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Beach-Safe Rosé Brand Promotes Launch With Help Of Local Small Businesses

Beach-Friendly Wine Label Puts Collaboration At Forefront of Marketing Strategy

Santa Rosa Beach, FL— When deciding how to market her new private label Salty Girls Rosé, created to be taken on the beach in non-breakable, full-size, plastic wine bottles, 30A mom and entrepreneur Katie Truax turned to her fellow small business owners.

“On 30A, we take a very ‘Local Supporting Local’ stance that I’ve always loved,” says Truax. “When launching Salty Girls Rosé, I knew I wanted to involve as many local businesses as possible.”

To get the word out, Truax collaborated with other local small business owners for a beach photoshoot. Rosé was poured alongside charcuterie boards from Gathering Boards 30A and Graze 30A. The backdrop was designed by Salty Girls Beach Setups and highlighted the pool deck at The Grayton House and local favorite Grayton Beach. Props were offered by YOLO Board and Bike, Sydney Jeter took her place behind the camera, and models were adorned with swimsuits from Esther Rel and jewels by Reshelled Jewelry.

Believing success is sweeter with others, Salty Girls Rosé quickly launched a Partnership program for local businesses doing beach picnics, vacation rentals, event planning, real estate, and more. In the program, Partners receive a referral gift every time they promote the brand, tying in their compensation with the wine brand’s growth.

Favoring collaboration over competition, Salty Girls Rosé continues to promote their own brand while sharing the world of local businesses on their social media profiles.

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Salty Girls Rosé is a beach and pool-friendly rosé imported from the South of France and served in a shatter-proof, full-size plastic bottle with a screw top lid. The company is based out of Santa Rosa Beach, FL, and sells its wines at saltybeverages.com. Delivery to customers is free from Inlet Beach to Miramar Beach, and shipping is available for customers across Florida.