



Liza the Wine Chick's Education and Tourism Services for Meeting Planners and Destination Management Companies

Wine Education and Tourism Services:

- Unbiased, fun and informative presentations and tastings slated to make you and your clients look like wine stars and leave with fundamental and useful knowledge.
- Access to top wine country/restaurant personalities in private venues for unique wine excursions as well as exclusive urban tasting rooms, pop-up restaurants and edgy BYOB venues.
- Inventive and interactive wine tastings and seminars created for—and tailored to—all types of groups, VIP visitors, special-occasion guests and conference attendees. Such as:
 - Progressive featuring educational wine battles based on [Iron Chef](#)
 - Guided blind tasting and experiencing wines in opaque glasses
 - Wine sensory experiences with candies, salt and food elements
 - What's in a varietal and a region: comparative guided tastings
- Fun, high-energy programs—such as “Restaurant List Savvy 101” and “Wine for Business Etiquette”—that will give your clients “wine bragging rights” and essential wine knowledge.
- Value-focused wine events that will enable your guests to buy fantastic wines at any price point, held in a variety of venues including private homes and boardrooms. Comprehensive packages—with wine, stemware and catering—are available.
- Profession-specific wine tasting events for the tech, banking and legal industries (among others), such as “Raising the Bar,” for attorneys and their summer associates.

Research and Writing Services:

- Insightful round table gatherings of key, non-competitive industry executives from different tiers—including wholesalers, importers and operators—to provide insights on F&B and planning trends.
- Execution of bios, press releases and backgrounders on F&B executives, conferences and programs.
- Social media management for hotels and their in-house restaurant, bar brands and promotions.
- Generation of web, P.O.S., marketing brochures, hotel newsletters and advertorial copy.

Zimmerman's Background:

- Zimmerman's unique 20-year journalistic background allows her to deliver objective and revenue-focused solutions and ensure the free-flow of information from destinations and venues to consumers. Two decades of journalism background provide her with insight on the wine business that is more in-depth than many winemakers and sommeliers.
- She was an editor at M. Shaken Communications, owner of the *Wine Spectator*, for close to a decade and has contributed to dozens of top, national wine and restaurant publications, such as *Wine Enthusiast*, *La Cucina Italiana* and *Cheers*.
- Her past and current consulting clients include Unisys, Microsoft, IBM, Culinary Institute of America: Napa, National Restaurant Association, InterContinental Hotels, Wine & Spirits Education Trust, The Luxury Marketing Council, Meadowood Napa Valley, Society of Wine Educators, Darden-owned Seasons 52 restaurant chain, Napa chef Cindy Pawlcyn, Terlato Wines International, Trinchero Family Estates, Jordan and numerous major producers and corporations.
- Her TV and radio appearances include ABC's *View from the Bay*, ABC's [*At Home with Lisa Quinn*](#), [*Dining Around with Gene Burns*](#) Gary Vanyerchuk's [*Wine Library TV*](#).

Zimmerman's Additional Qualifications:

- Constant access to top food and wine innovators around the world.
- She is a graduate of the three-year Wine & Spirits Education Trust Diploma, a rigorous program out of the UK that less than 200 American residents have completed.
- Event innovation and customization inspired by a 7,000-contact database of CMPs, speakers, media and leading wine country producers and venues.
- Extensive speaking experience/background in restaurants/hotels, as a marketer and educator.



For more information contact Liza Zimmerman at 415.994.0130
or e-mail liza@lizathewinechick.com or see www.lizathewinechick.com
All content (c) 2013 Liza Zimmerman