

Vine Ride™

Wine Tours * Petoskey, Michigan

Our Impact in 2018...

ECONOMIC IMPACT		
7 Local wineries featured in our wine tour service area.	722 Bottles of wine our customers purchased at these local wineries.	1.25 Dollars wineries earned from our customers, for every \$1.00 we earned.
54 Percentage of our expenses that we paid to <i>locally-owned</i> businesses.	10 Percentage of our expenses that we paid to <i>majority-women-owned</i> businesses.	18 Percentage of our expenses that we paid to <i>member-owned</i> cooperatives.
ENVIRONMENTAL IMPACT		
227 Vehicles our customers <i>didn't</i> drive, by choosing to join our wine tour instead.	100 Percent of tour vehicle CO2 emissions we <i>offset</i> through clean energy investments.	99 Percentage of our wine tour garbage that we recycled or composted.
COMMUNITY IMPACT		
454 People who safely enjoyed local wine with us as a designated driver.	100 Percent of social media reviews that rated our wine tours as 'excellent'.	3 Public presentations we made to raise awareness of our industry.
2 Local civic organizations we supported through membership.	80 Hours we volunteered with local charities, when we weren't leading wine tours.	3 Percentage of our wine tour revenue we donated to local charities.