



...because life is better with wine

Strategic Research and Marketing Services for Publicists and Marketing Professionals

With 20 years' experience as a top food and drinks editor and consultant, Liza Zimmerman has worked at M. Shaken Communications, editing and/or contributing to publications including *Wine Enthusiast*, *La Cucina Italiana* and *Cheers*. This unique journalistic background allows her to deliver insightful and revenue-focused solutions and ensure the free-flow of information from brand to consumer.

Her past and current consulting clients include Unisys, Microsoft, IBM, Culinary Institute of America-Napa, National Restaurant Association Wine & Spirits Show, Beam Inc., The NY Bar Show, InterContinental Hotels, Wine & Spirits Education Trust, The Luxury Marketing Council, Meadowood Napa Valley, Hendrick's Gin, Society of Wine Educators, Seasons 52 (Darden-owned) restaurant chain, Brassica and chef Cindy Pawlcyn, IRVV Sicilian wine marketers and numerous major wine producers and professional services firms.

Her TV and radio appearances include ABC's *View from the Bay*, ABC's *At Home with Lisa Quinn*, *Dining Around with Gene Burns*, *A Matter of Taste* and Gary Vanyerchuk's *Wine Library TV*.

In addition Liza has acquired the following qualifications:

- The Wine & Spirits Trust Diploma plus extensive Background in the wine and restaurant industries, as an importer, wholesaler, marketer and educator.
- 7,000-contact database of operators/wholesalers and journalists.
- Extensive speaking and presentation experience, multiple languages and travel to more than 50 countries.



Sales and Promotional Support

- Distribution Strategy and Key Brand Placement Boot Camp 101: practical and effective advice on how to choose/connect with the right distributor and get your product on top shelves and lists.
- Brand/Portfolio Ambassadorship of brands and portfolios through hosting of tastings, programs and on-and off-premise promotions.
- Trade/press list generation for seminars in various markets.



Culinary Services

- Unique recipes to pair with wines and spirits. New cocktails to highlight brands, bar programs or trends.

Research Services

- Insight on building successful proposals for new accounts and targeting publications. Previous projects include using P.O.S. to promote wines not rated in publications; Sobieski vodka marketing statement; and how to position a list of older Napa vintages.
- Media Boot Camp 101: innovative, tailored seminars on how to create and foster solid relationships with journalists in a changing market.
- Tactical support in creating drinks and wine pitches.
- Dynamic brand positioning strategy for drinks and operations.
- In-depth, data-driven presentations on trends, brands, categories and sectors in the food and drink business to tailor new pitches.
- Round table gatherings of key industry execs—including wholesalers and importers—to provide insights on trends for clients.
- Focused research projects on deriving business from specific demographics, such as pitching regional and lifestyle publications or how to distinguish new brands in crowded categories.

Educational Services

- Wine and spirit educational programs for national corporations for client entertainment and business development.
- Comprehensive introduction to the full range of data, research and academic programs available to publicists in the drinks business.
- Thorough overview of on- and off-premise wine and spirits trends and how your accounts (and sources) may best benefit from them.
- In-depth background material on wine- and spirits-producing regions, grapes and grains and drinks history for staff and client education.
- Hands-on restaurant staff training on best practices, trends, pairings and history of specific wine, food and drink categories.

Writing Services

- Bios, releases, fact sheets and backgrounders on people and brands and tasting and technical notes. Web, advertorial, P.O.S., brochures and wine club newsletter copy.
- Social media “presence” management—twitter, Facebook etc.—for brands, agencies and categories.
- Translation to/from Italian in person and for calls/email.



For more information please contact Liza Zimmerman at (415) 994-0130
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