

# 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](http://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. ●

**How do you define ONEHOPE's mission and purpose?**

Our mission at ONEHOPE is to share wine and give hope, which fulfills our purpose to nourish the future. We believe that wine is a powerful product that brings people together. We proudly donate 10 percent of every purchase to a cause personally selected by our customers. To date, ONEHOPE has donated over \$8.5 million supporting 35,000+ nonprofits.

**Will you discuss ONEHOPE's impact and its efforts to empower Cause Entrepreneurs?**

Through our Cause Entrepreneur platform, anyone can join our efforts to change the world through wine. Additionally, our Cause Entrepreneurs earn an income, receive training and wine education, and network with like-minded individuals. In addition to the impact we make, ONEHOPE is incredibly proud to have brought 10,000+ women into the wine industry.

**How critical has ONEHOPE's winery been in helping to fulfill the vision for the brand?**

Our winery is truly the home of our brand and a physical manifestation of our vision. Just as our Cause Entrepreneurs bring people together in their local communities, our winery and tasting room is no different. At our 2019 Harvest Party, in one single night we raised enough money to fund two schools in the developing world.



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





# ONE HOPE Corporate Gifting

[onehopewine.com/corporate](https://onehopewine.com/corporate)

