

# LEGEND IMPORTS



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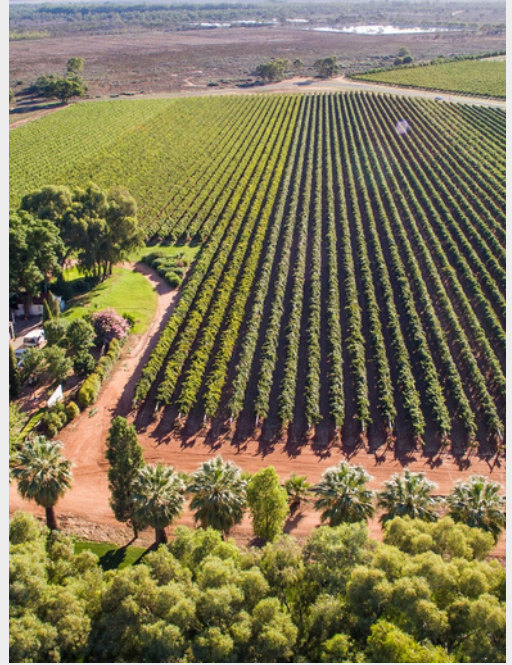
IMPACT  
HANDBOOK

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# MISSION + IMPACT



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## OUR MISSION STATEMENT

To create meaningful relationships – between consumers and farmers, merchants and distributors, educators and students – around the globally prolific system of agriculture (and the centerpiece of the dinner-table) that is wine. To do this with a reverence for all of those that came before, for the environment, for its farmers and agricultural workers, and for its drinkers and sellers.

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## OUR IMPACT STATEMENT

With every decision that Legend makes, we consider the social and environmental implications. We believe that a sustainable business is not just sustainable for itself, but for the people and world around it. And we believe that our financial wellbeing is intimately tied to wellbeing of the communities that we interact with.

Our primary social impacts are 1) to champion fair wages and proper conditions in the wine industry and 2) to promote high-quality and accessible wine education that highlights and recognizes social issues in our industry like equity, Indigenous land rights, and fair labor.

Our primary environmental impacts are 1) to encourage sustainable farming and facilitate transparency of farming practices and 2) to offset the carbon footprint of wine transit.

# VALUE STATEMENT + POLICIES

FIRST PUBLISHED IN 2020 AT  
THE OUTSET OF OUR BUSINESS,  
THIS STATEMENT HAS  
EVOLVED OVER THE YEARS.

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When we founded Legend in July of 2020, we launched it alongside a set of values that we wanted to define our business. In the following 4 years, we've lived up to these values in many ways (and we've fallen short as well), but more than anything we've reaffirmed that these are values worth fighting for.

We have since released three annual accountability reports (2021, 2022, and 2023 with 2024 due at the beginning of 2025)—a way for us to stay accountable to our customers, our partners, and ourselves. We hope to encourage an open dialogue and see this as a lifelong commitment.

## ADDITIONAL POLICIES:

Though we are a small business of two founding-members, the work we have done on our value statement and annual reports has encouraged us to formalize some of our most important values:

- We are formally committed to donating the equivalent of 5% or more of our time through pro-bono services, including education, time donated to charities/non-profits, and other acts of service to our local and broader communities.
- We are formally committed to donating 10% of the proceeds from the sale of our book, *How to Drink Australian*, to Indigenous charities in Australia.
- We are formally committed to donating 2% of our profits in pro-bono time, in-kind product contribution and/or monetary donation to charitable groups.
- We have a process for vetting the organizations that we donate our time and money to that involves using third-party research, tapping our network of contacts, and – importantly – often taking leadership roles ourselves within the organization or its events.

# CODE OF ETHICS

LEGEND WAS FOUNDED ON SEVERAL PRINCIPLES, INCLUDING ETHICAL CONDUCT, INTERACTIONS, AND PARTNERSHIPS. THIS POLICY WAS CREATED TO GUIDE THE DECISIONS THAT WE MAKE, TO INFORM PARTNERS OF OUR VALUES, AND TO PROVIDE A JUMPING OFF POINT FOR A MORE COMPREHENSIVE POLICY WHEN WE HAVE EMPLOYEES.

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## HONESTY AND TRANSPARENCY

We strive to always be honest and transparent in our interactions with our distributors, restaurants and retailers we work with, and consumers we sell wine to. Our website provides comprehensive information about us, our suppliers, and the distributors we work with.

## ETHICAL DECISION MAKING

One of Legend's key tenets is that we consider the ethical implications of the decisions that we make: what suppliers and distributors we work with; the logistics, financial, and service businesses we employ; and daily decisions that keep our business running.

## RESPECT & EQUITY

We have a zero tolerance policy for ourselves and in our interactions for any sort of disrespect, bullying, and hate speech. Equity in the wine industry is a driving force for us and informs our decisions and modes of operation.

## LEGAL & REGULATORY COMPLIANCE

The wine industry is one of the most regulated industries in the United States. Following the letter of the law is paramount for us – for the protection of the business itself, all of our partners, and public health & safety.

# ADVISORY BOARD



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**IN 2023, LEGEND CREATED AN ADVISORY BOARD CONSISTING OF MEMBERS IN ALL ITS STAKEHOLDER AREAS: SUPPLIERS (WINERIES) THAT WE REPRESENT, DISTRIBUTORS WHO BUY WINE FROM US, COMMUNITY MEMBERS IN THE SOCIAL/ENVIRONMENTAL IMPACT SPACE, AND A LENDER.**

Though our business is small at the moment, our interactions with the communities around us are of the utmost importance to how we run our company. We have enlisted eight individuals/businesses who have a stake in the success of our business to comment on the areas in which they see legend as an ethical business and where there is room for improvement.

Linked are [the survey](#) that each board member filled out, as well as [the responses](#) that we received. We have taken all these responses on board and are actively working toward addressing all feedback.

The stakeholder board consists of:

- Pamela Busch, director of 501(c)3 The Vanguard
- Kim Chalmers, winery supplier at Chalmers
- Gail Lopes, Lender
- Matt Purbrick, winery supplier at Minimum
- Tim Rawding, Portfolio Manager for Best Brands, Inc.
- Glen Roberts, winery supplier at La Petite Mort
- Collin Williams, Portfolio Manager for Tryon Distributing
- Ricky Young, owner of Stem Wine Company

# SUPPLIER TRANSPARENCY

ON EACH OF OUR WINERY'S PAGES ON OUR WEBSITE, WE LINK TO A PAGE WHERE THEY TO DISCUSS, IN THEIR OWN WORDS, THEIR ENVIRONMENTAL AND LABOR PRACTICES.

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## ON THE ENVIRONMENT

We recognize that sustainability is not one-size-fits-all, and that different regions and climates require different approaches. We've asked our producers to outline their philosophy on sustainability and environmental practices, and what steps they take in the vineyard, winery, and in their lives to make the world a better place for the next generation of people, animals, and earth. This survey has encouraged several of our producers to pursue further sustainability initiatives and certifications.

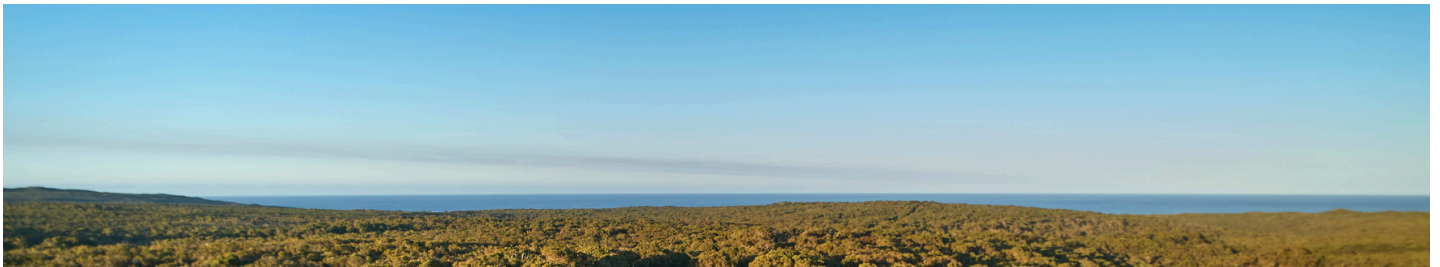
## ON LABOR

In Australia, businesses are legally required – and monitored by the Australian Fair Labor Commission – to provide living wages and above-standard labor practices. We've asked our suppliers to elaborate on their labor practices, including links to individual state wage and benefit requirements, the number of workers they employ, full time vs. part time, and the steps they take to ensure that people are safe and looked after. They've also included their general outlook on labor and providing employment.

# SUPPLIER CERTIFICATIONS

WHILE MANY OF OUR SUPPLIERS PRACTICE ORGANICS, BIODYNAMICS, AND REGENERATIVE AGRICULTURE WITHOUT A CERTIFICATION (OR WORK WITH CERTIFIED VINEYARDS, BUT ARE NOT THEMSELVES CERTIFIED), BELOW ARE THE WINERIES THAT HAVE ATTAINED CERTIFICATION FOR THEMSELVES AND/OR THEIR ESTATE VINEYARDS.

Since inception, 47% of our purchases came from wineries with third-party certifications.



WINERY NAME	LOCATION	CERTIFICATION
Bill Downie (Guendulain Farm)	Gippsland, VIC	<u>ACO (Australian Certified Organic)</u>
Chalmers	Heathcote, VIC	<u>Sustainable Winegrowing Australia</u>
Corymbia	Margaret River, WA	<u>ACO (Australian Certified Organic)</u>
Giaconda	Beechworth, VIC	<u>Bio-Dynamic Research Institute (BDRI)</u>
Minimum	Goulburn Valley, VIC	<u>ACO (Australian Certified Organic) + USDA Organic</u>
Mother Block	Murray Darling, VIC	<u>Sustainable Winegrowing Australia</u>
Ngeringa	Adelaide Hills, SA	<u>NASAA Organic</u>
Seppeltsfield	Barossa Valley, SA	<u>Sustainable Winegrowing Australia</u>



# SUPPLIER DIVERSITY

HAVING A DIVERSE SET OF WINERIES IN OUR PORTFOLIO HAS BEEN IMPORTANT TO LEGEND FROM DAY ONE.

It is our formal policy to give special consideration, when deciding to bring new producers into our portfolio, to suppliers with ownership from underrepresented populations. We aim to always have 50% of wineries owned or managed by women, BIPOC, and/or LGBTQ+ individuals. We are also formally committed to buying at least 50% of our stock from producers who qualify as small-scale under the conditions of the US craft beverage act. Since inception, we have bought 75% of our stock from small-scale producers.



WINERY NAME	LOCATION	OWNERSHIP/MANAGEMENT
Bird on a Wire	Yarra Valley, VIC	100% Woman-Owned, -Ran, -Made
Attwoods	Macedon Ranges, VIC	50% Woman-Owned, -Ran
Babche Wines	Timboon, VIC	50% Woman-Owned, -Ran, -Made
Chalmers	Heathcote, VIC	100% Woman-Owned, -Ran
Corymbia	Margaret River, WA	50% Woman-Owned, -Ran, -Made
Henskens Rankin	Hobart, TAS	50% Woman-Owned, -Ran, -Made
La Petite Mort	Granite Belt, QLD	100% LGBTQ+ Owned, -Ran, -Made; 50% Australian-Asian Owned, -Ran, -Made
Mérite	Wrattonbully, SA	50% Woman-Owned, -Ran
Minimum	Goulburn Valley, VIC	50% Woman-Owned
Mother Block	Murray Darling, VIC	100% Woman-Owned, -Ran

# SUPPLIER DIVERSITY, CONTINUED

## THE NUMBERS

- Currently 62.5% of our wineries have either majority ownership or management/winemaking by underrepresented populations
- 59.4% of our wineries are minimum 50% owned by underrepresented populations
- Since inception, 56% of our wine purchased came from wineries owned/managed by women and underrepresented populations



WINERY NAME	LOCATION	OWNERSHIP/MANAGEMENT
Mother Tongue	Barossa Valley, SA	50% Woman-Owned
Mt Yengo	Adelaide Hills, SA	66% Indigenous-Owned, -Ran
Ngeringa	Adelaide Hills, SA	50% Woman-Owned, -Ran
Reed Wines	Geelong, VIC	100% Woman-Owned, -Ran, -Made
Rasa	Barossa Valley, SA	50% Woman-Owned
Sailor Seeks Horse	Huon Valley, TAS	50% Woman-Owned, -Ran, -Made
Seppeltsfield	Barossa Valley, SA	Woman-Made (Chief Winemaker)
Silent Way	Macedon Ranges, VIC	50% Woman-Owned
Stargazer	Coal River Valley, TAS	100% Woman-Owned, -Ran, -Made
Vino Volta	Swan Valley, WA	50% Woman-Owned

# CUSTOMER STEWARDSHIP



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AS A B2B COMPANY, OUR CUSTOMERS ARE CONFINED TO LESS THAN THIRTY DISTRIBUTORS ACROSS THE COUNTRY.

Though this structure doesn't require extensive mechanisms for customer support, we do ensure communication and feedback in the following ways:

- We reach out to all of our distributors at least once monthly to check in about their progress and how we can support them.
- We offer to visit each of our markets at least once a year, and rarely turn down requests for more than that.
- We have an in-depth strategic planning session with each of our distributors annually to discuss the plans for the following year and how we can best support them.

We also monitor and have specific targets for client satisfaction:

- Sales are monitored from year to year as an easy metric for how satisfied our distributors are with our products: the more they sell, the more meaningful our products are to them as a business.
- Our goal is to add 4 new clients (distributors) every year, and to see a re-order within the first six weeks of launching the portfolio. This is a great metric for how quickly and effectively the wines are becoming a meaningful part of their business.
- In 2024, we achieved the goal of adding 4 new distributors, and each re-ordered within 6 weeks of launching our portfolio.

# MEET THE TEAM

**JON AND JANE ARE THE FOUNDERS  
AND CO-OWNERS OF LEGEND  
IMPORTS.**

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## **JANE LOPES**

Founder & Majority Owner

Jane Lopes is a Nashville-based sommelier, author, and importer. She has worked at New York's Eleven Madison Park, Nashville's The Catbird Seat, Chicago's The Violet Hour, and most recently as the wine director at Attica, one of Australia's most celebrated restaurants. Jane was featured on Esquire network's 2015 television series *Uncorked*, which follows six New York City sommeliers in pursuit of the Master Sommelier title (which Jane attained in 2018). In September of 2019, Jane finally put her University of Chicago literature degree to good use in publishing her first book, a personal and educational guide to wine called *Vignette: Stories of Life and Wine in 100 Bottles*. In 2020, Jane and her husband Jonathan Ross co-founded their Australian wine imports company: Legend. Jane's second book, *How to Drink Australian* (co-authored with her husband), published in September 2023. Jane proudly sits on the board of the wine industry non-profit The Vanguard.

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## **JON ROSS**

Founder & Owner

Jonathan Ross is a New Jersey-born wine professional who spent most of his career working in the New York restaurant industry. Jon's time in New York was capped off by a 5-year stint as the head sommelier at Eleven Madison Park, which culminated in the restaurant's rise to the top spot on the San Pellegrino 50 Best Restaurant List. In 2017, Jon moved to Melbourne, Australia where he joined the Rockpool Dining Group as beverage director, overseeing the premium pillar of restaurants in Victoria and WA. While living in Melbourne, Jon launched his own label called Micro Wines. In 2017, he passed the master sommelier exam. In 2020, Jon and wife Jane Lopes returned to the US, and launched Legend Imports, bringing the wines they fell in love with while in Australia back to the US. Jon and Jane's Australian wine book, *How to Drink Australian*, published in September 2023. Among his many roles, Jon is passionate about education and mentorship in the wine industry.

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## CONTACT US

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