

St. James Winery is sharing the history and Italian heritage of the Meramec Highlands through the recent success of their seasonal Cranberry Wine at Walmart's Annual Open Call. For nine years, Walmart has been calling entrepreneurs with products made, grown or assembled in the U.S. to apply for their opportunity to get their products on Walmart store shelves through Open Call.

St. James Winery, a multi-generational Missouri based winery recognized as one of the top 10 most decorated wineries in the United States, applied for and received a coveted invitation to Walmart Headquarters, in Bentonville, Arkansas for this year's Open Call.

With help from family and the local St. James community, Brandon and Peter Hofherr a father daughter duo went together to pitch the fruit wine made locally in Missouri. They were excited to receive **Golden Ticket "YES"** – meaning the Cranberry Wine is on its way to an expanded shelf appearance during the holiday season.

Chosen for its historic Missouri roots, the variety of flavors, a reinvigorated take on local Italian wine heritage and more, St. James Winery Cranberry Wine is created with families in mind and is sure to enhance celebrations of all kinds throughout the holidays and bring friends and families together. The Cranberry Wine is crafted from 100% cranberry juice with no additives, artificial flavors or colors making it the perfect drink to share throughout the holiday season.

Basking in this golden ticket yes, Brandon reflects on the experience deeper than the 'yes', "Learning all about how Walmart is supporting American jobs was so cool," said Brandon Hofherr. "As a multi-generational business, we have always put an emphasis on supporting our community."

Let me know if you would like to connect with Brandon Hofherr to learn more about her experience at Open Call and what this golden ticket "Yes" means for the future of the St. James Winery or to learn about St. James Winery and their product's vinification to Walmart shelves. This would be a great story to prepare with the fall season and holidays right around the corner!

Cheers -

A few reference links -

Link to St. James Winery website: [Award Winning Winery in Missouri | St James Winery](#)

Link to Walmart Open Call: <https://engage.walmart-jump.com/>