

# THE FAMILY COPPOLA™

CINEMA, WINE, FOOD, HIDEAWAYS & ADVENTURE

## WELCOME TO COPPOLA REWARDS

*For the first time, The Family Coppola unites all core brands  
to create distinct new rewards program that celebrates living life to the fullest*



**GEYSERVILLE, Calif. (October 3, 2018)** – Today, The Family Coppola reveals the ultimate rewards program that brings together quality wine and culinary exploration, luxury resorts and adventure, and other lifestyle experiences. Coppola Rewards will immerse its fans into one celebrated brand lifestyle reinforcing endless enjoyment that The Family Coppola products and experiences have delivered for decades. This unique opportunity allows people to earn points to redeem for various rewards and access a custom curated list of exclusive experiences and items authentic to the company’s roots. Only the passion and imagination of Francis Ford Coppola, entrepreneur, screenwriter and six-time Academy Award winning director, could create the diverse business that it is today, with The Family Coppola representing specialties in wine, food, resorts, film and adventure.

“We know our customers and personalization is a fundamental aspect of our new rewards program—it’s very responsive to what consumers want regardless of how and where people choose to shop for our wines, whether in store, at restaurants or online,” says Jennifer Leitman, EVP of Marketing, The Family Coppola. “We also know how important experiences are to our fans. By giving away once-in-a-lifetime opportunities like a trip to the 2019 Sundance Film Festival® and thousands of rewards across our entire portfolio, we hope more people will explore all The Family Coppola has to offer.”

Coppola Rewards will invite more brand affinity not only through experiences, but also education and service. Some initial earnings could include a digital wine pairing guide or recipe book, or the ability to connect with an award-winning Francis Coppola Winery winemaker. The program launches with select rewards and will continue to roll out other special offers, like exclusive branded merchandise and partner rewards, to evoke an element of discovery.

Anyone can easily sign up for free at [CoppolaRewards.com](https://CoppolaRewards.com) and use code REWARDS to immediately earn 20 bonus points. As part of the simple registration process, Coppola Rewards members can customize a profile, upload receipts for wine purchases and track points. Members will learn there are several ways to earn points, one is by purchasing at retail, online, through Francis Coppola Wine Family club participation, Virginia Dare Winery Lost Colony Society wine club or at either of the winery properties. In addition to receiving exclusive access, Coppola Rewards members enjoy several benefits, including no membership fees and a monthly e-newsletter bringing announcements and offers. The program runs all year and members will receive special perks during key time periods as they support The Family Coppola wine brands, including Francis Coppola Diamond Collection, Coppola Directors and Director’s Cut and Sofia.

Connect with The Family Coppola online through its [website](#), [blog](#) and [video content](#). Fans can also enjoy The Family Coppola brands while visiting the Francis Ford Coppola Winery and RUSTIC, Francis’ Favorites restaurant in Sonoma County, California, or at the legendary Café Zoetrope restaurant in San Francisco. Other Coppola-owned brands include

Mammarella Foods and Great Women Spirits. Coppola Hideaway experiences include Blancaneaux Lodge, Turtle Inn and Coral Caye in Belize, La Lancha in Guatemala, Palazzo Margherita in Italy, and Jardin Escondido in Argentina.

To learn more about Coppola Rewards visit [CoppolaRewards.com](http://CoppolaRewards.com) including [Terms of Service](#) and [Frequently Asked Questions](#). Check out the [Store Locator](#) to learn where to buy The Family Coppola wine brands near you or visit us [online](#).

###

### **About The Family Coppola**

The Family Coppola encompasses all of the things Francis loves most—cinema, wine, food, resorts and adventure—and embraces quality, authenticity and pleasure as a backbone to each of these vibrant business endeavors. Anchored in Sonoma County, Francis Ford Coppola Winery, known for its superior level of quality and integrity, is, as Francis puts it, “a wine wonderland, a park of pleasure where people of all ages can enjoy all the best things in life: food, wine, music, dancing, games, swimming and performances of all types. A place to celebrate the love of life.” Coppola’s second foray into Sonoma County came in 2015 with the launch of Virginia Dare Winery, *American wines since 1835*, ushering in a new era of elevated quality and vineyard-specific wines. The Family Coppola are lovers not only of wine, but spirits as well. Great Women Spirits—small-batch, house-crafted, classically styled spirits—are a collection of spirits as unique and remarkable as the women they honor. The Family Coppola Hideaways are a collection of unique properties where adventure meets serenity. Drawing upon inspiration from his film career and travels around the globe to the far-reaching corners of the world, Francis created each resort, embracing off the beaten path locations and making each locale an ideal destination for exploring the natural wonders of the area while relaxing in tranquil surroundings. Additionally, The Family Coppola operates a venerable film production company, American Zoetrope; the award-winning literary and art magazine, *Zoetrope: All-Story*; Cafe Zoetrope in San Francisco’s iconic Sentinel Building in North Beach; and Mammarella Foods, an authentic line of premium organic pastas and sauces. Earn and redeem points through Coppola Rewards membership at [CoppolaRewards.com](http://CoppolaRewards.com) or visit [www.TheFamilyCoppola.com](http://www.TheFamilyCoppola.com) to learn more.

### **Media Contacts:**

Kristin Thwaites  
Communications Director, The Family Coppola  
[Kristin.Thwaites@ffcpresents.com](mailto:Kristin.Thwaites@ffcpresents.com)

Rose Jimenez  
PR Manager, The Family Coppola  
[Rose.Jimenez@ffcpresents.com](mailto:Rose.Jimenez@ffcpresents.com)