

FIGHT AGAINST HUNGER



DELOACH VINEYARDS LYETH ESTATE OCEANA FRENCH RABBIT TOGETHER, WE CAN

BOISSET
FAMILY ESTATES

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Times have rarely been tougher.

1 IN 8 Americans struggles with hunger each year,
including **1 in 6 children**.

That's **36.2 million Americans**: 23.8 million adults
and 12.4 million – 16.9% – of all children.

Participation in US Government Food Stamp programs have reached
the highest levels ever. March 6, 2009

“We have been around since 1979, and this is **unprecedented
in terms of need.**” - Tony Sellars, Feed The Children, 2-2009



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HUNGER: KEY FACTS

In 2007:

-  36.2 million people lived in households considered to be food insecure, including 12.4 million – **16.9%** – of all children and 23.8 million – **10.6%** – of all adults.
-  11.1% of households (13 million households) were food insecure, meaning they had to change the quality or the quantity of their food in order to deal with a limited budget. .
-  4.1% of households (4.7 million households) had to cut back or skip meals on a frequent basis (very low food security).
-  Households with children were **TWICE AS LIKELY** to report food insecurity: 15.8% compared to 8.7%.



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WHY FEED THE CHILDREN?

-  **It's Local.** Feed The Children has a nationwide network of partners in communities and neighborhoods throughout America; every donation helps US families in need. Further, Boisset and Feed The Children, together with the top retail or restaurant partners in the campaign, will deliver truckloads of food directly to families in the immediate communities of Boisset's supporting partners.
-  Feed The Children is consistently ranked as one of the 10 largest international charities in the U.S.
-  In 2008, Feed The Children distributed more than 133 million pounds of food in all 50 states and internationally. That's more than 760,00 meals *every day*.
-  **History of Success:** Boisset's previous initiatives with Feed The Children yielded tremendous results for our partners, our consumers and our communities.



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WHY FEED THE CHILDREN?

Feed The Children spends 91% of its funds directly on program services.

They own 55 trucks to deliver food directly to people that need it most.



Program Services

Childcare, food, medical, disaster relief, education & community development

91%



6%
Fundraising

3%
Management,
General, & Other
Supporting Activities



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DeLoach Vineyards, Lyeth Estate, Oceana and French rabbit are committed to help.

1 Bottle = 3 Meals

Every bottle of wine purchased between July and December 2009 will supplement 3 meals for a family in need in local communities.



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Boisset will contribute **8 TRUCKLOADS** of
food – **more than 1,200,000 meals.**

With your support, we can **DOUBLE** it to 2.4 million!



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JOIN US.

We need your help.

Be the Leader in Your
Community.

Our best partners in this promotion will join us in the distribution of a **truckload of food at their chosen site to help local families.**



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THE BENEFITS

Beyond the value of helping those in need, supporting this campaign has benefits for your business, too:



Enormous public-relations value and awareness: a single Feed The Children food drop in an Ohio town in February 2009 yielded *hundreds* of national press articles.



Your customers will respect your participation, visit more often, and tell their friends, helping you ***build a loyal customer base for years to come.***



Great products, great cause: you'll be selling ***fantastic, highly-ranked and innovative wines.***



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PROGRAM SUPPORT

DELOACH VINEYARDS LYETH ESTATE OCEANA FRENCH RABBIT

EVERYDAY, **1 IN 8 AMERICANS** FACES HUNGER INCLUDING 1 IN 6 CHILDREN.

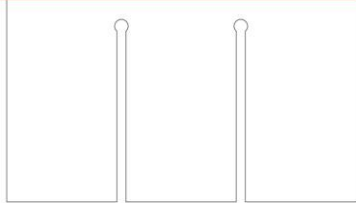
ONE BOTTLE = 3 MEALS

BOISSET FAMILY ESTATES IS COMMITTED TO HELPING END HUNGER IN AMERICA. Every bottle purchased of DeLoach Vineyards, Lyeth Estates, Oceana and French rabbit wines supplements 3 MEALS FOR A FAMILY IN NEED through Boisset's partnership with Feed the Children.

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Find out more about how you can help: www.BoissetFamilyEstates.com/FightAgainstHunger 800.878.1123



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Example End Cap Display

Case Cards, Shelf Talkers / Neckers, Table Tents, Extensive Web Support and Press Campaign



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