

ABOUT LIZA THE WINE CHICK: CONTENT AND BRANDING FOR WINERIES AND PR FIRMS



Liza Zimmerman has been covering wineries for more than two decades and has created dynamic content for every tier of the business: that compels and sells. She has been editor-in-chief of Market Watch, the trade sibling of Wine Spectator and has a solid background in the sales and legal structure of the U.S. wine business.

She completed the Wine & Spirit Education Trust Diploma and has taught courses at the Sonoma Wine Business Institute and the CIA's Rudd Center. She judges wine competitions, has appeared on national TV and she has visited all the major wine regions.

Key Content and Branding Services Include:

- Press release, tasting note and sell-sheet generation
- Strategic pitching support on RFPs for new clients
- Instagram campaigns, P.O.S. creating and video traing
- Outreach to her exclusive Rolodex of 10K contacts to promote tastings and seminars with media, sommeliers, distributors and other buyers
- Moderation of roundtables virtually and IRL
- Brand ambassadorhip for wine and spirits
- **Remote Events on Zoom:** make use of her 20K social media contacts and a Rolodex of 10K media and trade contacts that include top importers, distributors and other buyers. These salons can get brands and restaurants in front of importers or top U.S. media.

Enjoy her restaurant reviews here.

See her in action on ABC's View from the Bay

