

Changing the World Through Wine

An Interview with Kristen Shroyer, Co-Founder and Chief Impact Officer, ONEHOPE

EDITORS' NOTE Kristen Shroyer is the Co-Founder and Chief Impact Officer at ONEHOPE (onehopewine.com). Through in-home and virtual wine tasting experiences, ONEHOPE empowers its customers to share wine and give hope to the people and causes that matter most to them. To date, ONEHOPE has donated over \$8.5 million to 35,000+ local nonprofits. Recently, ONEHOPE opened its flagship state-of-the-art winery in Rutherford, the heart of Napa Valley. Since launching ONEHOPE in 2007, Shroyer has helped grow the brand from zero to 1.5 million bottles a year – making it one of the top 250 wineries by volume in the United States. ONEHOPE has received recognition in Inc. Magazine as one of the fastest-growing private companies nationwide thanks to their innovative DTC model powered by 10,000+ independent consultants. The company is on track to soon become the largest DTC winery in the U.S.



Kristen Shroyer

We invite guests to apply to become 20/20 Collective Visionaries. Visionaries are granted exclusive access and use of the winery and tasting room, invites to one-of-a-kind events, memorable food and wine experiences, small-lot wine allocations, and savings on our most sought-after wines. Every visionary helps us change the lives of an entire community by funding water projects with charity: water.

Having our own working winery also allows Mari Wells Coyle, our head

winemaker, to truly catch lightning in a bottle, and harvest at the perfect time.

What are your priorities for ONEHOPE as you look to the future?

We look forward to growing our impact in local communities through our Cause Entrepreneur platform. With 10 percent of every bottle directly benefitting a unique nonprofit chosen by the customer, we aspire to reach more giving milestones in the near future. ONEHOPE is excited to continue to grow its portfolio by introducing new brands and varietals each year. In 2022 alone, we've launched 25+ new products, all of which make a tangible difference in the world. ●



Kristen Shroyer pouring wine at The Saguaro Hotel in Scottsdale, Arizona



ONE HOPE

Corporate Gifting

onehopewine.com/corporate

