



Toast to
Humanity®

HELPING HUMANITY
BY BUILDING BRANDS

TOAST TO HUMANITY® INTERNATIONAL 2011

***360 Integrated Marketing Program**

Why Toast to Humanity International?

In this highly competitive, over-saturated and often under-promoted business sector, Toast to Humanity® International now offers your brands a cost effective way to distinguish your brands from the crowd. Toast to Humanity works at the center of a value chain, leveraging the purchasing power of consumers and the marketing power of brands to help raise support for humanitarian causes!

Fully-Integrated Marketing, Communications, Media and Targeted Sampling and Sales Events

Toast to Humanity International continues to create new and exciting high-profile opportunities for our brand partners, including celebrity events, golf tournaments as well as actual events where you can sell your brands direct to the consumer!!

\$ for \$ there is no better return on your branding investment than the 2011 Toast to Humanity Integrated Marketing Program!

**"Stopping marketing to save money,
is like stopping the clock to save time."**

--Henry Ford in Forbes magazine, defending his marketing budget during the Great Depression



ToastToHumanity.com



TOAST TO HUMANITY® INTERNATIONAL 2011

Email, Public Relations and Direct to Consumer Marketing Program

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Email Marketing Program:

(Value: \$1,500)

Back for the second year, reach over 350,000 subscribers nationally. You pick the month you want to be highlighted and have a link back to our Weekend Wine Watch home page. Remember, you are the only wine/spirit content being promoted!!!

Press Coverage:

(Value: \$2,500)

Your brand will be listed in a press release naming the 2011 Toast to Humanity brands. This release will go over the wire announcing the launch of our 2011 program.



Ryder Cup Reaction

None without controversy, the Ryder Cup Captain's Picks have come, and gone. American Captain Corey Pavin went with Robby Post and World No. 1 Tiger Woods. The European Captain designated international Paul Casey for spending too much time in the States, selecting the Irish Hammer, Luke Donald and Eduardo Romero. Oh yeah, the right wing may be with Europe. It's all Wine and Cakes. More! Oct. 1 and concludes with 12 single matches on Sunday, Oct. 3.

What's your take on the Captain's Pick? Do you think the Americans will retain the Cup, or will Europe's "unemployment" of her attempt to bring back to the club?

Click Here to comment

- [Read Our Opinions on Red, White, and Blue Ryder Cup Pickers](#)
- [Read More](#)

Golf Destination

Myrtle Beach



After decades as America's favorite golf destination, the experts at Myrtle Beach have nearly perfected the art of the vacation experience. If you're looking for a memorable vacation of course, it's a treasure, value, and the Grand Grand Golf Club.

- [Sunshine, Bay Country of the Year](#)
- [USA Annual Country Course Classic](#)
- [Tales from the Sea](#)
- [Weekend Golf "Stay and Play"](#)

PGA TOUR WEEKEND PICKS

The PGA TOUR picks the week's top public courses to visit. They're the best courses in the world. This is the only report in the PGA TOUR magazine that caters to the day's golfer. When Tiger and Phil leave town, it's your turn to go.

Read more

Lifestyle

Weekend Wine Watch®

No Double Bogey: Here-Only Double Pines. The 2009 **Double Pines Origin** has a subtle yellow color with a delicate and pleasing nose, showing notes of pear and fresh citrus. Best enjoyed young, the pines to hit, dry and aromatic. It's perfect with fish, but also with delicate white meats and soft cheese melted cheeses.

Final Note: We have given a 4-point rating for Double Pines. The color is bright and the nose is the most lovely overall, complemented by fresh citrus notes of pear and fresh citrus. Very well on the palate, the 2009 beauty has good balance, with flavor with a pleasant and complex finish. It goes very well with many fish courses, grilled or roasted meats, game and not every spicy mature cheeses.

[See more on this wine](#) [see more on this wine](#) [see more on this wine](#)



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Commentary

Pavin Very Pleased with Sate Pick

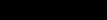
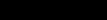
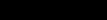
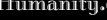
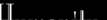
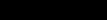
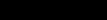
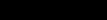
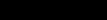
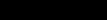
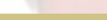
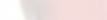
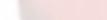
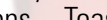
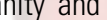
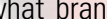
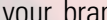
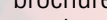
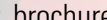
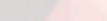
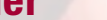
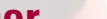
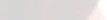
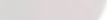
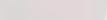
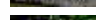
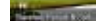
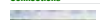
A cold emotionless Corey Pavin announced the Ryder Cup pick at the New York State exchange Tuesday. Let's hope he hasn't delayed more with the October when it comes to Europe in 2010.

Read More



Clubhouse Connections

Featured Golf Links



Join us for a toast.

Toast to Humanity leverages the purchasing power of consumers and the marketing power of brands to raise support for humanitarian causes.

By purchasing a participating Toast brand, you are supporting worthy initiatives such as the Ellen Jane AIDS Foundation and A Child is Missing. Join us today in helping humanity one toast at a time.

To learn more, visit www.ToastToHumanity.com

Purchase Toast Brands

Look for the Toast to Humanity Seal to go on our web site to the brands that are eligible to participate in the program. These brands are currently participating in the program. Visit our website to learn more about the program and to see a list of participating brands.

Benefit From a Toast Media Campaign

Get your brand's name on the list of participating brands to go on our website. This is the only report in the PGA TOUR magazine that caters to the day's golfer. When Tiger and Phil leave town, it's your turn to go.

Host a Toast Party

Use our website to host a Toast Party at your home. Use our website to host a Toast Party at your home. Use our website to host a Toast Party at your home.

Make a Donation

Visit us online to make a donation to the program. Visit us online to make a donation to the program. Visit us online to make a donation to the program.

BRANDING TOGETHER TO HELP HUMANITY

Toast to Humanity® is a humanitarian brand that combines the great taste power of consumers and consumer brands to support humanitarian activity in our own community and around the world. When you purchase a participating Toast brand, you are supporting important causes such as the Ellen Jane AIDS Foundation and A Child is Missing. Join us today to help humanity one toast at a time.

CAVIT
AMERICA'S HUMAN WINE
From the northern Italian province of Trentino in the heart of the Dolomites Alps, Cavit produces consistently high quality, award-winning great premium wines that have captured hundreds of awards and medals. To learn more about Cavit, visit www.cavitusa.com

INTAGLIO BIANCO
A beautifully aromatic wine comprised of crisp Malva, Turban, elegant Chardonnay, and delicate Riesling grapes from the picturesque Valle di Cembra in northern Italy. Wonderful layers of flavors of peach, apple and honeydew. This award-winning wine is perfect as an aperitif, and pairs beautifully with light pastas, sushi and Thai dishes. Ethica.com

INTAGLIO ROSSO
Intaglio Rosso features three indigenous varieties - Sangiovese, Lagrein and Marzemino. These lush and softly varietal evoke a local character achieved through the distinctive terrain of the region. The Sangiovese and Lagrein are sourced from vineyards south of Trento, along the River Adige. The Marzemino is sourced near Trento. Each of these grapes prefers warm climate and, not all of the valley floors and foothills. The Marzemino ripens a weeks before the other two, while the Sangiovese provides for the structure of the wine. Ethica.com

VILLA CAFAGGIO
At Villa Cafaggio everything must be done in pursuit of excellence - from care of the vineyards to selection of barrels - in order to reach the right balance between traditional production methods and modern viticultural techniques. It was here that the Benedicte Market started making this wine in the 15th century to help wine lovers toast to today! Ethica.com

SANTA RITA MEDALLA REAL
Grapes for Santa Rita's Medalla Real wines are hand-harvested at optimal ripeness from the estate's best and oldest vines. Inevitably that and a judicious use of French oak result in a complex and concentrated wine that is simultaneously elegant and classical in style. SantaRitaWine.com

SANTA RITA RESERVA
The dramatic Reserva Series has a well-structured, fruity and mouthy style, perfect for any occasion. The winemaker's objective is to create wines that optimally reflect the typical characteristics of each variety, both in aroma and flavor. At the same time, these wines are elegant and delicately balanced with a complex structure, high concentration and round, long-lasting impression. SantaRitaWine.com

Direct to Consumer Marketing Program:

At every event, consumer brochures will be handed out promoting your brand and letting consumers know what brands are supporting Toast to Humanity and which humanitarian organizations Toast to Humanity is supporting.

To learn more about Toast to Humanity, visit ToastToHumanity.com





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Sampling and Sales Events

Toast to Humanity Sampling Events

Toast to Humanity Wine Camp/Festival~

November 18-20, 2011, Toast to Humanity Wine/Food Camp, Doral Arrowood Rye Brook, New York.

Either a supper club-dine around experience or a celebrity chef cook-off, this annual event will prove to be a great way to highlight your brands to over 300 consumers. This is another exclusive Toast to Humanity event!!

Miami International Wine Fair~

October, 2011, Miami Beach, Florida Now in its ninth year, the Miami International Wine Fair and Toast to Humanity have partnered since both of our inceptions. This allows us to develop unique opportunities for our brands and reach over 2,000 visitors during this event. This is the largest wine trade fair in Florida and is now drawing a comparable consumer presence as well.

Toast to Humanity Sales Events

Toast to Humanity Retail Shoppe~

Thursday, October 13th, 2011 at Fort Lauderdale Country Club, your brand will have a table for sampling opportunities to over 300+ guests who will be making wine/spirit purchases that will benefit their respective charities. By partnering with the Fort Lauderdale Country Club, we have developed a unique program that is a win/win for all parties involved. Add incremental sales to our 2011 integrated program and don't miss out on this unique and exciting opportunity!!

Add incremental sales to our 2011 integrated program.....





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2010 Testimonials from Charities and Clients!

What People Are Saying About Us!

-“Bonnie has been great to work with. Her passion and drive in Toast shines through and Ellman Family Vineyards is proud to be associated with her company. We look forward to a continued successful partnerships.”

--Neil Ellman, Ellman Family Vineyards

-“I have been involved in the Toast to Humanity program for over six years now and what I love about it is the extra push it gives my brands during the OND months and arms my sales team with some good promotional strength when they go call on accounts”

--James Sichel, Proprietor, Maison Sichel

-“I want to thank Bonnie Skop for the great job she is doing and her ambitious effort to make this a great partnership. We are happy to participate our second year in the Toast to Humanity program. There is simply nothing out there like this.”

--Nicola Raia, VP Southeast Ethica Wines.

-“Toast to Humanity was a great addition to our Golf Tournament and Dinner. I was impressed with their presence and the wine introduced to our donors. They made our evening a remarkable event and one that made you leaving the evening looking forward to next year’s party. I felt like we had a real partner to make the evening a success.”

--Kevin Keene, Board Member, Helping Abused, Disadvantaged and Neglected Youth

-“We thank Toast to Humanity for helping us launch a truly great first year event! With their support and taking a gamble with a brand new event, we were able to help raise the needed funds for the Cure Breast Cancer Foundation”

--James Hilferty, Key West Bacchanalia and Cure Breast Cancer Foundation



For the Kids: Saving Lives



ToastToHumanity.com