

# THE ROOTS FUND PRESENTS THE HBCU WINE TOUR AT CLARK ATLANTA

CLARK ATLANTA, THE FIRST HISTORICALLY BLACK COLLEGE OF THE SOUTH, WILL HOST THE HBCU WINE TOUR. EXPOSING OUR BLACK LEADERS TO WINE EDUCATION, AND THE ENDLESS OPPORTUNITIES IN THE INDUSTRY.

SPONSORED BY LA FÊTE, BLACK OWNED LUXURY ROSÉ HOSTED BY MICHAEL LAVELLE & THE WINE AND HIP HOP SHOW



**BRENDEL**

MICHAEL LAVELLE





## LET'S GET ACTIVE @ CAU

- WINE EDUCATION - PROVIDE ATTENDEES A DEEP DIVE INTO THE EDUCATIONAL, AND PROFESSIONAL OPPORTUNITIES IN THE WINE INDUSTRY.
- WINE TASTING - TASTE THROUGH A FEW WINE VARIETALS, LEARNING THE BASICS OF WINE FROM HOW TO PROPERLY TASTE, HOW TO HOLD YOUR GLASS, WINE VARIETAL DETAILS, AND MORE!
- WINE PANEL - EXPLORE CAREERS IN WINE WITH PROFESSIONALS THAT REFLECT EVERYTHING FROM WINE PRODUCTION TO WINE BUSINESS.
- SCHOLARSHIPS/ENRICHMENT TRIPS - GRANT ACCESS FOR STUDENTS TO APPLY FOR SCHOLARSHIPS FOR TRANSFERABLE DEGREE PROGRAMS THAT CAN LEAD TO WINE CAREERS. REVIEW OPPORTUNITIES TO TRAVEL THE WORLD, STUDY WINE AND CULTURE
- WHAT WE NEED FROM CAU? - PROVIDE THE VENUE, LIGHT SNACKS, AND SPREAD THE WORLD TO THE STUDENT/ALUMNI POPULATION!







**THE ROOTS FUND IS A NONPROFIT ORGANIZATION FOCUSED ON SECURING THE PATHWAY FOR COMMUNITIES OF COLOR IN WINE**

**[CLICK HERE TO CHECK OUT OUR CALL TO ACTION VIDEO!](#)**

**[@ROOTSFUND | THEROOTSFUND.ORG](#)**

**"HBCU'S HAVE BEEN THE TOP GENERATOR OF BLACK TALENT IN THE FIELDS OF MEDICINE, LEGAL, AND STEM. WITH THE RIGHT INVESTMENT, RESOURCES, AND AWARENESS OF THE VIABLE CAREER PATHS FOR BLACK TALENT IN WINE, WE CAN SEE THE SAME HAPPENING IN THIS INDUSTRY. I WASN'T PRIVY TO THE VAST OPPORTUNITIES IN WINE WHEN I WAS IN UNDERGRADUATE AT AN HBCU. NOW IT'S MY DUTY TO SHARE IT AND SPARK CURIOSITY IN TODAY'S STUDENTS ABOUT THE BILLION DOLLR INDUSTRY, AND ALL OF THE OPPORTUNITIES FOR THEM TO EXPLORE WITHIN IT."**

**TERRENCE LOW**

**[@MICHAELLELWINE](#) |  
[SIPMICHAELVELLE.COM](#)**

**FOUNDER / CEO DONAE BURSTON CREATED LA FÊTE BECAUSE THERE "WASN'T A ROSÉ BRAND THAT SPOKE TO DIVERSE AUDIENCES. WHEN YOU THOUGHT ABOUT ROSÉ, YOU DIDN'T THINK OF BLACK, BROWN, OR ASIAN PEOPLE DRINKING IT, OR, AT THE TIME, SEE BRANDS PROMOTING MULTICULTURAL PEOPLE OR MEN DRINKING THEIR WINE. IT WAS NOT REFLECTIVE OF THE UNIVERSAL APPEAL OF ROSÉ."**

**[@LAFETEROSE | LAFETEROSE.COM](#)**

**THE ROOTS FUND HAS SUCCESSFULLY EXECUTED HBCU SCHOLARSHIPS WITH OUR ROOTED IN FRANCE PROGRAM, WHICH PROVIDES MASTERS DEGREES TO HBCU STUDENTS AND ALUMNI. OUR RELATIONSHIPS WITH HBCU'S WILL BUILD A DIRECT PIPELINE TO CREATE BLACK EQUITY IN THE WINE SPACE.**

**[CLICK HERE TO READ ABOUT OUR ROOTED IN FRANCE PROGRAM](#)**

