

## Why should I get *The Barefoot Spirit*?

- *The Barefoot Spirit*, **New York Times Bestselling Paperback Business Book and USA Today Bestseller**
- Skillfully written by award winning journalist, Rick Kushman (Not another "then I" book)
- Business Adventure story (not a prescriptive text)
- Humble beginnings of the #1 Wine Brand in the US now!
- American success - rags to riches story
- Wine Brand was built without advertising relying on word of mouth from NPOs it supported
- Brand was a disrupter and an industry reformer
- Larger font, illustrations, easy read
- Yahoo says "Perfect beach read for the summer!" (Timing is right)
- Everybody loves wine stories! First behind-the-scenes view of the wine business

