



FOR IMMEDIATE RELEASE

**WEConnect International & Women of the Vine & Spirits Collaborate to
Champion Women-Owned Businesses**

*New alliance to create pathways for supplier diversity and increased market-share for women-owned businesses
in alcohol beverage industry*

November 5, 2018 (New York) - **Women of the Vine & Spirits**, the world's leading organization dedicated to empowering and advancing women in the alcohol beverage industry, has formed a Strategic Alliance with **WEConnect International**, the corporate-led, global non-profit that helps women-owned businesses succeed in global value chains, worldwide. The two organizations recognize the common interest to cooperatively pursue activities that enhance the business opportunities and professional development of women's business enterprises.

The Strategic Alliance is aimed at promoting the visibility and value of working with women-owned businesses in alcohol beverage, expand market opportunities for women-owned businesses to connect with corporate buyers and other women-owned businesses around the world, and to educate and create awareness about certification and supplier diversity programs.

To achieve these objectives, the organizations will collaborate on educational tools and resources, webinars, consultations, and events focused on educating women about certification, expanding and scaling their businesses, and more. Furthermore, Women of the Vine & Spirits will be offering a new Women Owned & Certified membership package targeting women-owned business in the alcohol beverage industry, worldwide. The new membership will be formally announced, November 19 on Women's Entrepreneurship Day.

"It is our goal at Women of the Vine & Spirits to provide women-owned companies in the alcohol beverage industry a pathway to supplier diversity programs," said **Deborah Brenner**, Founder & CEO, Women of the Vine & Spirits. "Purchasing products from a woman-owned company is an investment in women's economic empowerment which sets a direct path towards gender equality and economic growth globally."

"Across the globe, women continue to earn, on average, less than one percent of the trillions of dollars spent on suppliers by large corporations and governments," said **Elizabeth A. Vazquez**, International CEO & Co-Founder, WEConnect. "WEConnect International's new partnership with Women of the Vine & Spirits helps to bridge this gap, connecting more women-owned businesses, in more industries, to the resources, education, and networks needed to succeed in global value chains."

Women of the Vine & Spirits Corporate Members include Founding Member, Southern Glazer's Wine & Spirits and Diamond Members: Bronco Wine Company; Brown-Forman; Caesars Entertainment; E. & J. Gallo Winery; Moët Hennessy USA; and Ste. Michelle Wine Estates. Platinum Corporate Members: Delicato Family Vineyards; Frederik Wildman & Sons; J. Lohr Vineyards & Winery; Palm Bay International; Pernod-Ricard; Shaw Ross;

Trinchero Family Estates; William Grant & Sons. For a full list of Corporate Members including those at the Gold, Silver, Bronze and Associate level, visit the Corporate Members tab at womenofthevine.com.

About Women of the Vine & Spirits

Women of the Vine & Spirits is the world's leading organization dedicated to empowering and advancing women in the alcohol beverage industry. Women of the Vine & Spirits is an organization for members to connect through our global and diverse network and collaborate across all industry sectors. Providing members with resources and opportunities to thrive is the cornerstone of our organization and success. We offer steadfast support for women at every position in the field with membership benefits that include: education, training, mentorship, entrepreneurship and networking as well as tools, services and resources for personal and business development. Together, we are a committed community taking action and making a positive impact on the alcohol beverage industry, worldwide. Save the date for the Fifth Annual Women of the Vine & Spirits Global Symposium, March 11- 13, 2019 in Napa, California. For more information, please visit womenofthevine.com.

About WEConnect International

WEConnect International is a 501(c)(3) organization that identifies, educates, registers, and certifies women's business enterprises based outside of the U.S. that are at least 51% owned, managed, and controlled by one or more women, and then connects them with multinational corporate buyers. WEConnect International members represent over \$1 trillion in annual purchasing power and a deep commitment to supplier development and inclusive sourcing. The result is a network of corporate buyers working with women business owners based in over 100 countries that are learning, collaborating and winning billions of dollars in new business. For more information, please visit the website [here](#).

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