



## FACT SHEET

### Description:

Capitalizing on entrepreneur Bob Lynde's interest, passion for and industry connections in South Africa, Fat Barrel Wine Company's initial brand release is Bob's AFRICAN. The Bob's AFRICAN brand generates both awareness and funds for fighting the HIV/AIDS pandemic in Africa. Ten percent of Bob's AFRICAN import sales benefits nonprofit international aid agencies, including Africare. After 13 years in the wine import and distribution business, Portland, Oregon-based entrepreneur Bob Lynde co-founded Fat Barrel Wine Company in February 2007 with long-time friend and colleague, Jessica Harrington. Prior to launching Fat Barrel, Lynde and Harrington successfully founded a fine wine distribution company, Oregon Brokered Brands, which they sold to The Henry Wine Group in 2005. Lynde and Harrington believe the fine wine consumer is inherently interested in giving back to those less fortunate. They also believe that the wine industry can support the development of wine brands with philanthropic missions.

### Location:

Portland, Oregon

### Owners:

Bob Lynde, President

Jessica Harrington, Marketing Director

### Date Founded:

Fat Barrel Wine Company: February 2007

Bob's AFRICAN: June 2007

### Bob's AFRICAN:

The first brand for Fat Barrel Wine Company is Bob's AFRICAN, a value-priced wine made in South Africa, including 2007 Sauvignon Blanc, 2007 Chardonnay, 2006 Pinotage, 2005 Shiraz and 2005 Cabernet/Shiraz blend. Bob's AFRICAN recently partnered with Africare, the international nonprofit organization based in Washington, DC. Owner Bob Lynde will donate ten percent of import sales revenue from all Bob's AFRICAN wines to help the AIDS/HIV crisis in South Africa. Half of the funds raised will benefit Africare and the remaining funds will benefit African focused relief organizations in local communities in the US where Bob's AFRICAN is sold.

### Wines of South Africa:

Wines of South Africa (WOSA) is the association that represents all exporters of South African wines. WOSA sponsors regular wine tours around the world to promote awareness of the wine producers from

South Africa. The fall tour will take place October 11-16, 2007 in Miami, Orlando and New York City. For more information, visit [www.wosa.co.za/](http://www.wosa.co.za/)

**Distribution:**

Bob's AFRICAN wines are currently available in specialty wine shops and gourmet grocers in New York, New Jersey and Oregon (with Florida, Illinois, Washington D.C. and Virginia coming soon), and online at [www.guyduvin.com](http://www.guyduvin.com).

**Web Site:**

[www.fatbarrel.com](http://www.fatbarrel.com)

[www.bobsafrican.com](http://www.bobsafrican.com)

**Dinners & Events:**

- Bob's AFRICAN wines served at the Bishop John T. Walker Memorial Dinner, Africare's largest annual fundraiser, Washington. DC., October 18, 2007

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