

# BRONCONESS

**Drink with purpose.** Introducing a sweet raspberry bubbly in collaboration with Bronconess – a wine brand created and operated by Leadership and Business Strategy students to honor the spirit of Western Michigan University Broncos. 100% of profits are contributed to scholarships, with over \$50K raised to date. Bronconess believes the best way to learn business is by doing business, that business is about profit and purpose, and that with courage and enthusiasm, anything is possible.

This delicious peach bubbly is best served on Bronco gameday, Thanksgiving, New Year's Eve, or any event that entails celebration. Sweet peach aromas are accompanied by ripe peach flavors with a lively spritz. Pair with cheesecake, fresh fruit, or pastries.

