



JOIN US IN THE FIGHT TO END ALZHEIMER'S

In honor of our father and the 50 million people living with Alzheimer's worldwide, we're proud to partner with the Alzheimer's Association® year-round to raise critical funds to help find a cure.

ALZHEIMER'S INITIATIVES

Kith & Kin

A portion of the proceeds from each bottle of Kith & Kin wine sold is donated to the Alzheimer's Association®.

Honouren

50% of the proceeds from each bottle of Honouren Cabernet Sauvignon sold is donated to Alzheimer's focused organizations.

Inspire Napa Valley

We are a proud partner of Inspire Napa Valley, which has raised over \$8.75 million for the Alzheimer's Association® since 2018.

Community Support

We are active participants in the Napa Valley Walk to End Alzheimer's each year — raising over \$140,000 in 2024.

Special Focus

June Alzheimer's & Brain Awareness Month

Throughout the month of June, we increase our impact: **10% of all Estate Cabernet Sauvignon and Estate Sauvignon Blanc sales are donated directly to the Alzheimer's Association®.** Your support during this important month helps accelerate research, drive risk reduction, promote early detection, and enhance care and support.

TOTAL DONATIONS TO DATE: \$346,988

2021: \$62,500 | 2022: \$75,000 | 2023: \$96,000 | 2024: \$113,000 | 2025: \$125,000 GOAL

TOOLS TO HELP YOU SHARE THE STORY

These materials make it easy to communicate the cause and inspire guests to purchase with purpose.



To access these tools, go to <https://www.roundpond.com/trade/alzheimers-program> or contact your local sales representative.



Bottle Neck Ribbons



Shelf Talkers



Menu Inserts