

For Immediate Release

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RocaBella Brands Certified By the Women's Business Enterprise National Council

[Jersey City, New Jersey]— June/2/2021—RocaBella Brands, a business specializing in luxury alcohol, is proud to announce national certification as a Women's Business Enterprise by the WBENC East, a regional certifying partner of the Women's Business Enterprise National Council (WBENC).

"Since becoming a certified WBENC member I have been connected with dozens of strong, successful, female business owners. Through webinars I have been making incredible connections. The networking aspect of WBENC is so powerful. I am beyond honored to be in a group of powerful women entrepreneurs who have stood up and took charge of owning their own successful businesses," said Cheryl Lee, CEO of RocaBella Brands.

The WBENC standard of certification implemented by the WBENC East is a meticulous process including an in-depth review of the business and site inspection. The certification process is designed to confirm the business is at least 51% owned, operated, and controlled by a woman or women.

By including women-owned businesses among their suppliers, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier diversity programs.

To learn more about RocaBella Brands, please visit rocabellabrands.com.

About RocaBella Brands:

Cheryl, founder of RocaBella, lost her husband Jersey City Fire Department Captain Mark V. Lee, Sr, from a 911-related illness.

Inspired by her husband's legacy of love of family, and the value and importance of selflessness, she decided to create a brand that represents both the emotional and physical strength characteristics of first responders.

RocaBella's ultimate mission is to help fallen first responder families with a hands-on approach by donating a significant portion of the profits to fund their needs.

About WBENC:

Founded in 1997, WBENC is the nation's leader in women's business development and the leading third-party certifier of businesses owned and operated by women, with more than 17,000 certified Women's Business Enterprises, 14 national Regional Partner Organizations, and more than 350 Corporate Members. More than 1,000 corporations representing America's most prestigious brands as well as many states, cities, and other entities accept WBENC Certification. For more information, visit www.wbenc.org.