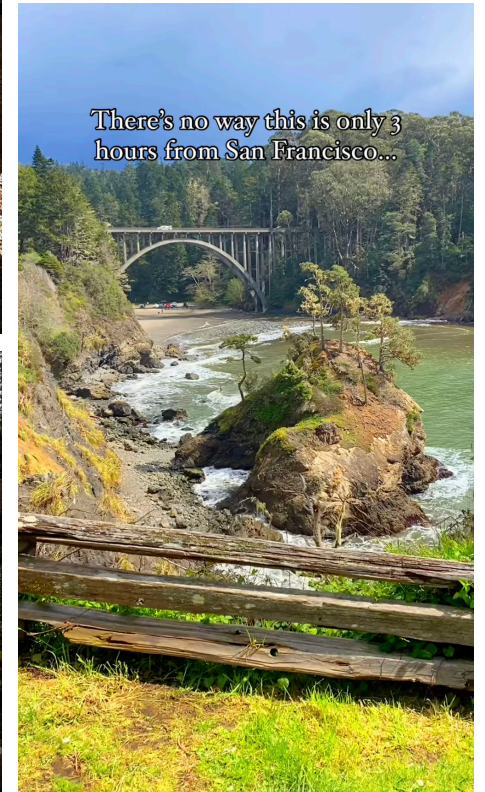


SOCIAL MEDIA

- DECEMBER SOCIAL GENERATED 3,522,658 IMPRESSIONS & 12,202 ENGAGEMENTS;
- 'MAGIC IS REAL' META: 18,622 CLICKS / \$0.40 CPC
- 'SEAFOOD & SIPS' META: 10,063 CLICKS / \$0.28 CPC
- 'HOLIDAY' META: 5,157 CLICKS / \$0.26 CPC
- 'WHITE WINE' META: 4,815 CLICKS / \$0.35 CPC
- 'SPARKLING WINE' META: 4,686 CLICKS / \$0.30 CPC
- 'CRAB COOKOFF' META: 4,098 CLICKS / \$0.31 CPC
- 'MAGIC IS REAL' GOOGLE CAMPAIGN GENERATED 26,303 CLICKS / \$0.09 CPC



There's no way this is only 3 hours from San Francisco...

