

**In the Wake of Disaster...**

**THE STORY OF  
THE GRATEFUL TABLE**





**In October, 2017,  
Napa and Sonoma Counties experienced  
a devastating series of wildfires...**

# The Headlines...

**Wine Country wildfires leave a trail of death, devastation**

**Death toll continues to rise as California wildfires burn on**

**Sonoma County fire now tied for costliest in California history**

*In California Wine Country, Wildfires Take a Toll on Vintages and Tourism*

**At least 31 dead in horrific California wildfires, hundreds missing**

# After the Fires...

## The Facts

- 44 people died
- 9,000 structures destroyed or damaged
- Insured losses total over \$3 billion

## But...

- Napa/Sonoma's Wineries were largely spared
- Only 10 of 1,200 vineyards shut down



**Walking a delicate line...**

**RESPECTING THE FIRE'S DEVASTATING IMPACT  
BUT TELLING AN "OPEN FOR BUSINESS" MESSAGE**

# Created an Event...

- Thank you to the first responders for their incredible service
- Fundraiser to benefit the fire's victims
- Event that would capture the attention of national & international media and communicate that the Wine Country's tourism product is in tact







# The Grateful Table...

- 500 people at a single table on the Napa/Sonoma border
- Tyler Florence and a team of 20 all-star chefs preparing a pre-Thanksgiving dinner
- \$500/plate to attend;  
\$250/plate to sponsor a first responder or victim



# The Results...

- 80+ broadcast and print results; over \$3 million in advertising equivalency
- An additional \$2.3 million in impact from 12 digital influencers focused on travel
- \$150,000+ raised for fire victims
- One happy (but tired) client



# San Francisco Chronicle

Bay Area chefs gather for an early Thanksgiving in the Wine Country vineyards

By Michael Bauer



FOOD & DRINK  
Northern California's wine country needs you to visit



# FOOD & WINE

Tyler Florence Joins Napa and Sonoma Winemakers to Give Thanks After Trying Year



Kathie Lee & Hoda



***“Never let a good crisis go to waste.”***

**Winston Churchill**