



For Immediate Release

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**THE WINE & FOOD FOUNDATION NAMES LIFT COLLECTIVE AS  
BENEFICIARY OF THE 35<sup>TH</sup> RARE & FINE WINE AUCTION**

*A portion of auction proceeds to fund scholarships for aspiring wine industry entrepreneurs from overlooked communities.*

**Austin, TX – Tuesday, October 12, 2021** – The [Wine & Food Foundation](#) (WFF), a non-profit organization dedicated to the enrichment of Central Texas’ wine and food community, proudly announces [Lift Collective](#) as the beneficiary of the 35<sup>th</sup> Rare & Fine Wine Auction, taking place on Saturday, November 6, 2021.

Lift Collective is a community-centered, non-profit organization advocating equity and inclusion in the wine industry through an annual two-day conference, proprietary research, community partnerships, and scholarship opportunities. The organization will receive a portion of the proceeds from the Rare & Fine Wine Auction, WFF’s signature annual event. Specifically, the funding will go towards Lift Collective’s scholarship program, which is open to overlooked genders and communities in the wine industry. Scholarships are awarded for educational development and entrepreneurship and open each spring.

“The Wine & Food Foundation is proud to support Lift Collective in its mission to assist aspiring entrepreneurs from overlooked communities who want to make their mark in the wine industry,” said Denise Silverman, Executive Director, Wine & Food Foundation. “Our efforts will have a direct, positive impact on people who have struggled to follow their dreams in the wine industry simply because of their ethnicity, gender, or gender identity. There’s a wealth of untapped passion, creativity and new perspectives in overlooked groups, and WFF is committed to opening new doors that help people reach their highest potential in the wine industry. Achieving that goal benefits us all immeasurably.”

Lift Collective was founded in 2018 as Wonder Women of Wine, and re-branded in 2021 as Lift Collective. Its annual conference features renowned speakers and impactful content focused on diversity, equity and inclusion in the wine industry. Its Founder, Rania Zayyat, is a well-known sommelier and wine educator who has spent almost two decades in hospitality, and she is a fierce advocate for change in the wine industry.

“We are so grateful to the Wine & Food Foundation for supporting Lift Collective in our mission. The Foundation is well-known for its loyal community of wine lovers and connoisseurs, and we are thrilled that they are advocating for progress in our industry,” said Zayyat. “Their fundraising efforts support a great cause and provide education and opportunities for the greater public to participate in elevating overlooked communities in the wine industry.”

### **About Wine & Food Foundation**

The Wine & Food Foundation (WFF) cultivates and invests in the wine and food community through education, appreciation, and enjoyment. Through cutting edge programming and a robust membership program, the Foundation aims to engage a community of wine-lovers and foodies. WFF hosts unrivaled wine and food events, all while raising funds for the community. To date, the Foundation has awarded more than \$1.6 million in grants, scholarships, education and hospitality industry support. Please visit [www.winefoodfoundation.org](http://www.winefoodfoundation.org) for more information. Connect with WFF on Facebook (@winefoodfdn) and Instagram (@winefoodfdn).

### **About Lift Collective**

Lift Collective is a 501(c)(3) non-profit organization building a more diverse, equitable, and inclusive wine industry. Through an annual two-day conference, scholarship opportunities, and collaborative programming, Lift Collective works with experts and key opinion leaders across the beverage space to address the needs of intentionally ignored communities in the wine industry. In addition to facilitating conversation, Lift Collective conducted a [gender-equality study in 2020](#) to highlight the wine industry's current challenges and opportunities for equitable change as a resource for the industry at large. Since its inception, Lift Collective has awarded \$21,000 in educational, entrepreneurial, and travel scholarships. Stay informed about the upcoming annual conference in spring 2022 by registering for the Lift Collective newsletter at [liftcollective.org](http://liftcollective.org) and following along on Instagram [@liftcollectiveorg](#)