

ABOUT LIZA THE WINE CHICK: TRADE EVENTS



Liza Zimmerman has been covering wineries for more than two decades and has worked every angle of the wine business, from wholesaler and importer and in restaurants. She has been editor-in-chief of Market Watch, the trade sibling of Wine Spectator and has a solid background in the practical and legal structure of the U.S. three-tier sales 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 regularly judges wine competitions, has appeared on national TV and she has visited all the major wine regions.

Promotional Event Formats for the trade include:

- Introductions to new importers, wholesalers, media and retail buyers for brands in various markets.
- Insight about how to build and promote brands in a challenging market.
- Social media promotions of brands and regions using her 20K social media contacts.
- Creation of RFPs for EU funding and for publicists to pitch wine and spirits brands.
- Comparative tastings for somms, media and other buyers for wine consortiums and publicists.
- Restaurant staff training on service and pairings for wholesalers and wine producers
- Tastings and dinners for restaurants and brands
- **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.

