



# EVERY CASE COUNTS



VITICCIO

**BENEFITING THE PEOPLE OF UKRAINE**

VITICCIO



The Biba Family, owners of Viticcio Winery, are a Ukrainian family who devoted themselves to the Tuscan winery beginning in 2015. Alex and Helen Biba are reaching out to the global community they have cultivated through Viticcio to generate a direct impact

relief for their home community facing hostilities in Ukraine. On behalf of the Biba family, Serendipity Imports is amplifying their efforts by launching a nationwide campaign with our partners to raise relief aid for their organization of choice: The UOC for Family Affairs.

## OUR PLEDGE OF SUPPORT

Serendipity Imports will donate \$10 for each case of Viticcio Wine purchased with a goal of raising \$25,000 (2,500 cases). All cases purchased prior to **July 1** will contribute towards our donation goal. (We will honor contribution for all backordered items ordered prior to July 1.)

Providing immediate aid is a top priority, so Serendipity Imports has made an advanced donation of \$10,000 towards our goal for UOC for Family Affairs.

## WAYS OUR PARTNERS CAN CONTRIBUTE

### BRING ON ADDITIONAL SKUS

Already have a Viticcio SKU or two in your lineup? Interested in adding one? Order a case of a Viticcio wine new to your portfolio and make an impact as you taste.

### FEATURE VITICCIO WINES

Feature Viticcio for a wine club or dinner event! Purchase a case of Viticcio to send to your wine club, or host your own event benefiting Ukrainian Relief featuring Viticcio wines.

### STOCK UP ON VITICCIO

The perfect opportunity to re-order cases of Viticcio wines, with a portion of your purchase going to relief efforts for those impacted by the current unrest in their country.

**Serendipity Imports National Marketing Team is happy to create custom collateral for specific programs benefiting this campaign as requested. Contact [lilian@serendipitywines.com](mailto:lilian@serendipitywines.com) for more information.**



**SERENDIPITY  
IMPORTS**  
Old World ►► New View