:22 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Figure it out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:38:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[When we come back in just a moment, have that lunch with the guy from Kroger turns into a life changing deal with a nearly impossible deadline. Stay with us. I'm Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:38:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

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[00:39:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

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[00:39:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

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[00:39:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

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[00:39:58 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[On the next episode of Louder Than a riot, the 20 year fight to clear the name of former No limit rapper Mac Phipps.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:40:05 Speaker 8](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Because me and my brother was close the years that he lost, that's some of the best years of his life. He lost to me. It it just hurts.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:40:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Listen now to louder than Riot, the new podcast from NPR Music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:40:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And one more thing, the New York Times best selling book.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:40:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[How I built?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:40:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[This is now available. It's a great read and a great gift for anyone looking for ideas, inspiration, wisdom and encouragement to have the courage to put out an idea into the world. It's filled with tons of stories you haven't heard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:40:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[About how some of the greatest entrepreneurs you know and respect started out at the very bottom, check out how I built this the book available wherever you buy your books.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:41:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Hey, welcome back to how I built this from NPR. I'm Guy Raz. So before the break, we heard how Robin and Andrea were about to end their partnership with the multinational company Diageo and launched their own independent wine company. And right around the same time, the sisters had a meeting with a buyer from Kroger.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:41:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Who told them he wanted to stock his grocery shelves with McBride sister's wine?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:41:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But the question was, could they do that all by themselves, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:41:30 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And this is September of 2016 and you know, he's talking about going on shelf in March of 2017. And at this point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:41:43 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know, we have. No, no significant. I mean we're talking about to do this as multi $1,000,000 to be able to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:41:50 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Pull this off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:41:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[How were you able to do that without going? I mean, I'm I imagine that there may have been investors who are approaching you saying we want to invest in your business, am I am I, am I right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:02 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[No, we we wish. I mean you have to remember that in terms of you know in investors and and investments that you know black women are the least funded you know of all entrepreneurs. So there was still, you know sort of a perception of some risk or some.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:08 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:17 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Dirty, you know, black women aren't seen in this space. As you know, having a history of being successful if, if at all, even being present. So no, there weren't people beating down the door to invest in our company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And basically this buyer for Kroger says, OK, it's September of 2016 and the buyer says by March of 2017, we want this on our shelves. That's that's insane.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, that means it needs to be like shipping to their locations in January and February.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[How much wine, by the way, was did you have to make for that order?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:55 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[25,000 cases of wine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[That year, for the first year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:42:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And you didn't even have a brand yet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Correct, correct.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You've got to get moving. You've got to get this wine made and bottled and labeled, designed and slapped on that and shipped to you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[In six months you sound very relaxed about this. I am. I am really nervous. I am really nervous.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:12 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:18 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Well, cause we're on the other side of it now, so yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:23 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But basically, Robin and I had to go out to a bunch of people and say trust us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[In New Zealand and California wineries.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[All over and it was all going to be surfing on blog.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:35 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[No, no. This is 4 varieties. This is 7 and Blanc sparkling brut rose from New Zealand and then a Chardonnay and a red blend from Central Coast of California. And just keep in mind that 9090% of the like 10,000 wineries in the United States make less than 5000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:54 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Pieces a year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:43:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Wow. So so. But this is September. So this is like the end of the harvest, right in California at least it's harvest in California, the harvest in New Zealand is the other side of the calendar, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:44:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[It's harvest. It is, it's right in the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:44:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Middle of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:44:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:44:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Our spring. Yeah. Yeah. And so you, presumably you have to go to these wineries very quickly and find the the the wine, the blends and make this wine and convince them to make this for you and fast.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:44:23 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. So we had to we so we had to find what we call components. So we had to identify you know wine that was already made find these components that fit our quality standard blend up all of these mines at the same time negotiating contracts with growers for the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:44:42 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But the coming 3 vintages and basically saying to these people, we don't have any money, but we promise that we'll like pay you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:44:45 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:44:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[They.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:44:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[When we get paid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:44:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And quite honestly, it was even more complex because we did some of them. We did have to go to vineyards and and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And find grapes that were available, and then we also needed to find a facility where we could make our wines and we also needed to get licensed to do so. And then we also needed to get our wine, our our domestic winemaking team. Together we needed to get our compliance and our operation and distribution team together. We had to get national distribution ourselves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Like there was an immense, I mean, we had to do that really and like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[In six months, you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Were to do all this six months?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[90 days sounds absolutely terrifying. Exciting. Yes, thrilling. Presumably you're you're at this point like most of that, that those crepes are spoken for. Most of those wine facilities are already. They've already contracts. Finesse.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Exciting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, it was very exciting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:44 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, yeah. Openness.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But you had, I mean, you had, of course, some relationships already in New Zealand and California and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We did, absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Did you have to beg and plead with?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Some of these people, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:45:56 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Absolutely. But at this point, you know, we had a history. We did have a name for ourselves. We had a track record of success, and we did have, you know, the largest seller of wine at grocery in the United States, saying, you know, we want to bring in your product so that that went a long way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Did you make the deadline?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:18 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You did so. So by March of 2017, you were shipping. These were being shipped to Kroger.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:20 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Oh, it was on the shelves. We started shipping in January. We started shipping January and February and it was on the shelf across the country by the beginning of March. I, I will say though, I think I lost like 40 LBS or 3030 or 30 or 40 lbs. No, literally I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Is on the shelf.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:35 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[3.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:40 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I lost some hair. I lost like 40 lbs, but we made it happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And so did you. How did you get the word? How was the? How did the word get out about the lions at Kroger? Did they do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Demos. Did they promote it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:46:51 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I think you know by this time all of our packaging, even though it's like very simple, we know how most 99% of consumers label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:47:02 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Top you know, and so we were really very like very particular about building in these quality cues that we knew that if the if people didn't know anything about us, we knew that our price point was right. We knew that the packaging, the quality was right, we, the varietals that we chose are very specific to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:47:04 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:47:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:47:23 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Popular varietals from the regions that we grew up and that would carry us a really long way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:47:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[What are the labels look like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:47:31 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We created a family Crest, of course, because why not, you know. And so the registers. Christ is a combination primarily of of two animals. At the top is a Peacock. And so this Peacock is representative of our father because he definitely was the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:47:52 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Cocky gentlemen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:47:55 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And then the Peacock is sitting on the 2 letters Ms. which is obviously for the McBride sisters, and then on either sides of the Ms. or two lionesses. In those lionesses are representative of either of our mothers because they were fearless, you know, they were in the pride. They're out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:14 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Working. They're out bringing home the bacon, you know, taking care of the kids. And so we made our own family Crest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:22 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And we created this Crest in 2005 with the dream, you know, over going to have a winery one day. And so it wasn't just created in 17, you know, it was, it was created back then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Huh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And this is the first time you could.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Use it on the bottles.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:37 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[How did the wine?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Do at Kroger.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:41 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Exceptionally well. So in terms of being a new brand like into the stores, we were, the number, the number one new brand in their stores. You know, at the end of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:50 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[2017.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Meanwhile.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:48:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[2018 also a turning point, I guess you were from what I've read, you were invited to sponsor, to be the wine sponsor for the Essence Festival, which is a a cultural and music festival in New Orleans. And you decided to produce a wine that is now one of your most famous wines called Black Girl Magic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:49:04 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:49:11 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:49:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Coming story about about that idea and how that came about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:49:15 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. So we we got invited to host the opening party for Essence Festival and every year you have 1,000,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:49:26 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Black Woman descend on New Orleans over a three day period and during the day, you know it's this empowerment sort of daytime conference and at night to music festival with headliners like Beyoncé and Janet Jackson. And that year there was just so much black girl magic going on from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:49:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:49:46 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Women becoming judges to from a sports standpoint, from, you know, winning awards and entertainment that that it seemed really obvious. The best way to capture and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:49:58 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Honor not only what was going on in the moment, but paying homage to all of the women that have paved the way for us to get to where we are today, it felt like black romantic by the McBride sisters would be something nice and festive sort of to capture the moment and then we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:50:18 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We decided that we wanted to make a Riesling. That was the great Rieslings of the world come from Germany.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:50:26 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And also from the Alsace region in France and so we were trying to bring our new world expression of this and really elevating and creating a really super high quality off dry reisling and we went to essence festival and you know we were sitting up for the event and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:50:46 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Putting the wines out and it was just mind boggling like we've never in our lives had people react to a wine label, let alone the wine like we did at Essence Festival in Robert and I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:51:02 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Just looked at each other and we're like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:51:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Whoa. You're like uh. Oh, we probably should.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:51:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Have made more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:51:07 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[They should have made more and they need to make this into a range. And most importantly, I think unfortunately the wine industry has just really ignored black people when it comes to wine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:51:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:51:22 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And so really we feel like black magic is something a term obviously Robin and I don't own. You know, we're stewards of this brand. And every time there's, like, a moment for black woman in which they can celebrate with this, you know, you got a promotion.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:51:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:51:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:51:42 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You had a baby. You became a judge. You became a ballerina. Like, whatever it is like, we just wanted to be able to be there to celebrate with her. With just like beautiful, high quality wines.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:51:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, you. So you, you're in retailers and you've got your finally got your own label and then 2020, the year of crises and misery for so many of us pandemic hits. And that's the first challenge of this year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:52:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Were you guys worried that your your business would would be hit?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:52:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, absolutely. We were very worried and we took really, really quick measures. Everything that we could think of to secure our business to secure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:52:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[UPS.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:52:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know, to make sure that we didn't have to let go of the staff, we just reduced expenses. We buckled down, you know, right away over the weekend because it was just too too unknown.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:52:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And did you see an instant drop in business and revenue?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:52:44 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[No, no for us because grocery has always been such an important channel to us. Our business wasn't significantly affected as other wineries and fortunately that you know will make 5000 cases or less, they're heavily.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:53:01 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Depending on the reseller door.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:53:03 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And so one of the things that that Robert and I doubled down on at the end of 2019 was really putting together our e-commerce platform and really heavily investing into it with the goal strategically of slowly building it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:53:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Direct to consumer model.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:53:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, yeah. Selling through our website.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:53:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Knowing that there would be a pandemic, I mean you. You were just assuming just I guess assuming that this is, this will be a small part of your business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:53:27 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Correct.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:53:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[This this direct model OK?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:53:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, we we we thought that we were just laying the foundation that we were starting to put the framework together to over time develop that sector of our business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:53:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:53:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And then, of course, come the pandemic. We were kind of like to our team who has started that work. We were like, guess what it's it's go time. This is now the company's main focus and it also coincided with our children. So with Robin's daughter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:53:53 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:54:01 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Who's who's the oldest? And we always said if you want to join the family business that's contingent on, you need to go out and work somewhere else.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:54:12 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And identify of weight that we have that we don't do well and then come back and interview for position and come and fill that void and and make the company greater.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:54:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Well, and she got her degree in communications and digital marketing, and she went out and she worked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:54:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:54:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Digital marketing agencies for two or three years and then finally she said that she thinks she's ready because you know that, Andreas said. We will always like when you have something that you can add to the company. Let us know. So she thought she had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:54:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Enough expertise.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:54:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And here you are in the midst of a crisis where digital marketing skills are pretty crucial. Pretty critical.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:54:54 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. And I can tell you we would in term you know we had like a shopping cart, you know in an online platform with some wine for sale.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:03 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And I didn't even really pay attention to the revenue. I know that sounds awful, but you know, maybe you would do like $5000 a week. I just, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:11 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[It was such.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:12 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[A small number in comparison to to our wholesale business. And then she told us she's like, I'm going to come in, I'm going to put together a strategy and then I'm going to execute on the strategy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Thing minimal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:23 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And and she's like. And you, auntie, and you, Mommy, you know, just need to, like, let me do my thing. I think I'm going to be able to deliver the results and the return on investment that the company needs. And so, you know, of course we're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:40 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Just like, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, I was like I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Doubt that, but we'll see.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:44 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:45 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And then really, from the time from the first week that the plan was in place, she took, you know that revenue from 5000 to like 30,000. And I was like, I was like, whoa, hold on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[The first week.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:55:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To 100,000 to 200,000 to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:56:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And and and and this is like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:56:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Getting a word out through like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:56:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Instagram and Facebook ads and digital ads and things like that. OK, so you've got this direct to consumer model. We're all in this COVID, pandemic you, you know, you are now finally reaching the customers that you felt were underserved for so long. And then?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:56:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Exactly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:56:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We get to may, June of 2020 and massive demonstrations against racial injustice in America. The biggest demonstrations in the generation in the United States, and you are, I mean, you're black-owned wine maker.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:56:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[That's right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:56:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And on top of just contending with the challenges of the pandemic, you're now contending with the emotional challenges of watching this all over the country.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:56:56 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, it was. I think originally it it was like here we go again and feeling like exhausted and defeated and in one of those moments where I think for myself, you know I'm the biggest optimist in the world, but really in that moment just feeling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:57:15 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Like, where do we go from here? And I think I think you know, we had this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:57:22 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Opportunity for a light to be shown on black business owners with blackout Tuesday and one of the things Robin and I had been working on since January was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:57:34 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[At national grocery, where the only all the times, we're the only black-owned company where all the times are, the only woman owned company and one of the things that we were working on was you know, we shouldn't be the only one. And so we started to kind of look around and think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:57:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:57:52 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[About how can we help other people get here as well? And then we start to try and figure out like is there. Is there a list like is there a list of black vintners you know? And and we're talk about black vectors, we're obviously we're talking about not just the United States, but in France, in South Africa, you know, in a river. And we couldn't really find a really good comprehensive list. So we started putting together our own list.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:58:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. Hi.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:58:16 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And then that night that we found out about Black Tuesday, you know, we called everybody in the company and we said, you know, instead of just talking about ourselves tomorrow, let's shine the light on, you know, black this list that we have. It's like 6067 black fitness that we could find, you know, in the world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:58:35 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Like, let's publish this list and shine a light on our community. And I think at the time maybe we had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:58:43 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[35,000 people on our Instagram, we have like 30,000 likes on this post and it had been reshared like kind of even.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:58:53 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[How many times? But most importantly, a a large percentage of the vendors that we talked to were sold out of their vintages and it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:03 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Just showcase for us like the power of our community and I think for the 1st.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:08 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:09 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[This like that, the power is really with us in our community. The strength of community is so important.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know, I'm at this moment when we're talking you're you cannot buy black girl magic. It is sold out. Yeah, you can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I'm my sister. Those responsible for making things happen in a timely fashion and we're actually bottling more today and for the next couple of weeks. So we will have some.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[OK, good. But it's a it's a sign that suggests that you saw a spike in your business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Available for everyone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Very soon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:40 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Business. Ohh. Significant, significant and in May alone we gained 8000 new points of distribution.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:50 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know these places where?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[00:59:53 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You wouldn't expect to see wine being sold and definitely at the price point in which black or magic is. It's nuts. You know, we have an awesome 711 in Texas that she was selling 3000 bottles every three days.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Over the over the weekend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:15 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[For a $24.00 A.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:17 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Bottle of wine from 7/11. She owns a 711.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[That's insane. I mean, I know that, and I know that you, you guys, you know, don't talk about your, your financials and and totally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Respect that, but is it fair to say you're selling many hundreds of thousands of cases of wine a year, or you're on track?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To do that, that's that's fair. Yeah, that's accurate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You guys have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Been grinding at this for 15 years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Right. I mean long longer than that, but really for 15 years it's been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[A long journey and you are now a significant player in the wine business in America.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:00:59 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[That's correct.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I know that throughout this interview there are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Moments where.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yay, we made it, you know? And you were kind of joking about it a little bit, but can you say that now, do you feel comfortable saying that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I think honestly the same optimism that we started out with when we had a pallet of wine is very much what drives us today. At the same time, we feel that we have a long way to go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know, I think some people might give themselves a goal of a certain, you know, number of cases or a certain, you know, dollar revenue. But on Andrea and I, we dream really big and we always have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Is your ultimate goal to to have your own vineyards and your own grapes and your own production facility? Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:44 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, one of the one of the things that we were we were looking at at the beginning of this year and last year is but still having a place for people to come and gather.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[A tasting room.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:55 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah, absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:01:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To experience wine, wine making vineyards, wine, you know, lifestyle cult.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:02:00 Speaker 8](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:02:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[For all of those things, you need to have a welcoming place for for people to come and spend that kind of time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:02:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:02:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So that is part of the the hope and dream to find a plot of land where you can have some vineyards and a tasting room and a place where people can see how the wine is made.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:02:19 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. And also a training place as well. So if you're a, if you're a woman, if you're a person of color.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:02:25 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[That's interested in the grape growing winemaking or on the ownership side of the wine industry. This would be a place where you can come and feel welcome. So it's like we would love to see more women as head wine makers. We would love to see more women that are the head of, like viticulture and grape growing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:02:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:02:46 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And then on the business of wine executive leadership at distributors, making the purchasing decisions at retailers, you know all throughout the business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:02:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:02:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Here's something that is going to happen in in. In my experience on the show interviewing, you know, hundreds of of entrepreneurs with different stories. You have already been or you will be at some point approached by a big company that wants to buy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:03:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:03:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Because you are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:03:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[In a very, very desirable market and growing very fast and you've got a really strong brand. Is there a road where you could?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:03:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[See.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:03:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And exit like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:03:32 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I can't call it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:03:34 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Like in this moment I'm very attached to my name. I think I can never say, like no one's ever come to me and Robin and said here's a check for $500 million.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:03:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We don't know what that feels like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:03:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[But I mean that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:03:50 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Could happen, you know. No, I I can't honestly sit here and and say to you. No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:03:54 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Playing that, that's intergenerational wealth. Knowing just the basic principles of compounding interest at a very low interest rate of what that will do for the legacy of our children, our grandchildren.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:04:02 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:04:07 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Our great, great, great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:04:08 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And also philanthropically for the community that we want to support.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:04:09 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:04:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You can't rule that out. Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:04:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We can't rule it out, but I think that we can probably safely say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:04:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I mean, I think it's hard for us to envision 1 because they're an, our personal name is not for sale. So that's a that's a little tricky. But also the brands that we create, you know each of those brands has a very powerful message behind them. And like Andrea said, that don't that don't belong, that don't belong to us necessarily.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:04:34 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Ignition, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:04:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[See ourselves as the stewards of the the purpose behind them, so if you know in any exit or any acquisition you know there would have to be some very strange.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:04:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Urgent agreements behind that? I don't know that we can really think of any large wine companies that would be, you know, in a position to, to to acquire what we think those are worth that would be able to uphold the mission behind each of those brands. Not saying that it would never would happen, but I would, I would probably say it would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:05:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:05:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Maybe now or anytime soon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:05:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I can't stop thinking about your dad and and what he would think about all this, how you got to this place.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:05:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:05:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Because so much of the story is unbelievable. I mean, you didn't know the other sister existed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:05:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And then, you know, once you're both grown up, you eventually meet and then you form this incredible bond. And now you've built this highly successful brand. I I just have to imagine that that your dad, if he was sitting here, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:05:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:05:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[He would just be blown away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:05:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Well, quite quite honestly. And now I'm I'm speaking as a sister who never actually got to know him at all. But from what I know of him, I don't think that he would have expected anything less from us. I think that he also dream very big, you know, he came from a very, very small.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:06:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[When I say small like 500 people or something, country town in Alabama.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:06:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And, you know, moved himself to Hollywood and became a part of that scene and an actor. And, you know, and everything that was kind of wild going on in Hollywood in the 70s and 80s and. And, you know, my, my, my understanding of him and my interpretation of of him is that, you know, Sky is the limit. Like you, you can and should do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:06:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know, whatever you set your mind to. So in my mind, and I thought about that before, in my mind, I think I don't think you'd be surprised. I think that if he was in our lives, he would have expected that we've done at least what we've done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:06:48 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Yeah. And I think I think the context of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:06:54 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Our family, his family of his generation, you know, Camden. AL.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:07:01 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[You know, our grandparents, our aunties and uncles, our father picked cotton. They're sharecroppers, you know. And I know in their lifetime.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:07:11 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Never thought that they would see a black president. I know that. So like Robin said, I think, you know, he dreamed really big expected this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:07:22 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:07:22 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Us, but I think the expectation also comes from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:07:27 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[All of our family in terms of what they did during the 60s and the 50s and all of the things that they fought for so that Robert and I could do what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:07:39 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We do today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:07:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[They must be so proud of you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:07:42 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Oh, trust us, Auntie anemia is very proud. You can't go to her house without her pulling out a magazine and telling you. Well, let me tell you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:07:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[She she will tell anybody who listens, do not challenge her about her nieces, but it is very true and our, you know, our aunts and uncle. Our dad was the youngest of, like, 12. I think so. It's a very, very long generations, you know, they grew up in rural Alabama.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:08:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Just outside of Selma. So you know, they did. They walked. You know, the Edmund Pettis bridge. They were involved in the civil rights, you know, demonstrations and movements. And we're not unaware of of how close we are, you know, and and how our roots are so intertwined with, you know, all of this, this history and that we're we're not far from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:08:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Where all of it start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:08:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[So you know we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:08:28 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And we're in and we're in agriculture, you know, like, like, like the history of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:08:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[We're back in agriculture.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:08:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Of black people in America is grounded in in agriculture. Andrea and I actually have a a photo. We're able to go and visit the the plantation house where our great grandparents were enslaved and where our father was born in the back, in the in the small house in the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:08:52 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:08:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And I think that, you know, like his journey in life to move on from a lot of that difficult history was for the purpose of on his children. And Andre and I being able to do something like exactly what we're doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:09:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[How much of of this story and and the success of this business do you attribute to just your hard work and your intelligence? And how much do you think has has to do with luck? First to you, Robin?](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:09:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[I would say 99% of it is our hard work and intelligence, and then there's a small percentage that I think is what people might refer to as luck. But I really think it is your ability to recognize opportunity and take advantage of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:09:37 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Same thing. I feel like it's it's hustle. It's hard work, but it's smart, hard work and it's being able to identify opportunities when when other people don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:09:51 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Or maybe can't see those opportunities.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:09:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[They can't see it, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:09:54 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And then I think in terms of luck, I don't know if I believe in luck. I think I think you you prepare yourself, you're ready. And then if if an opportunity presents itself, then you're the right person in the right place at the right time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:10:15 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Stay ready. Yeah. Stay ready.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:10:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[That's Andrea McBride. John and her sister, Robin McBride, by the way, in addition to the McBride sister's collection and Black Girl Magic brand, Robin and Andrea have launched 1/3 brand. It's a collection of four canned wines, a Rose Sauvignon Blanc.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:10:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[And a couple of spritzers, it's called she can and some of the money from sales goes back to a scholarship program for small businesses owned by black Women. Robin and Andrea say two of those wines are dedicated to their mothers and the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:10:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Two to their daughters.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:10:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

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[01:11:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Composed by Ramtin Erebuni. Thanks also to Liz Metzger, Gareth Gayles, Jaycee Howard, Julia Carney, Neva Grant and Jeff Rogers. Our intern is Farah Safari. I'm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:11:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Guy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:11:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Raz, and you've been listening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:11:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[To how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:11:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[This is NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:11:50 Speaker 7](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Voting is crucial and I don't give a damn how you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:11:54 Speaker 7](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[Look at it. The white male citizen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:11:57](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[The land of the free and the home in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:11:59 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[The rain. Misrepresentative democracy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:12:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[A new series about voting in America from NPR's Throughline now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

[01:12:09 Speaker 8](https://1drv.ms/u/s!ACuE0Z-4JoB_gXQ)

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