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Born in the USA: Pinot's Palette leads in 'paint & sip' industry

Pinot's Palette was born in 2009 as part of the 'paint and sip' industry, one that involves the idea of learning to paint while enjoying wine and cocktails on the side. The company has expanded to over 180 franchise studios in 35 states. Co-founders Craig Ceccanti and Charles Willis join Tamron Hall to talk more about their path to success.

| Duration: 4:41

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