

GROWTH ANALYSIS



DONKEY & GOAT WINERY

2004 - 2023

TRACEY ROGERS BRANDT

- PROPRIETOR WINEMAKER
- GENERAL MANAGER
- CHIEF OF SUSTAINABLE GROWTH OFFICER

WINE MANUFACTURING & SELLING LEVELSET

Manufacturing begins once the annual agricultural cycle or the growing season concludes with the winemaker (me) calling the pick date and bringing the newly picked grapes to the winery facility for processing. There is only ONE manufacturing cycle each year due to the particulars for growing grapes on a vine where the growing season begins with bud break in the Spring and concludes with harvest in the fall or August - October period.

Manufacturing ends once the wine is "bottled" which can be a multitude of containers beyond the bottle (kegs, cans, bags, boxes, etc.) that results in the liquid consumable being packaged into a container for sale & consumption.

Time to market for wine varies dramatically but generally is a 6-18 month cycle depending on style, color, aging, etc.

WINE IS A CONTROLLED SUBSTANCE

Manufacturing and selling wine is regulated by the US Federal, State and local governments. Additionally, each export market has unique regulations for allowing imports to clear customs.

Domestically, regulations for wine sales can vary by county where unique tax rates, restrictions on volumes individuals can purchase and more can vary!

To date the 21st amendment reigns supreme over the interstate commerce clause which makes selling direct to consumer (DTC) via the internet extraordinarily complicated and generally requiring several SaaS vendors to manage the sales channel and required reporting to stay compliant.

PRODUCTION METRICS EXAMINED

of wine SKUs resulting from a particular vintage *ie- 2004 vintage there were 5 Wine SKUs that resulted from all grapes picked for the 2004 vintage.*

of cases bottled in a calendar year *ie- Calendar 2005 we bottled 856 cases from the 2004 vintage. In later years, bottle runs included multiple vintages at a time.*

NOTE: Wine manufacturing is complicated in general and I often had 35+ vineyard/variety combinations at harvest with each tracked individually for monitoring ripeness. Once at the winery the path varies to bottle. Some wine SKUs have a 1:1 ratio from Variety/Vineyard to Wine SKU, ie- Filigreen Farm Pinot Noir is harvested, crushed and aged in barrels and ultimately blended and bottled with only Filigreen Farm Pinot Noir. However that was the exception for us and most of our wines were blends and many quite complicated where the ratio might be 7:1 or 1:7!

HOW TO EXAM PERFORMANCE & EXPERIENCE OVER 20 YEARS?

NORMALIZE DATA & ORGANIZE INTO 4 ERAS FOR COMPARISON OF KEY METRICS

GROWTH ANALYSIS EXAMINING THE ERAS


ERA 1: 2004-2010

ERA 2: 2011-2015

ERA 3: 2016-2019

ERA 4: 2020-2023 (JUNE)

LEVELSET: ERAS 1 & 2

ERA 1: THE FIRST 7 YEARS - CREATING A BRAND, WINES AND BABY HUMANS							ERA 2: THE NEXT 5 YEARS - LAYING THE FOUNDATION FOR A DTC DOMINANT MODEL				
2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Manufacturing at Crushpad, SF		Manufacturing & by appointment Tastings & winery events at 2323-B 4th Street, Berkeley					Manufacturing & regular Tasting Room Hours, winery events & Private Events at 1340 5th Street, Berkeley				
<p><i>ERA GTM STRATEGY: Spring 2005 first products for sale! The ERA is focused on BIG trade sales by the pallet (672 bottles) while building up the DTC mailing list.</i></p>							<p><i>ERA GTM STRATEGY: Launch on premise DTC via Tasting Room in 3Q11 and Subscription Wine Club in 3Q13.</i></p>				
HIGHLIGHTS							HIGHLIGHTS				
<p>2004, Founded D&G within Crushpad where Tracey was employee #3. Moved to Berkeley & established D&G, becoming Berkeley's first natural winery that would become globally celebrated for being among a handful of Natural Wine pioneers.</p>							<p>2011, Mid-January had to find a new facility. 2 months later with a signed lease in hand & days before 2nd human is born & , break ground on a sizable construction project to build out a new winery. Manage all aspects of build out with contractors and landlord and regulators at Federal, State and local levels (controlled substance) that includes drainage, plumbing, electrical, installation of an ADA bathroom, installation of a bocce court and much more in the newly redeveloped 750 Gilman Block which had been the Flint Ink Factory from 1906-1999.</p>				
<p>2005, Released D&G 1st vintage with distribution in NY + made my first human :) </p>											
<p>2006, Moved D&G to Berkeley in 2006, building out the 2nd winery facility .</p>							<p>3Q11 hired first full time cellar staff, part time staff in the Tasting Room and also started paying Tracey finally!</p>				
<p>2007-2008, Global Financial Crisis + first wildfire vintage</p>							<p>2013, Invest in production equipment with major upgrades with new press (\$50K), new destemmer, steamer & barrel washer which we finance. </p>				
<p>2010, Migrate commerce system 1st time. Going from Cultivate Systems which in my words was a SQL database with a light on the user interface wrapper to the new and exciting in the wine industry provider called Vinespring that was built with Subscription Wine Club and Tasting Room POS needs in mind in addition to enabling ecommerce on a website.</p>							<p>Celebrated as a pioneer in Jon Bonne's book, <i>The New California Wine</i> which intersected the Natural Wine niche leading to the explosive growth in ecologically focused wine growing and making over the next decade in the US and beyond.</p>				

LEVELSET: ERAS 3 & 4

ERA 3: FOUR YEARS OF RAPID DTC GROWTH				ERA 4: PROBLEM SOLVING WITH SYSTEMS VIEW			
2016	2017	2018	2019	2020	2021	2022	2023
MANUFACTURING & REGULAR TASTING ROOM HOURS, WINERY EVENTS & PRIVATE EVENTS AT 1340 5TH STREET, BERKELEY				MANUFACTURING & REGULAR TASTING ROOM HOURS, WINERY EVENTS & PRIVATE EVENTS AT 1340 5TH STREET, BERKELEY			
<i>ERA GTM STRATEGY: 2016 Hire Direct Sales Manager. Late 2017 launch 1st Friday Events with live music, pop up chefs and cellar art gallery.</i>				<i>ERA GTM STRATEGY: The ERA is driven by COVID-19, Wildfire vintages, staffing churn, DBPI for all years and cash flow challenges.</i>			
2016 upgrade banking relationship with move to a sustainable focused lender (New Resources Bank later acquired by Amalgamated) and secure first Line of Credit in company history to smooth out cash flows.				2020 upgrade lending relationship with move to RSF Social Finance . Married & equal owners separate April 2020 resulting in <i>Divorcing Business Partners Impact (DBPI)</i> for the remainder of ERA 4.			
2016 Hired full time DTC Manager & grew DTC revenue by 86% over ERA 2 and 94% from 2016-2019 and DTC revenue surpasses Trade!				2021 flipped 100% staff during Spring/Summer from DBPI and endured the Caldor Fire that <u>decimates</u> El Dorado, home to 50+% of the production.			
2017 dramatically expanded Tasting Room offering and programming to include 1st Friday events. Tasting Room Revenue grew 41% and in 2018 32% & 2019 another 16%!				2022 More staff churn with 3 Directors of Hospitality between February - October. Introduce 15 new wine SKUs to the portfolio due to loss from Caldor Fire. Conceive, pitch and land feature article in the NYT around these new wines I framed under the title, Climate Driven Creative Wines!			
2018 expands to 4 wine releases annually with the addition of the Winter Release. 2018 Club Revenue grew 25% and in 2019 49%!				Migrate commerce system 3rd time. Commerce 7 (the provider of the canceled launch in ERA 3) purchased Vinespring, the commerce system provider since 2010. Commerce 7 shuts down Vinespring forever 9/30/23. DBPI leaves us with a go live date of 9/17/23, 13 days before we lose access to 19 years of customer, order and product data forever, in the middle of harvest and less than 2 months from rolling from Fall Release into the Winter Release and lucrative holiday period. Thus I took the DTC Engine out while midflight and rebuilt it! Plus we were absent a Director of Hospitality so I also managed the roll out of a new POS, reservation and order processing system for our bustling Tasting Room staff that included everything from new hardware to new user interface and system design to creating and rolling out new steps to Hospitality Service, Wine Club Members and much more.			
2019, Migrate commerce system 2nd time After an excruciating last hour pull back from going live on a brand new provider called Commerce Z , migrated to a new "version" of our current provider Vinespring.							

STATS FOR ERAS 1 & 2

ERA 1: STATS FOR THE FIRST 7 YEARS		ERA 2: STATS FOR THE NEXT 5 YEARS	
EMPLOYEES: 1 full time staff (Tracey) Tracey is the only full time employee. Part time staff are seasonal & in the cellar + business partner moonlights at the winery.		EMPLOYEES: Began ERA with 1 and ended with 6 3 full time & part time staff for Office, Cellar and Tasting Room by 2016.	
PRODUCTS & PRODUCTION VOLUMES: 85 wine SKUs made & sold via 4 sales channels over 7 years for a total production of 11,342 <u>12btl/750ml</u> cases or 136,104 bottles made & sold in the 1st ERA of 7 years.		PRODUCTS & PRODUCTION VOLUMES: 109 wine SKUs made & sold via 6 sales channels over 6 years for a total production of 25,498 <u>12btl/750ml</u> cases or 305,976 bottles made & sold during the 2nd ERA of 5 years.	
2004: 5 wine SKUs / 0 cases made (10 tons harvested)	2007: 13 wine SKUs / 1284 cases made (29 tons harvested)	2004: 5 wine SKUs / 0 cases made (10 tons harvested)	2007: 13 wine SKUs / 1284 cases made (29 tons harvested)
2005: 8 wine SKUs / 856 cases made (18 tons harvested)	2008: 11 wine SKUs / 1926 cases made (32.8 tons harvested)	2005: 8 wine SKUs / 856 cases made (18 tons harvested)	2008: 11 wine SKUs / 1926 cases made (32.8 tons harvested)
2006: 12 wine SKUs / 1070 cases made (21.3 tons harvested)	2009: 15 wine SKUs / 2675 cases made (38.5 tons harvested)	2006: 12 wine SKUs / 1070 cases made (21.3 tons harvested)	2009: 15 wine SKUs / 2675 cases made (38.5 tons harvested)
	2010: 18 wine SKUs / 2461 cases made (37 tons harvested)		2010: 18 wine SKUs / 2461 cases made (37 tons harvested)
ANNUAL WINE RELEASES: 2 Spring & Fall		ANNUAL WINE RELEASES: 3 (as of 2013) Spring, Summer & Fall	
SALES CHANNELS: 4 DTC: Website/Mailing List Allocations based on purchase history (1) Trade: Distribution domestically in 12 markets plus exporting to Japan, Sweden, Norway, Denmark + Wholesale Direct in California (3)		SALES CHANNELS: 6 DTC: Tasting Room, Private Events, Subscription Wine Club & Website (4) Trade: Distribution in 27 domestic markets + 7 export markets (2)	

STATS FOR ERAS 3 & 4

ERA 3: STATS DURING 4 YEARS RAPID DTC GROWTH	ERA 4: STATS DURING THE AFTER TIMES
<p>EMPLOYEES: began ERA with 6 and ended with 15 4 full time plus part time staff for Cellar and Tasting Room</p>	<p>EMPLOYEES: began ERA with 15, dropped to 8 during COVID and ended the ERA back at 15.7 full time plus part time staff for Office, Cellar and Tasting Room</p>
<p>PRODUCTS & PRODUCTION VOLUMES: 112 wine SKUs made & sold via 6 sales channels over 3 years for a total production of 23,989 <u>12btl</u>/750ml cases or 287,868 bottles made & sold during the 3rd ERA of 4 years.</p>	<p>PRODUCTS & PRODUCTION VOLUMES: 74 wine SKUs made & sold via 6 sales channels over 3.5 years for a total production of 22,666 <u>12btl</u>/750ml cases or 271,992 bottles made & sold in during my final ERA of 3.5 years</p>
<p>2016: 26 wine SKUs / 5468 cases made plus 2 KEG SKUs for restaurants (87.6 tons harvested)</p> <p>2017: 24 wine SKUs / 5387 cases made 2 KEG SKUs for restaurants (106.8 tons harvested)</p> <p>2018: 31 wine SKUs / 5787 cases made 2 KEG SKUs for restaurants (131.8 tons harvested)</p> <p>2019: 31 wine SKUs / 7347 cases made plus 2 KEG SKUs for restaurants (130 tons harvested)</p>	<p>2020: 22 wine SKUs / 7676 cases made <i>(plus 0 KEG SKUs for restaurants after March 16, 2020 until 2021)</i> (101 tons harvested)</p> <p>2021: 22 wine SKUs / 5572 cases made plus 2 KEG SKUs for restaurants (93 tons harvested)</p> <p>2022: 26 wine SKUs / 5025 cases made plus 2 KEG SKUs for restaurants (75 tons harvested)</p> <p>2023: 0 wine SKUs made from 2023 vintage* / 4393 cases made (0 tons harvested before I left in July)</p>
<p>ANNUAL WINE RELEASES: 4 (as of 2018) Spring, Summer & Fall & Winter</p>	<p>ANNUAL WINE RELEASES: 4 Spring, Summer & Fall & Winter</p>
<p>SALES CHANNELS: 6 DTC: Tasting Room, Private Events, Subscription Wine Club & Website (4)</p> <p>Trade: Distribution in 13 domestic markets + 3 export markets (2)</p>	<p>SALES CHANNELS: 6 DTC: Tasting Room, Private Events, Subscription Wine Club & Website (4)</p> <p>Trade: Distribution in 8 domestic markets + 2 export markets (2)</p>

GROWTH FOR ERAS 1, 2 & 3

ERA 1: BUILDING A SMALL WINERY BUSINESS

REVENUE: Grew revenues from \$0 to \$500K with very little investment and zero employees.

PR HIGHLIGHTS:

[For the Love of Sour Grapes - YouTube](#)

2010 SFMOMA exhibit "[How Wine Became Modern](#)" D&G is on the wall under "animals" with our 2nd label design!

ERA 2: DTC FOUNDATION BUILDING

REVENUE GROWTH FROM ERA 1

*Total Revenue Growth = 777% to \$4.4M

GROWTH DURING ERA:

*236% for DTC Channel to \$1.4M & DTC = 32% share of Total Revenues

*108% for all channels revenue

*71% for Trade Revenue

PR HIGHLIGHTS:

[2011 Winemaker's to Watch](#), San Francisco Chronicle

[Donkey and Goat is Berkeley's natural wine evangelist](#), San Francisco Chronicle

2014 [Natural Wine: An introduction to organic and biodynamic wines made naturally](#) Isabelle Legeron - Featured winery in Isabelle Legeron's first edition of her seminal book that paved the way for the [RAW WINE events](#) featuring regenerative farming & winemaking.

ERA 3: RAPID GROWTH FOR DTC

REVENUE GROWTH FROM ERA 2

*Total Revenue Growth 15% to \$5M

*DTC Revenue Growth 86% to \$2.7M

***DTC share of revenue now 53%** & surpasses Trade per strategic plan established in 2016 *Trade Revenue shrank -19% per strategic plan to shrink less profitable channel

GROWTH DURING ERA:

*94% for DTC Channel

*53% for overall revenue

*17% for Trade Revenue

PR HIGHLIGHTS:

[The 10 Best Wines of 2016](#), Forbes Magazine

[This Berkeley Street has become a Natural Wine Oasis](#), Vogue Magazine

[Donkey and Goat is Berkeley's natural wine evangelist](#), San Francisco Chronicle

GROWTH FOR ERA 4

ERA 4: PROBLEM SOLVING WITH A POSITIVITY LENS IN THE AFTER TIMES	
<p>REVENUE GROWTH FROM ERA 3</p> <ul style="list-style-type: none">*Total Revenue shrank by -2% due to drastic reduction in Trade revenues during global pandemic*DTC Revenue Growth 34% to \$3.5M for DTC*DTC share of revenue now 72% per strategic plan*Trade Revenue shrank -42% per strategic plan to shrink less profitable channel <p>GROWTH DURING ERA:</p> <ul style="list-style-type: none">*-6% for DTC Channel* 30% growth for DTC Channel from 2019-22, normalizing COVID impact*-17% for All Channels Revenue (-3% 2019-22)*-41% for Trade Revenue (-49% 2019-22)	<p>ERA OVERVIEW</p> <p>Global pandemic & two wildfire vintages drove chaos into production planning due to loss of raw materials (grapes ruined from smoke).</p> <p>Pandemic restrictions closed Tasting Room resulting in loss of Hospitality Revenue from Tasting Room and our restaurant customers.</p> <p>Feature article in NYT details the challenges faced to the product offering from 2020 & 2021 vintages. Shipping wine is challenging from May - October. In June 2022, the massive project to rebuild the DTC engine with the plane mid air was underway further compromising funnel narrowing marketing strategies for Internet Channel revenue growth. As a result 2H22 focused on growing Traffic to the Tasting Room. Executed paid TOFU campaigns on META & Google to drive visitors during regular hours & monthly 1st Friday Block Parties. In January budgets were slashed. 1H23 only organic, community collaborations & grassroots strategies.</p>
<p>PR HIGHLIGHTS:</p> <p>The Fizz #16: Donkey & Goat winemaker Tracey Brandt has seen California go through major changes., Margot Mazur</p> <p>Berkeley's Donkey and Goat Winery is throwing a drive-through wine party Is this 'In-N-Out-style' pickup party the future of winery events?, Esther Mobley San Francisco Chronicle</p> <p>The Polarizing Power of Orange Wine, Eric Asimov The New York Times</p> <p>10 Bottles That Will Make You Fall in Love with Drinking Pét-Nat, The Robb Report</p> <p>Another Variable in the Winemaking Process: Climate Change, Eric Asimov The New York Times</p>	<p>DTC HIGHLIGHTS:</p> <p>Tasting Room continues to deliver impressive growth with Gross Profit growing 23% during 2022, 15% for 2023 Jan-June and 1H23 saw 24% growth in GP!</p> <p>1st Friday Monthly Block Parties for 1H23 saw 109% growth in traffic, 49% in revenue and 130% increase in staff pay without increasing Pay Roll!</p> <p>Wine Club sees growth return during 1H23 as compared to the last half of 2022 (2H22) with a very healthy 15% increase in Gross Profit!</p> <p>DTC Revenue now represents 72% of Total Revenue!</p>

GRAPHING GROWTH BY ERA



2004-2010 ERA 1

2011-2015 ERA 2

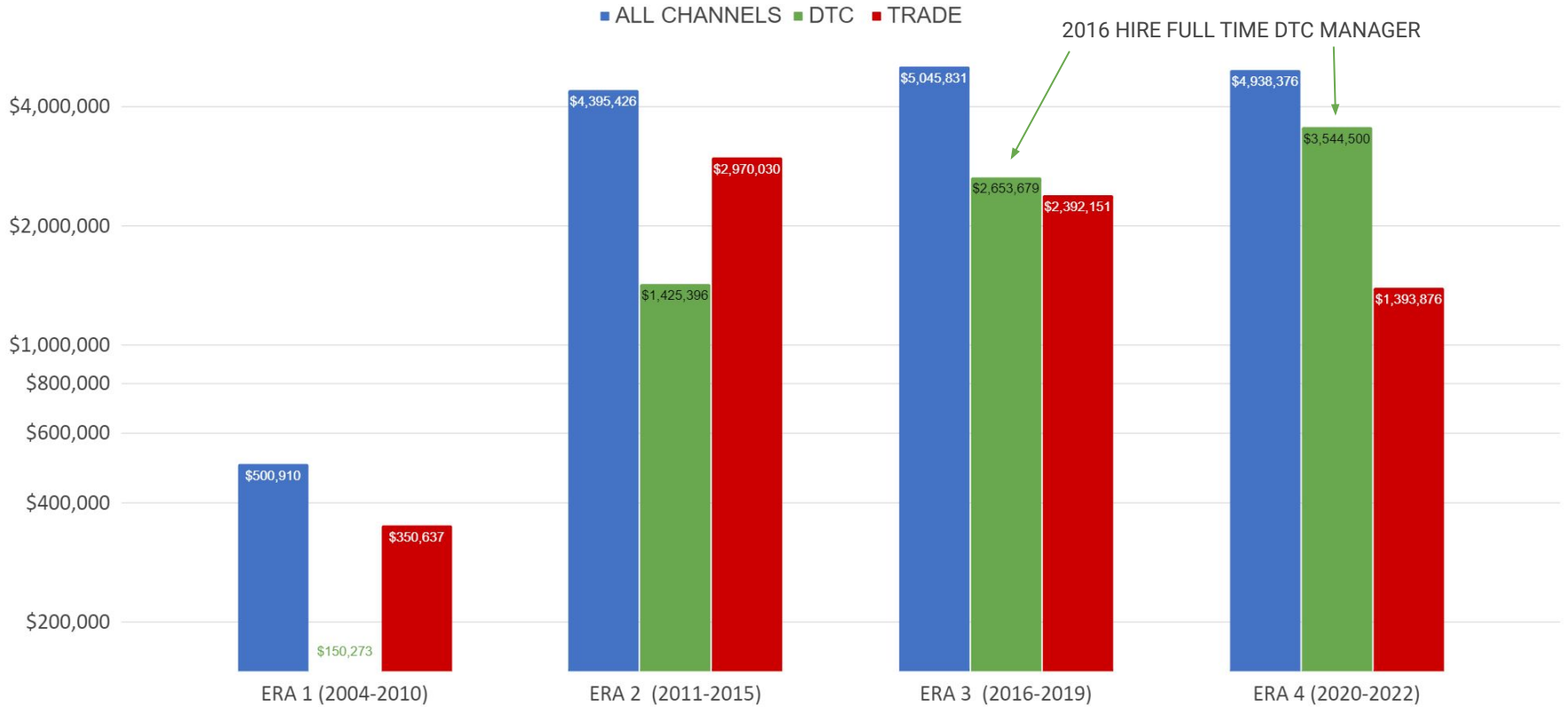
2016-2019 ERA 3

2020-2023 (JUNE) ERA 4

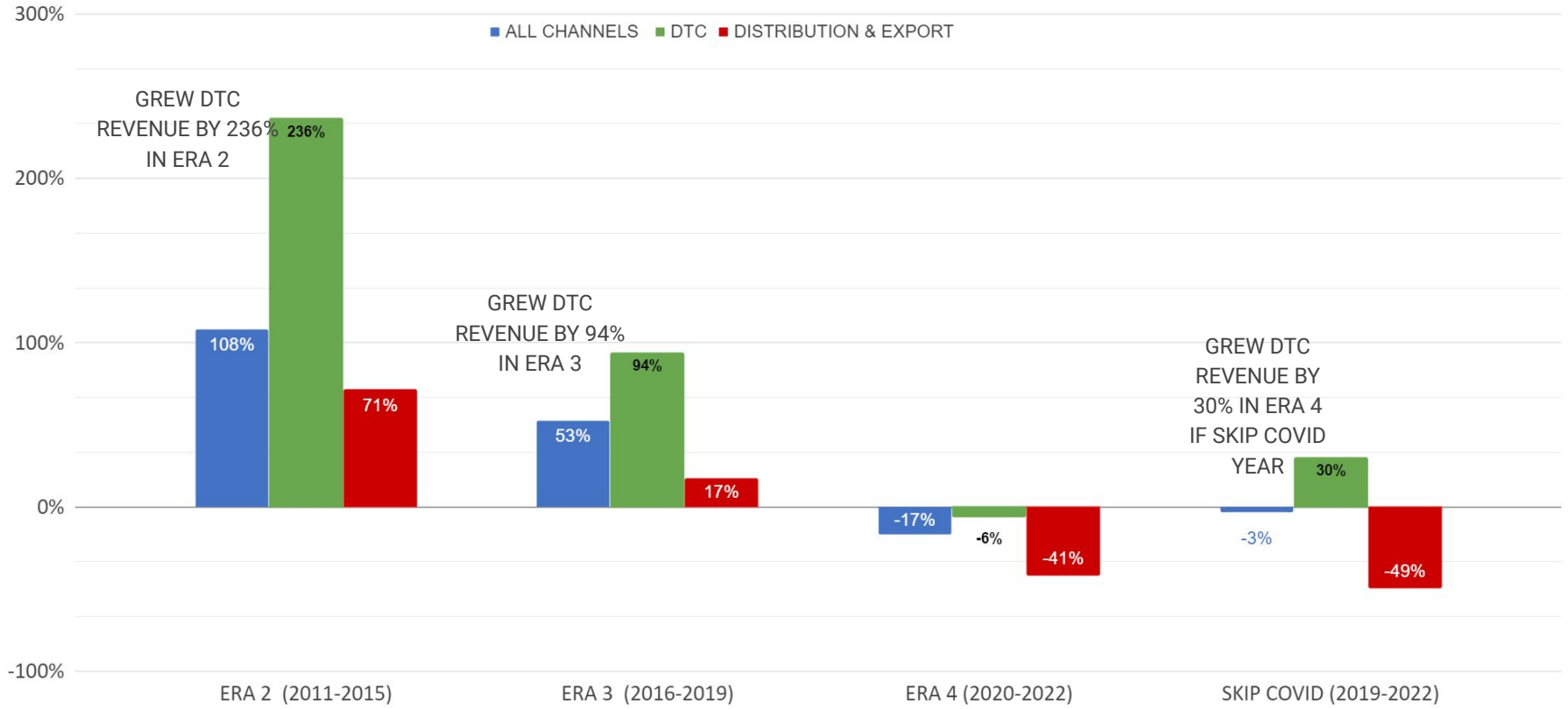
STRATEGIC SHIFT IN 2016 (ERA 3)

CHANGE COURSE TO GROW SHARE OF REVENUE
IN MORE PROFITABLE DIRECT TO CONSUMER
CHANNELS (DTC) FROM RAZOR THIN MARGINS IN
TRADE CHANNELS

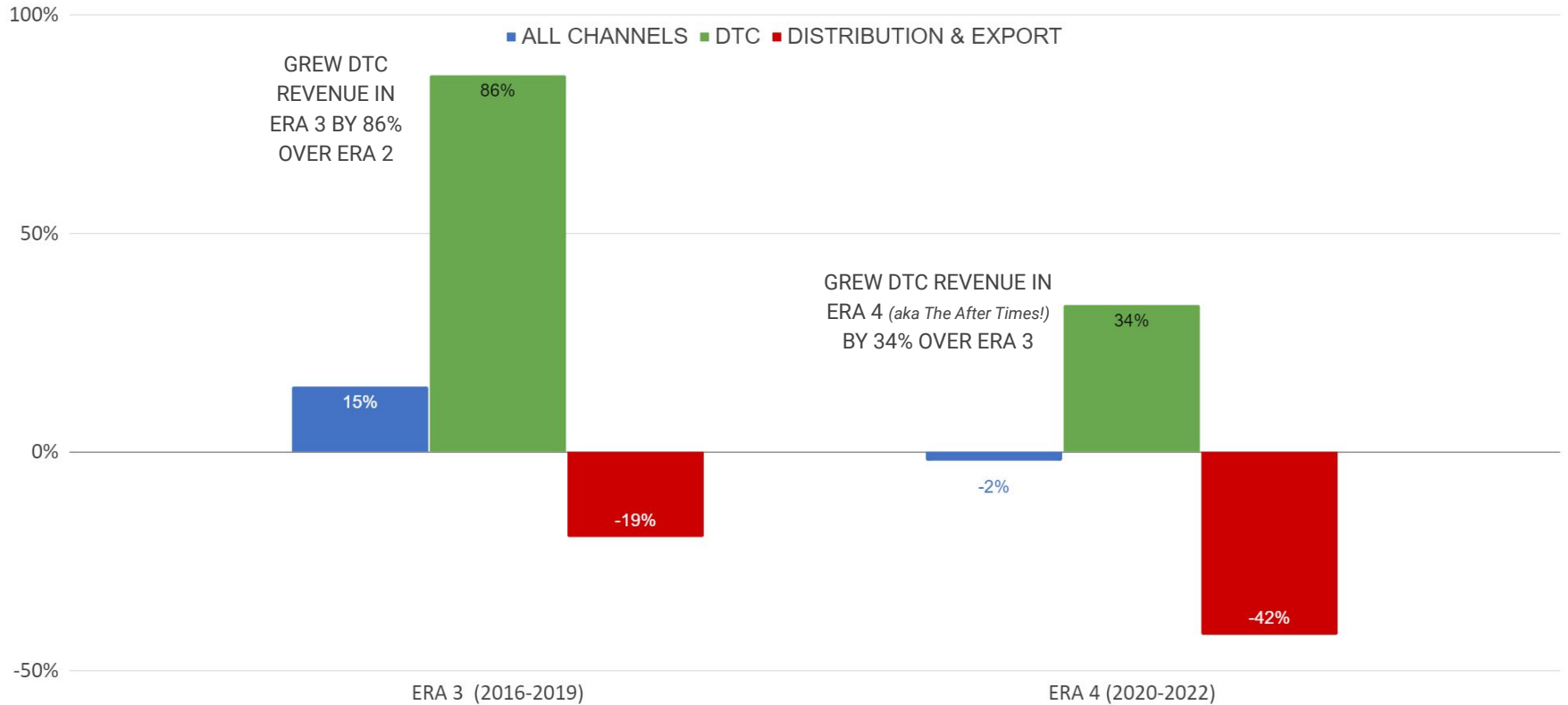
TOTAL REVENUE PER ERA BY CLASS



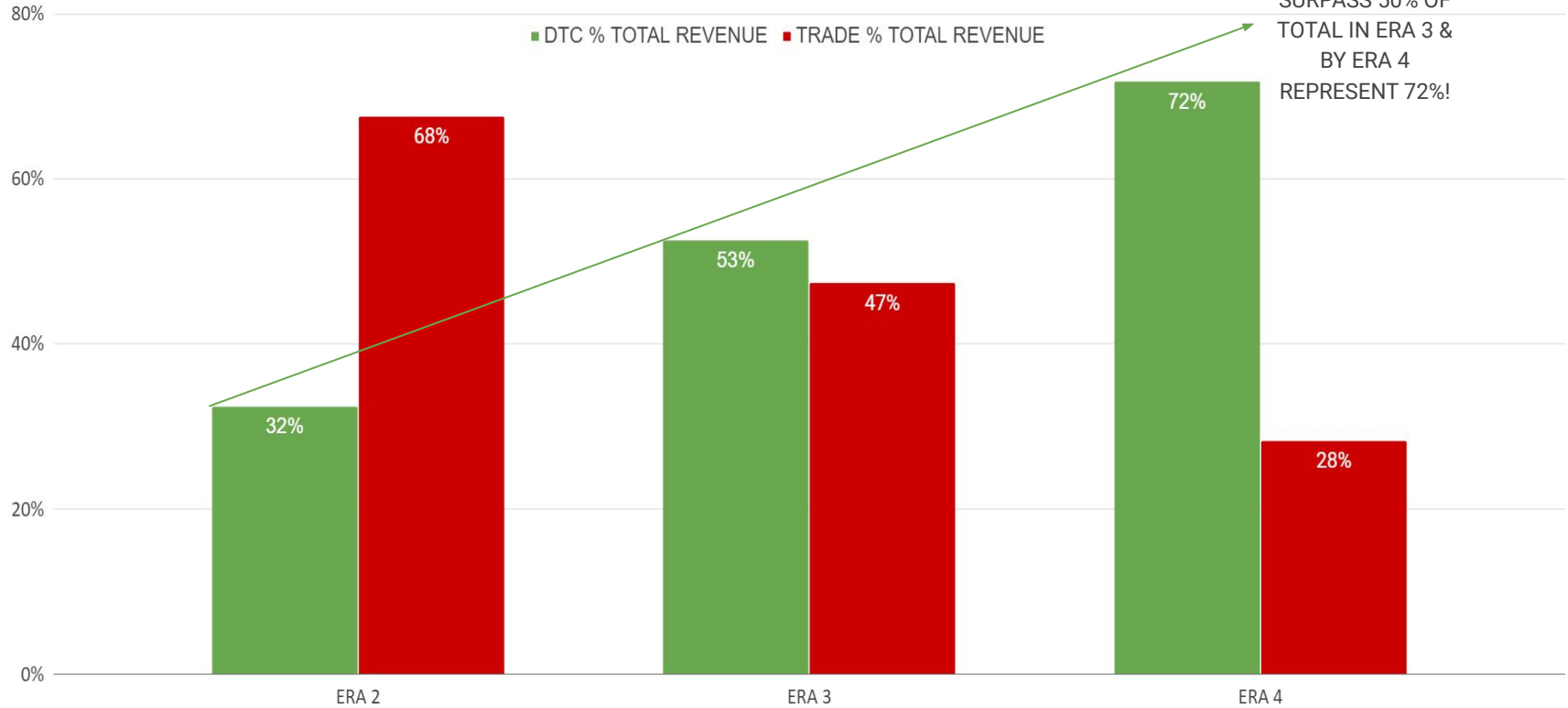
REVENUE GROWTH DURING ERA BY CHANNEL 2011-2022



REVENUE GROWTH FROM PREVIOUS ERA



GROWING DIRECT TO CONSUMER SHARE OF REVENUE



GROWTH ANALYSIS EXAMINING ERA 4

JANUARY 2020 - JUNE 2023



ERA 4: PSPL

Problem Solving with a Positivity Lens

ERA 4 OVER DELIVERED IN CHALLENGES

- Divorcing Business Partner Impact (DBPI*) posed sizable hurdles and roadblocks from April 2020 - June 2023, all of ERA 4.
- Global Pandemic shut down the Tasting Room beginning March 2020 and continued to wreak havoc with DTC & Trade Channels throughout 2021
- 2 Catastrophic wildfire vintages (2020 Complex Fires & 2021 Caldor Fire)
- Supply chain shortages and dramatic increase in costs for near everything
- Staffing churn driven by pandemic and DBPI* with 4x Directors of Hospitality in 12 months!
- Cashflow challenges due to unprecedented shift in portfolio from wildfires that drove drastic reduction in supply for less profitable trade channels but overhead wasn't subsidized fast enough to realize the strategic shift of making less volume and more profit via DTC
- Replaced DTC "engine" while mid-air in 2H22

WHAT IS THE DTC ENGINE?

- Commerce System - SaaS is control center for DTC channels (Tasting Room, Wine Club & Internet)
- Order processing for all DTC channels with compliance management for shipping a controlled substance across the US where regulations can vary by zip code
- Subscription Wine Club Management with seamless integration for POS, Reservations and front end website to always recognize member status & benefits
- Tasting Room - POS, Reservation System, CRM
- Front end website for both internet channel and integration with wordpress for all content pages
- CRM for all channels with integrations for marketing automation platforms like Klavyio
- SKU management for both marketing and inventory
- Funnel Narrowing Marketing Engine (integrations with Meta & Google)

UPGRADED THE CONTENT MANAGEMENT SYSTEM & PROCESS

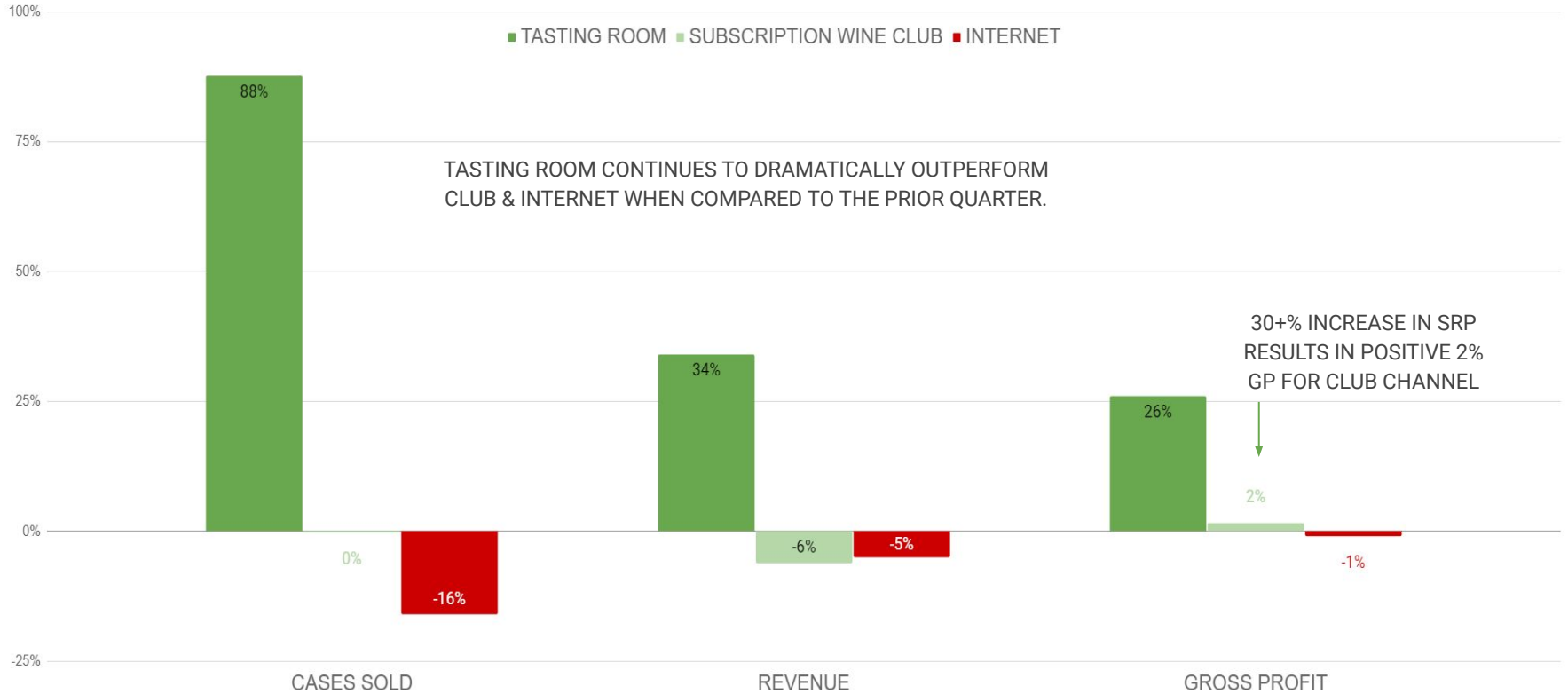
Additionally, to support the improvement in automated digital marketing available with the new platform “connecting” to Meta & Google I upgraded the content management system and process to a more collaboration system and process by moving the company’s 18 years of content to a Google Workspace account. This required consolidating content from each employees (present and past) One Drive & My Drive plus the shared content on DropBox to newly created Share Drive folders and leveraging labels for marketing assets instead of folders. It was a herculean task!

GROWTH ANALYSIS DTC CHANNELS

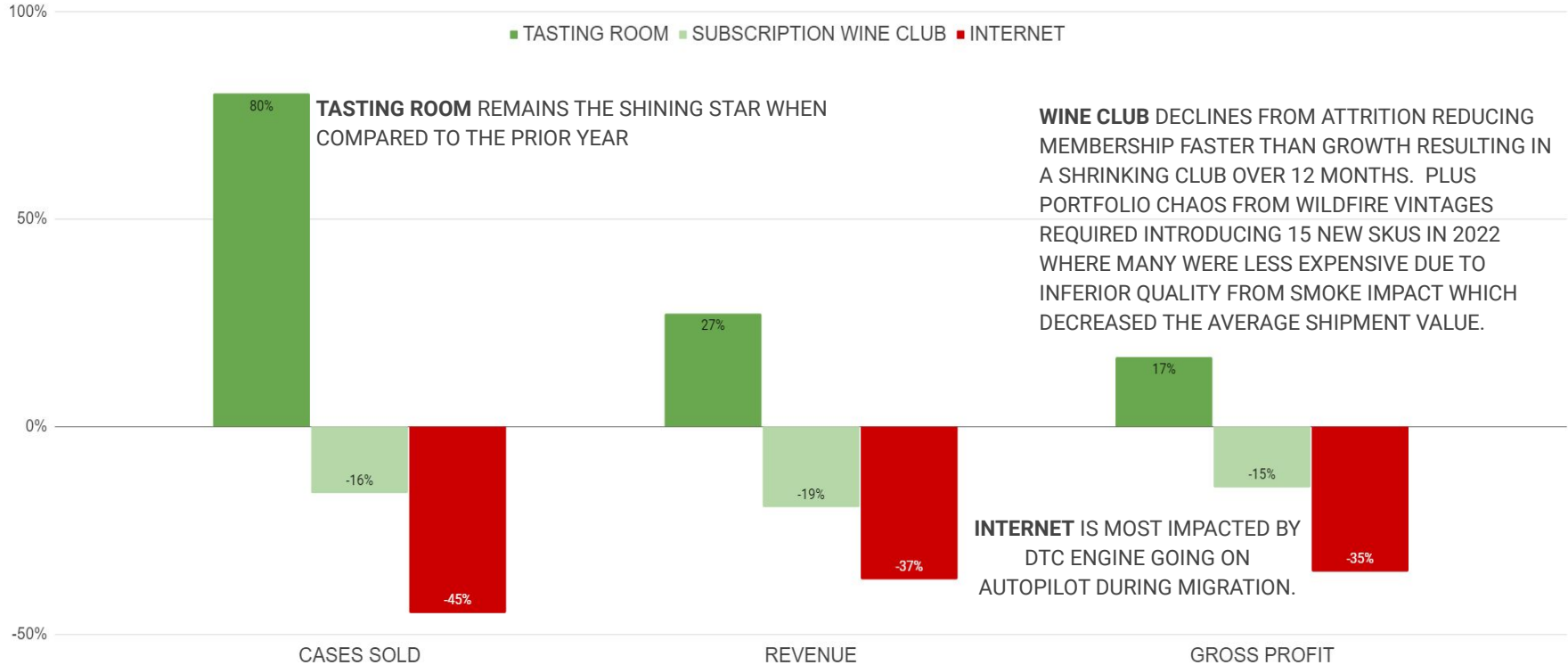
THE END OF ERA 4
EXAMINING THE LAST QUARTER
APRIL - JUNE 2023



GROWTH ANALYSIS: PoP 2Q23:1Q23



GROWTH ANALYSIS: YoY 2Q23:2Q22

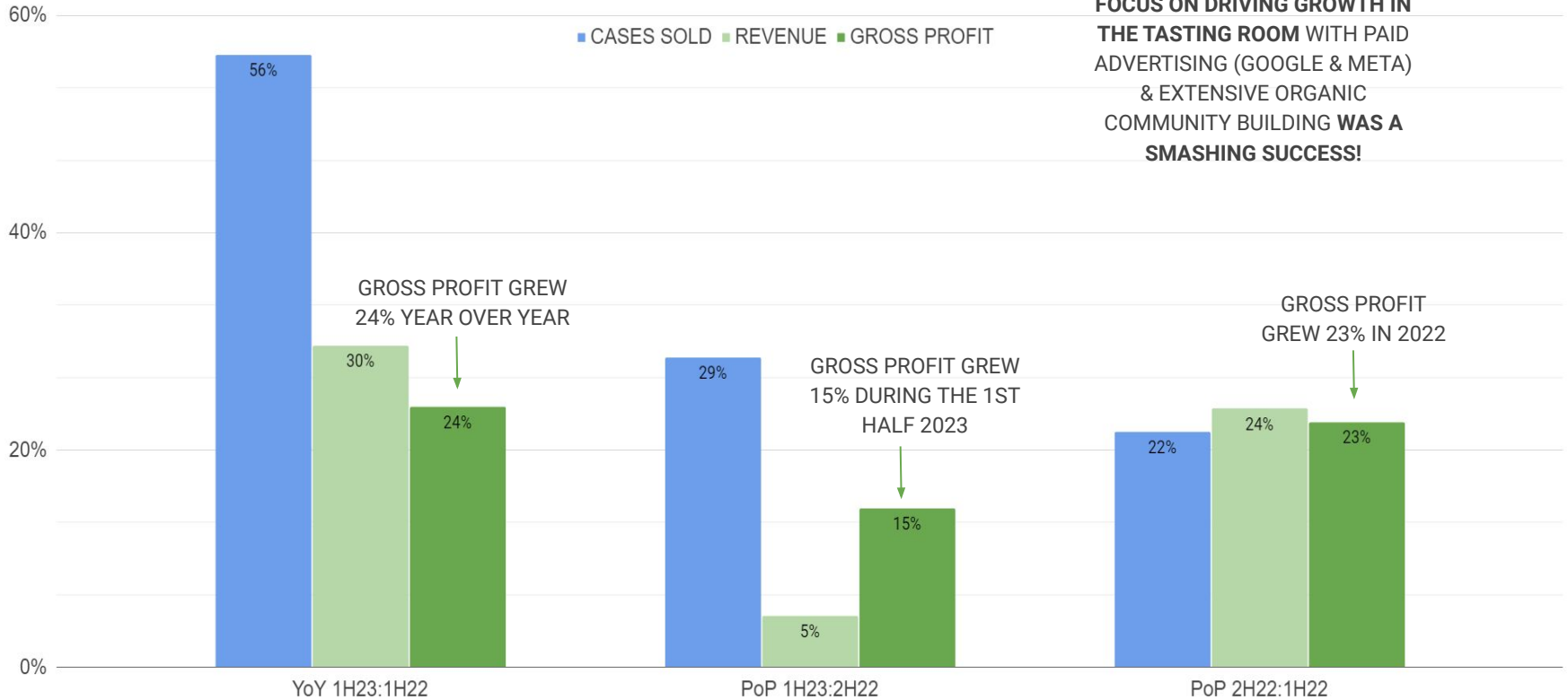


GROWTH ANALYSIS DTC CHANNELS

THE END OF ERA 4
EXAMINING 2023 TO DATE
JANUARY- JUNE 2023

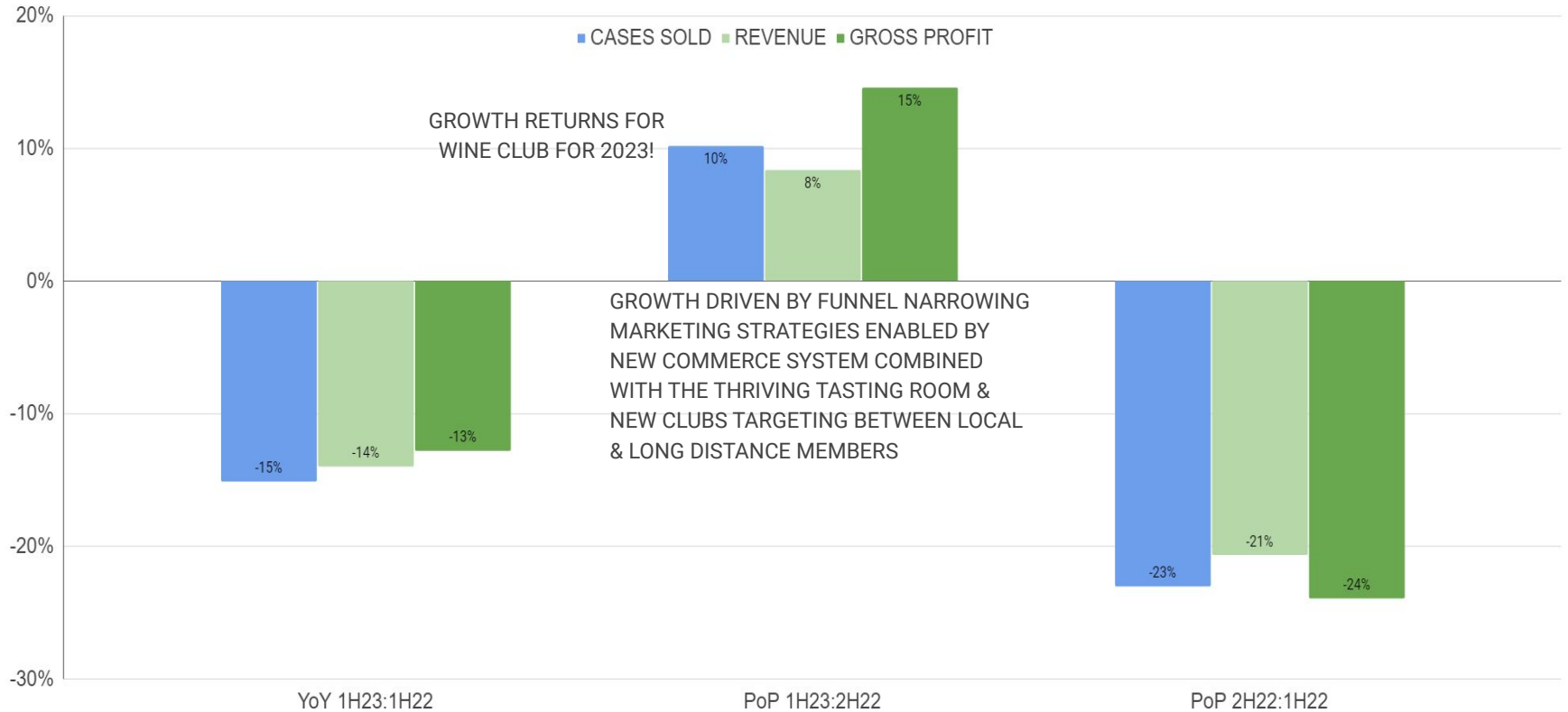


GROWTH ANALYSIS JAN 2022 - JUNE 2023: TASTING ROOM

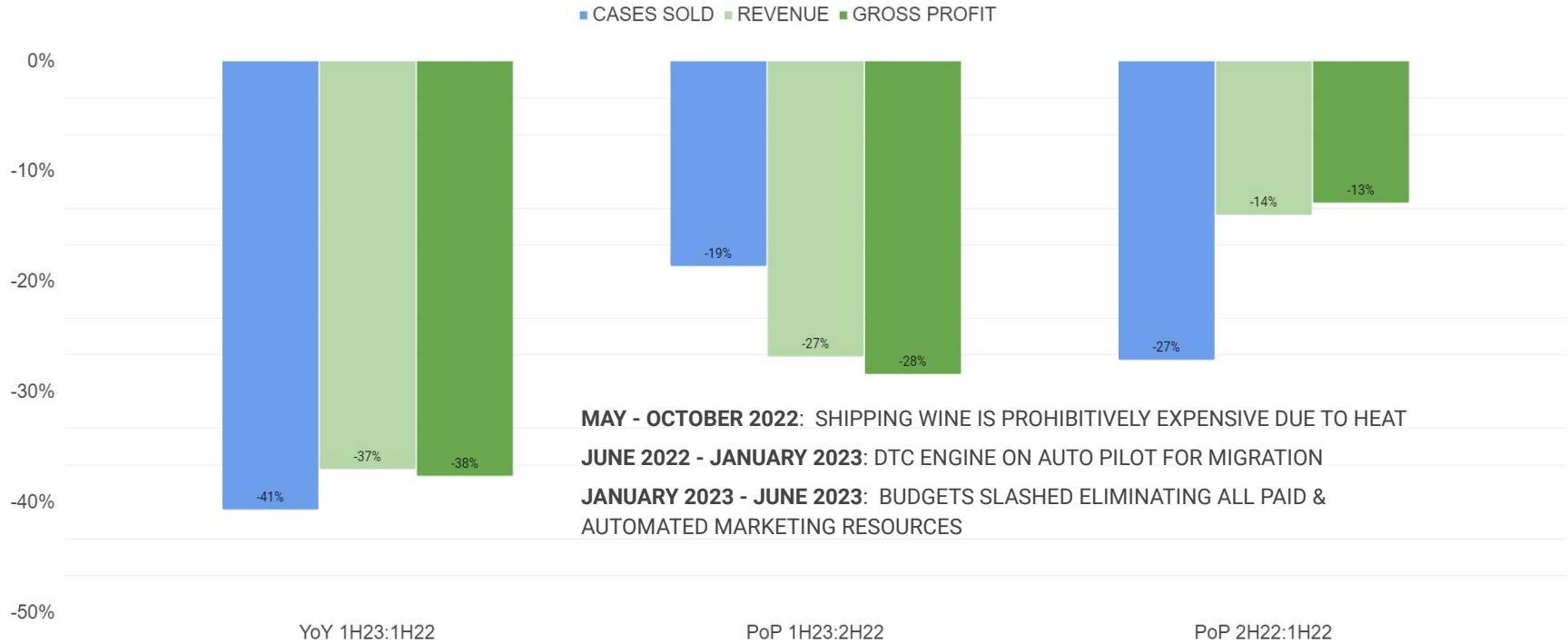


FOCUS ON DRIVING GROWTH IN THE TASTING ROOM WITH PAID ADVERTISING (GOOGLE & META) & EXTENSIVE ORGANIC COMMUNITY BUILDING WAS A SMASHING SUCCESS!

GROWTH ANALYSIS JAN 2022 - JUNE 2023: SUBSCRIPTION WINE CLUB

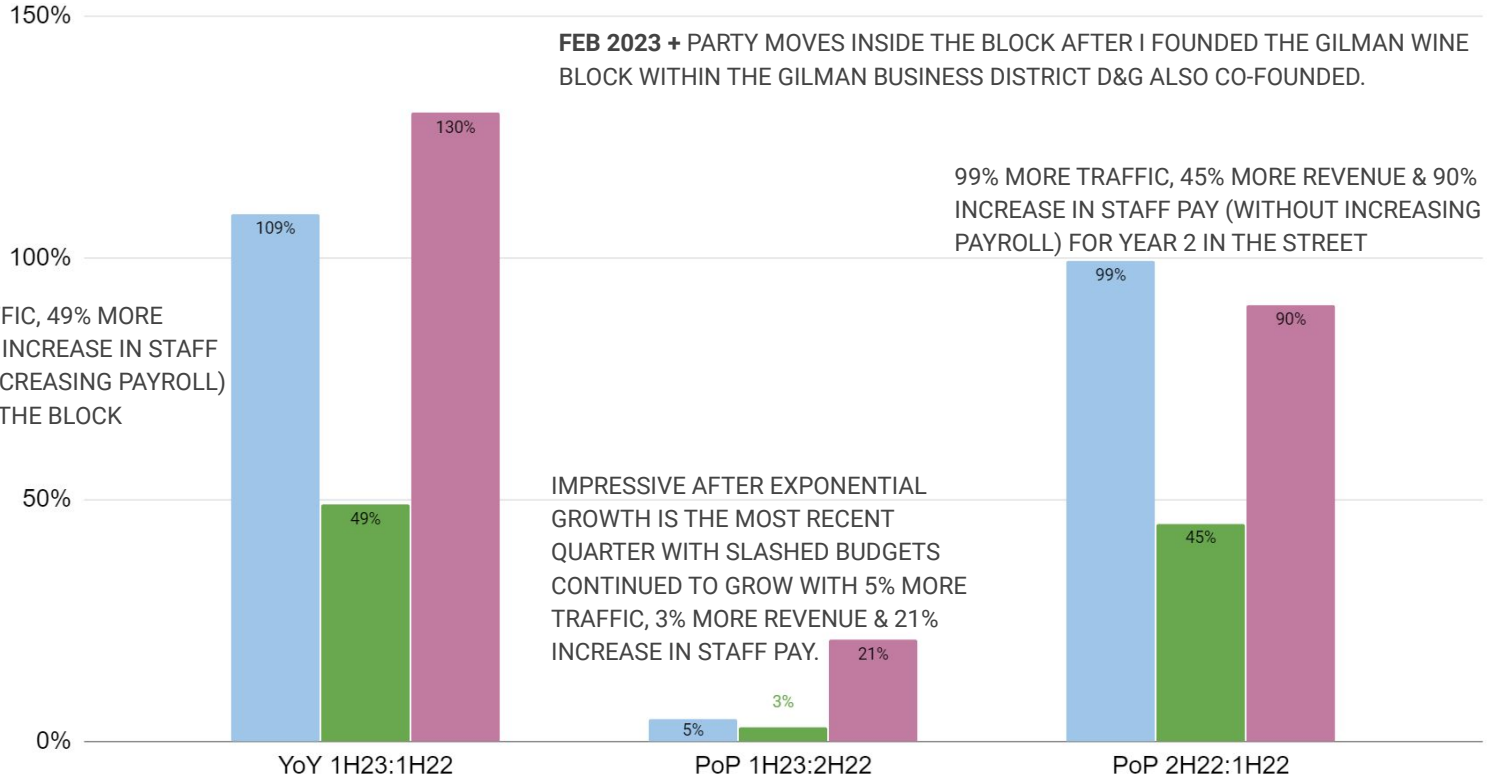


GROWTH ANALYSIS JAN 2022 - JUNE 2023: INTERNET



GROWTH ANALYSIS: 1ST FRIDAY BLOCK PARTY

- TRAFFIC
- REVENUE
- STAFF TIP PAY



109% MORE TRAFFIC, 49% MORE REVENUE & 130% INCREASE IN STAFF PAY (WITHOUT INCREASING PAYROLL) FOR 2023 INSIDE THE BLOCK

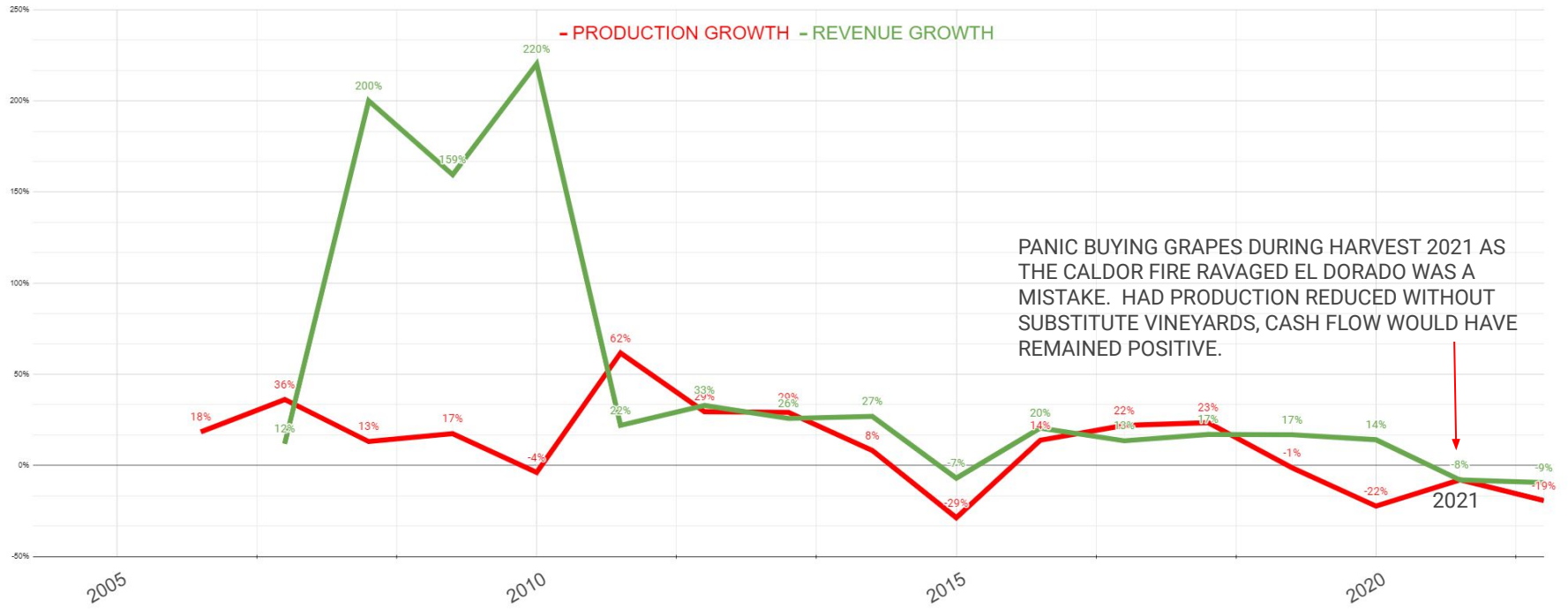
IMPRESSIVE AFTER EXPONENTIAL GROWTH IS THE MOST RECENT QUARTER WITH SLASHED BUDGETS CONTINUED TO GROW WITH 5% MORE TRAFFIC, 3% MORE REVENUE & 21% INCREASE IN STAFF PAY.

99% MORE TRAFFIC, 45% MORE REVENUE & 90% INCREASE IN STAFF PAY (WITHOUT INCREASING PAYROLL) FOR YEAR 2 IN THE STREET

FEB 2021 - DEC 2022 1ST FRIDAY BLOCK PARTIES IN A CLOSED 5TH STREET DIRECTLY IN FRONT OF DONKEY & GOAT WINERY.

FEB 2023 + PARTY MOVES INSIDE THE BLOCK AFTER I FOUNDED THE GILMAN WINE BLOCK WITHIN THE GILMAN BUSINESS DISTRICT D&G ALSO CO-FOUNDED.

CASH FLOW ANALYSIS



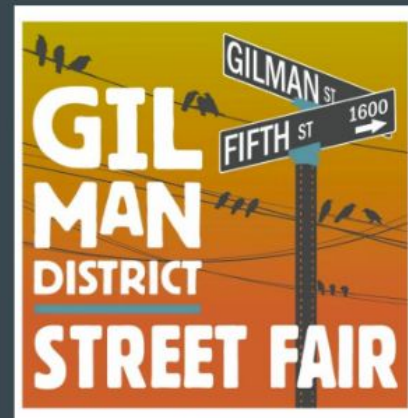
COMMUNITY VOICES

WEIGH IN ON TRACEY'S IMPACT

OUR COMMUNITY BUILDING HISTORY

Tracey was the pioneering winemaker at the 750 Gilman project and had the vision to bring a new kind of manufacturing to Berkeley. Her leadership built the thriving community of five wineries in the block that anchors the Gilman District.

James Madsen, Partner
Orton Development



DONKEY & GOAT

TASTING ROOM OPEN



As the dynamic force behind Donkey & Goat, Tracey has nurtured the development of the Berkeley wine block and in doing so, helped establish the Gilman District as one of the most exciting new places in Berkeley for visitors and locals alike.

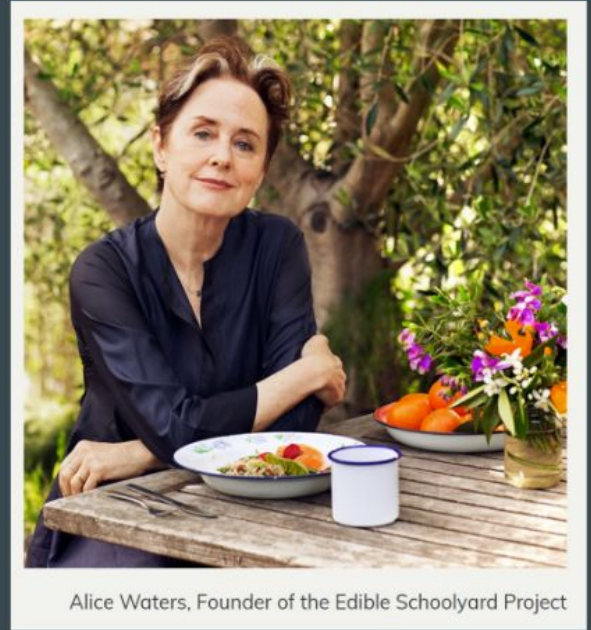
Jeffrey Church
Visit Berkeley

FARM TO TABLE ECOLOGY & ACTIVISM

Donkey & Goat, led by Tracey Rogers Brandt, is one of the great treasures of our Berkeley community. Donkey & Goat arrived here in 2006 and brought their organic winemaking style which extends from healthy soil and regenerative growing practices to minimal processing and ecological packaging.

It has been inspiring to watch Tracey grow her presence in the wine world while never wavering from her ecological mission. We depend on truly enlightened businesses like Donkey & Goat to anchor our community's commitment to the highest quality, most delicious organic-regenerative products.

Alice Waters
Founder Chez Panisse Restaurant and
Edible Schoolyard Project



Alice Waters, Founder of the Edible Schoolyard Project

EAST BAY COMMUNITY



Tracey has proven herself to be an incredibly thoughtful and strategic community partner as we work together to revitalize the Gilman District. She has been a generous and inclusive neighbor and proves her strong values through action.

Impressively, she has used creative problem-solving and ingenuity to address head-on the challenges of winemaking in an environment deeply impacted by climate change.”

~Tom Parish
Managing Director, Berkeley Rep

DAYTRIP

Tracey is an innovator and creative problem solver. During the early days of Covid, she successfully pivoted not just her own business, but also built countless opportunities for small businesses like ours, and paved the way for the growth of the Gilman District.

During lockdown, she organized drive through parties with live music and food vendors that attracted hundreds of people and garnered good press. At the time, Daytrip was just a two-person pop up, and we’ve now grown into a successful Oakland restaurant, thanks in part to the many creative events Tracey brought us into.

~Stella Dennig
Owner/Operator, Day Trip Restaurant

GROWERS

*Donkey & Goat's discovery and investment in El Dorado County viticulture has ushered in a new chapter in the 150 year history of the area's agricultural industry. Tracey's grape purchases since 2005 have transformed not only Goldbud Farms, but the entire AVA's small and localized market to one that is dynamic and an ascending force in California's wine industry. **Tracey's moxie, tenacity, and integrity mirror the pioneering ideals that built the area.***

*Since 2020, mother nature has doled a succession of natural disasters that brought not only Goldbud Farms, but much of California's wine industry to its knees. Having Tracey as a partner has provided Goldbud the morale and stability needed to continue to inch forward through the difficult days. **Her passion, drive, creativity and tenacity have been our loadstar as we try to keep pace, and push forward to greener pastures.***

-Chuck Mansfield
Owner/Operator
Goldbud Farms



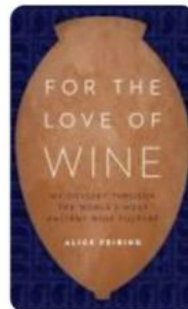
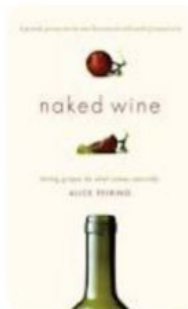
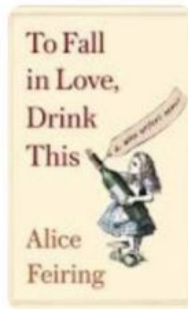
THE PRESS

Dazzlingly capable, and innovative, Tracey Rogers Brandt has not only proven herself to be a trailblazer and mentor in the wine community but is particularly savvy at the nuts and bolts of running the business, combining her immense winemaking talent and creativity with the business acumen to make it work. The success of Donkey & Goat was built specifically on her back.

--Alice Feiring
Wine Writer & Author

THE FEIRING LINE

· THE NATURAL WINE NEWSLETTER ·



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*Tracey is a pioneer in the wine industry, **having launched one of the first natural wineries in all of California**; sourcing organic and biodynamic grapes, and in the cellar, a non-interventionist approach to winemaking.*

*She is a powerhouse in her community and in the world-wide natural wine community in general. I feel very lucky to represent her wines in New York, and happy to work with one of the few women who have been in this industry as long as myself! **Not only is she a talented winemaker but she is a joy to work with and a bundle of positive energy!***

--Jenny Lefcourt
Founder & GM



jenny & françois selections
importer of natural wines

Tracey Rogers Brandt has been a leader and an innovator in the wine industry for almost 20 years. She is esteemed and respected by both her industry colleagues, and a dedicated wine consumer following as well. Donkey & Goat winery has been flourishing since 2004, with Tracey at the helm since the beginning.

--Amy Atwood
Founder & GM



BUSINESS COMMUNITY

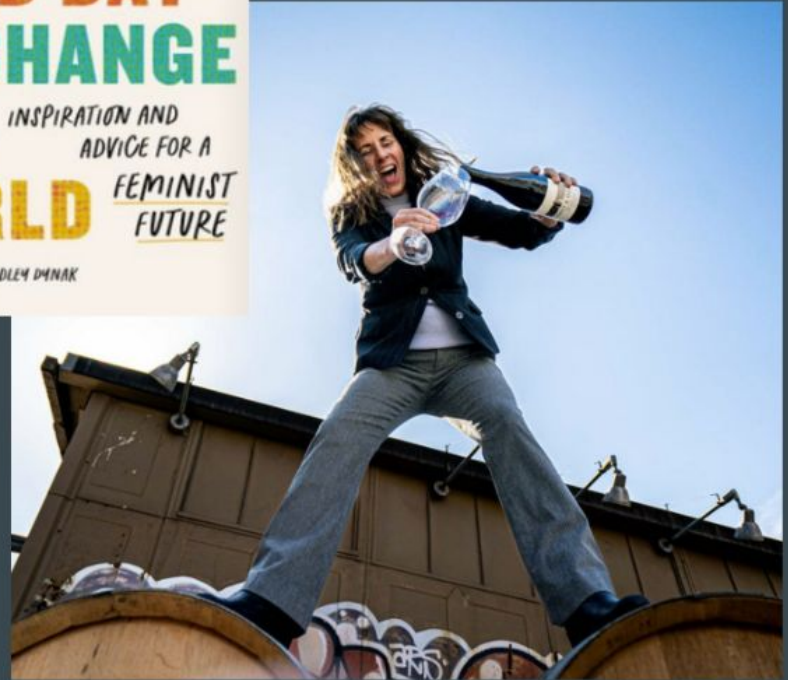
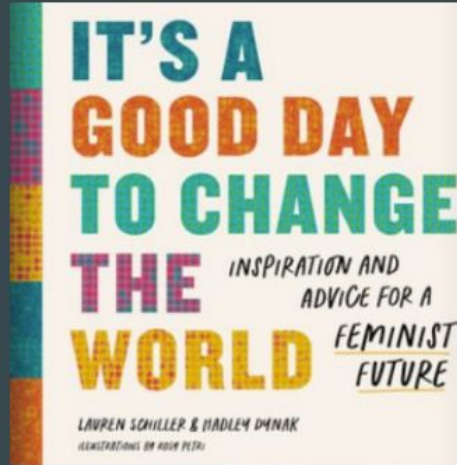
Tracey is not only a profoundly creative winemaker but she brings enormous discipline, tenacity and vision to the business of making wine. Tracey's feet are solidly planted on the ground and her mindset is remarkably even keeled in each of the three key areas of management: the vintner's art, the operator's attention to detail, the financial manager's clarity and caution. It's exciting to watch her cover all the bases of her enterprise with such skill.

– Jonathan Spalter
CEO, USTelecom

THE FUTURE IS FEMALE

Tracey Rogers Brandt is nothing less than a powerhouse entrepreneur with a clear brand vision and a commitment to sustainability and quality in her winemaking. She is a leader in her community, and a community builder, dedicated to ensuring the success of her business while also lifting up other entrepreneurs and women-led projects. Her tasting room and courtyard is the perfect combination of cozy and cool and most important of all, her wines are unique and delicious.

- Lauren Schiller & Hadley Dynak
co-authors of *It's a Good Day to Change the World. Inspiration and Advice for a Feminist Future.*



THANK YOU!

TRACEY ROGERS BRANDT

tracey@circularpatterns.com