

Pivoting Communications

New ways of communicating your
brand to the US audience



E&J Gallo Winery

Lux Wines

PURVEYORS OF FINE WINE



The way we
communicate about
wine has evolved

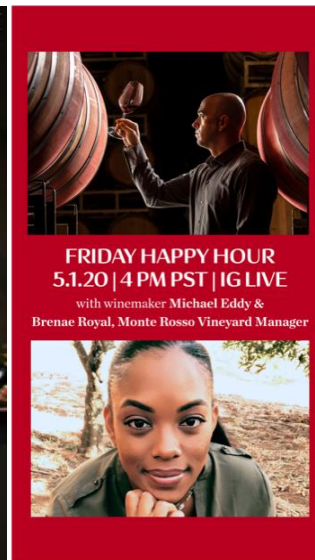
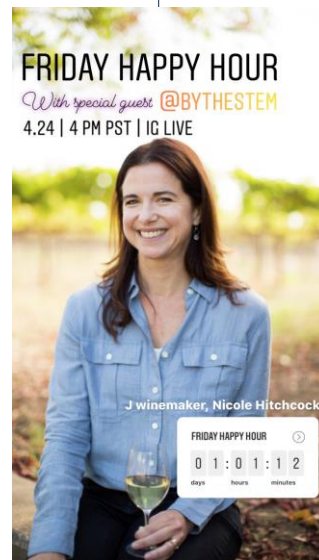
- The pandemic has brought changes in the way we behave and engage in our daily lives. It has impacted our thoughts, feelings and attitudes about online activities.
- We need to evolve our communication approach to connect and engage with new and existing consumers by sharing and creating compelling stories and content.

Communications: People Make The Difference



Engaging people, compelling narratives, unique experiences and culinary expertise can differentiate your brands in an inclusive, authentic and interactive setting

- Consumers want to connect with people: social isolation
- Move to home entertainment and digital experiences
- Anyone can tune in and learn about world-class offerings from the people who know them best
- IG Live Episodes and other social media platforms can highlight wine, people, culture, and stories, supporting brand messaging objectives





Join us on June 29th as we host a panel and tasting with Pietro Ratti, along with sommeliers Dlynn Proctor and Rachael Lowe to discuss Nebbiolo, Barolo, and Pietro's home commune of La Morra.

If you would like to taste along with us, we will be sampling the Ratti Marcenasco Barolo 2016 and Langhe Nebbiolo 2018 (vintages may vary slightly by market)

JUNE 29 @ 6PM EST, VIA ZOOM WEBINAR

CLICK HERE FOR TRADE REGISTRATION



Our Panelists



Pietro Ratti
Owner/Winemaker
Ratti Winery



Rachael Lowe
Assistant Sommelier,
Beverage Director at
Synagoga



Dlynn Proctor
Director of Sales
Mount Peak Winery



LOUIS M. MARTINI

MOUNT PEAK

Please join us for a virtual tour through Northern California's wine country to discover the historic contributions to winemaking and culture from J Vineyards & Winery, Louis M. Martini and Mount Peak Winery.

Wednesday, October 21st 2020 | 4PM ET / 1PM PT

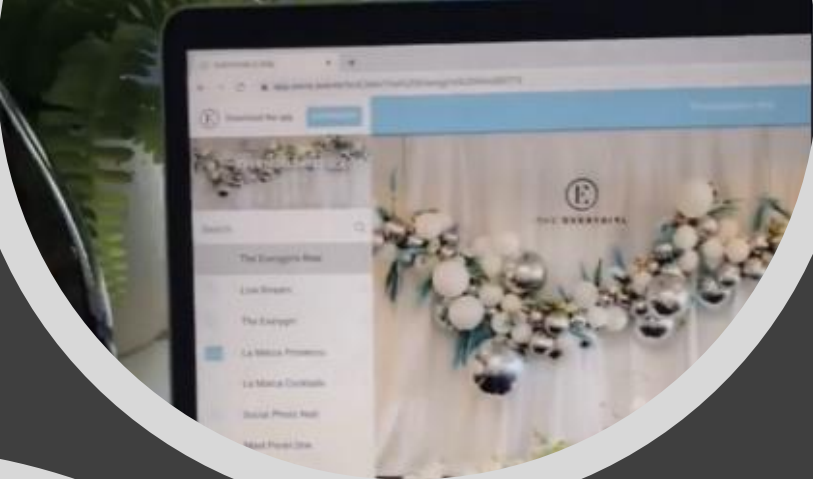
Hosted by Elaine Chukan Brown



As space is limited, please RSVP by September 30th.



Digital: The New Normal for Media Tours and Trade Events



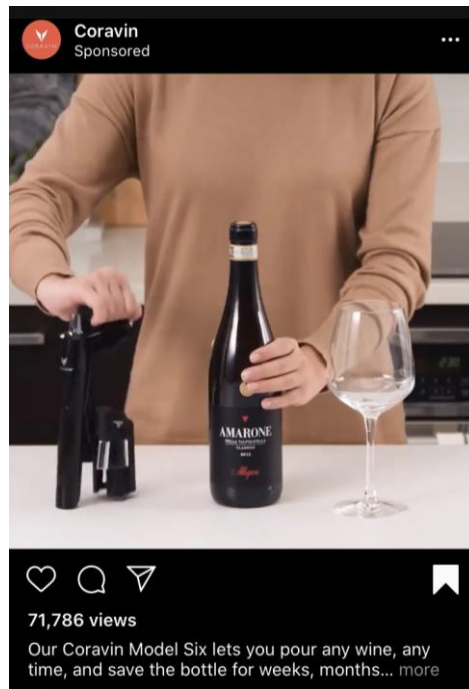
Liked by meganchaneywalker, lamarcaprosecco and 16 others
Mathieu Excited for the #EverygirlsRise conference today with @theeverygirl and lamarcaprosecco 🍷 ... more



Silver Lining: Pivoting to virtual events allows more consumers to experience your brand



Partnerships & Linking to Commerce



Forbes' "Wonderful Estate," "Talented Winemaker," + "So Complex" 96-Point Super Tuscan



Brancaia
Ilatraia Toscana 2015

4.2 ★★★★★ 335

Bonus: Checkout a Tasting of Brancaia Online with Karen MacNeil, and winemaker Barbara Widmer! Search #TasteWithKaren (Live 7/24) is there anything better than a Super Tuscan that practically drinks itself? Such is the case with today's Brancaia, "a wonderful estate in the Chianti Classico zone," according to Forbes, which produced a 2015 Ilatraia that sent critics into a tizzy: "This is so complex. Full body, extremely silky and polished with lovely tannins," rhapsodized James Suckling in a 98-point ode, followed by Robert Parker's Wine Advocate, which found "a drop-dead gorgeous," 95-point red packed with, "dark fruit elements that are contrasted seamlessly against spice, sweet tobacco." Offered today only at the lowest delivered price in the U.S.A.!

Similar wines usually cost 55% more!

Among top 1% of all wines in the world

96-Point "So Complex" Super Tuscan

Show offer



Find Pickup Locations | Customer Care

VARIETAL | REGION | DISCOVER | GIFTS | NEW! SPIRITS



Search Wine.com

Ship to CA



Food & Wine Classic at Home:
Summer Sippers SmackDown Trio

\$69⁹⁹

Ships Mon, Oct 12

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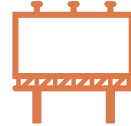
Add to Cart

Key Learnings: Pivoting to Digital Communications



Objectives

Understand the role of activity with a defined goal. For example: build brand awareness, grow consumer affinity, educate trade or sales or gain 3rd party endorsements.



Theme

Have clear focus for digital event to captivate the audiences' attention. Concise messaging and storytelling is extremely important.



Moderator

Include an outside, 3rd party voice to guide the experience and help make the experience much more credible and dynamic.



Be Prepared

Ensure your MC & spokespeople have a rehearsal prior to event, prepare list of questions in advance.



Food Pairing

Along with range of interesting wines to taste, pair with bites of appropriate foods. Leads to more discussion and gives guests a more engaging experience.



Images & Videos

Don't just speak, weave in appropriate images & videos throughout presentation to keep attention and showcase key messaging points visually.



Don't forget to measure results: Attendance, comments, engagements, views of event, clicks to website, e-commerce platform, sales.

Thank You