



...because life is better with wine

Strategic Research, Consulting and Marketing Services for Wine and Spirits Brands and Marketing Executives

● **Research Services:**

- Dynamic brand positioning strategy for wine and spirits promotions, personalities and operations. Previous projects include how producers can use P.O.S. material to promote wines not rated in key publications; how to promote Terlato Berlucchi sparkling wine with non-traditional wine media; marketing positioning statement for Sobieski vodka; key sales and marketing key for Trinchero's Cruz Vodka; and label design/marketing materials for Nova Strada, a Sicilian wine distributed by Empire.
- In-depth, data-driven presentations on trends, brands and categories in the food, wine and cocktail business focused on promotion of brands and categories and new product launches. These include creation and execution of Sonoma State Wine Business Institute Program on wine journalism and data; and drinks trends presentation to InterContinental Hotels' F&B executives of the Americas.
- Insightful round table gatherings of key, non-competitive industry executives from different tiers—including wholesalers, importers, brokers, consultants and auction houses—to provide targeted insights on category trends relative to your brands. These include industry panels to evaluate select Australian wines' U.S. Marketing potential and a panel at the Society of Wine Educators Conference on synergies between the bar and the kitchen.

● **Promotional Sales and Event-Creation Services:**

- Brand/Portfolio Ambassador and market support of portfolios through hosting of dinners, educational programs and operator visits and promotions. An on-going program is a comprehensive on- and off-premise education tasting series for Folio's wines, both domestic and imported.
- Trade and press list generation for events and seminars in various U.S. Markets. Previous clients include La Mancha wines and Veneto producer Montresor.
- Location of dynamic event venues and concepts for tasting events. Previous events include an IBM client appreciation event for 250 guests in Orlando and various events held for financial planners Viadro & CO at Dosa and Genetech at the Hotel Vitale, both in San Francisco.

● **Educational and Culinary Services:**

- Comprehensive introduction to the full range of data, research and academic programs and drinks trends for marketing professionals in the food, wine and spirits businesses. Previous projects include panels held at New York Bar Show on the value of publicity for bars and restaurants; and a roundtable at the NRA show on developing cocktails for chain restaurants.
- In-depth overview of on- and off-premise wine, spirits and beer trends and how your current brands and customers may benefit from them.

- Value-added, hands-on restaurant and bar staff training on best practices, pairings and use and history of specific drinks and food brands and categories.
- Creation of recipes to pair with wines/cocktails and cocktails to highlight brands, programs or trends



Writing Services:

- Execution of bios, press releases, fact sheets and backgrounders on F&B executives, conferences and programs, personalities and brands.
- Social media “management—twitter, Facebook etc.—for brands, agencies and categories.
- Generation of web, P.O.S., marketing brochures, newsletters, tech and tasting notes and advertorial copy as well as wine and food pairing guides. Recent projects include a comprehensive cheese and wine pairing guide for two dozen Pernod Ricard wine brands.



Liza 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 UK program 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.



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