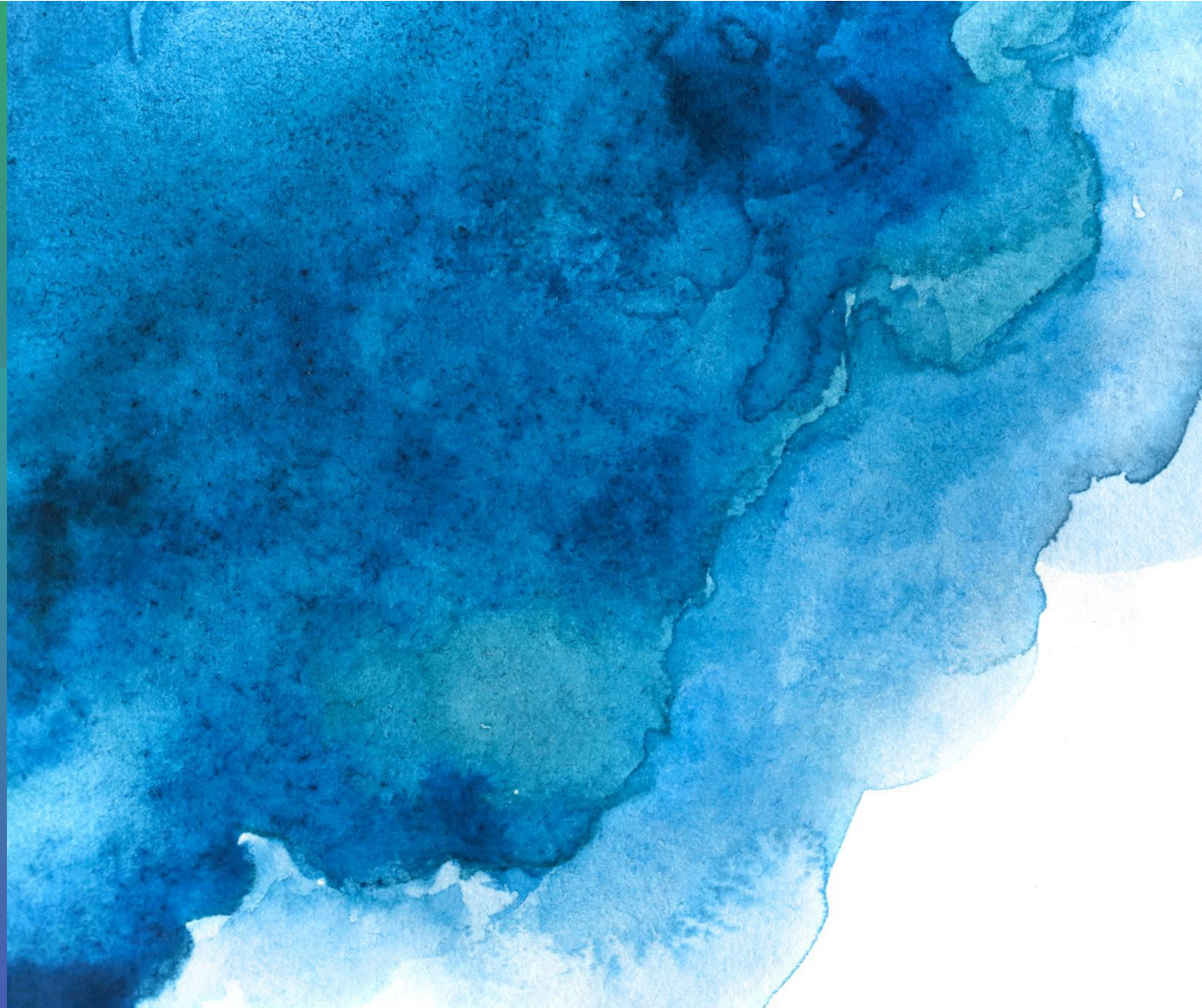


WINE INDUSTRY  
FINANCIAL  
SYMPOSIUM

**HOW DO YOU  
SUCCESSFULLY  
RAISE PRICES  
IN AN  
INFLATIONARY  
ENVIRONMENT?**



We have an extremely dynamic panel with decades of industry experience. Before we get into the weeds, I want to allow each panelist to introduce themselves briefly and describe the unique perspective and/or expertise that they bring to the questions of the day of how to raise prices in an inflationary economy while facing margin compression.



# WINE INDUSTRY FINANCIAL SYMPOSIUM

*Moderator:*

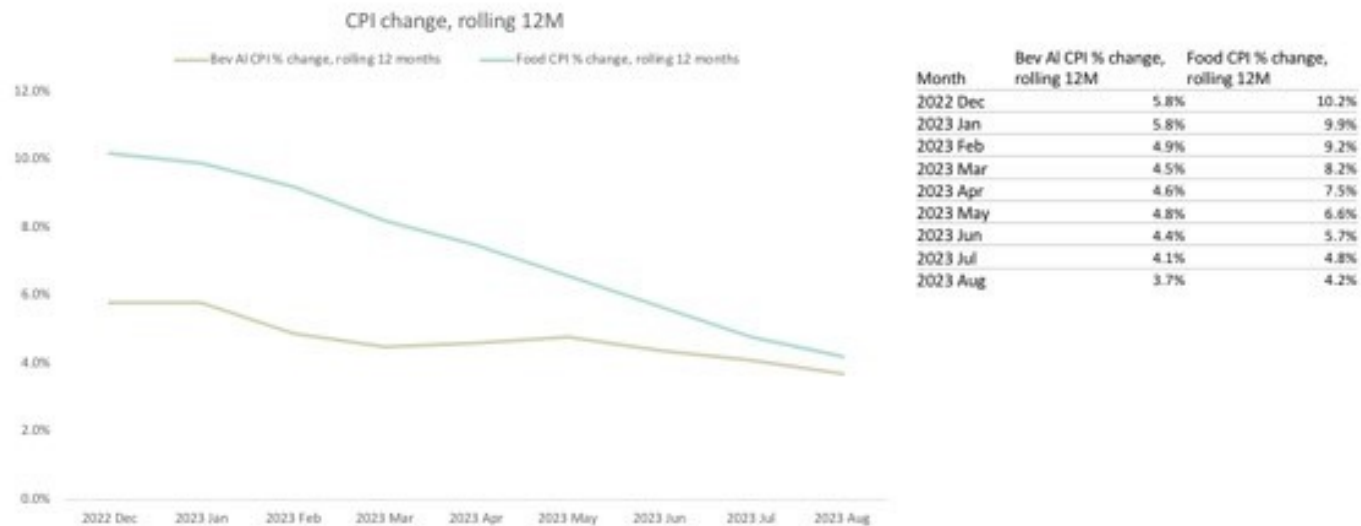
*Elizabeth Harrell, Ste. Michelle Wine Estates (Sr Director Finance & Strategy)*

- *Carmen Castaldi, Rodney Strong (CEO)*
- *Hilary Butler, Bonterra Organic Estates (Dir. Marketing)*
- *Anuj Girdhar, O'Neill Vintners & Distillers (CFO)*



# INFLATION

On a rolling 12-month basis, inflation in Bev AI is steadily decelerating. Food CPI is decelerating faster and closing the gap that stands at just 0.5% as of August



Source: Bureau of Labor Statistics

Considering the dynamic nature of the wine industry and the valuable insights shared today, what key takeaway or piece of advice would you offer to fellow industry professionals facing the challenge of balancing price increases with value delivery in these changing times?

