



Agency Credentials
2025

CULTIVATE YOUR

Meet the leading food, wine, and spirits communications agency in the U.S.

Colangelo & Partners has been sitting at the epicenter of the food, wine, and spirits business since 2006, and is now the leading integrated communications agency for the food and beverage alcohol industry in the US. We pride ourselves on being true partners to our clients, impacting their bottom lines and long-term success.

Our team structures allow for nimble, responsive adaptation to market and media changes affected by evolving goals, moving targets, and burgeoning trends and opportunities. We continually seek value creation for clients in traditional and non-traditional ways.

We believe that integrated communications is the key to a successful brand — building recognition, creating relationships, and generating tangible business results.

CULTIVATE
YOUR MESSAGE

A snapshot of who we are today.



90

Employees representing 15 nationalities



4

Offices:
New York, Miami, San Francisco, Napa



7

Distinct Divisions:
Food, California, Fine Wine, Italian Wine, Spirits, Trade and Digital — plus an **Events** teams servicing all divisions



75+

Distinct accounts across the wine, spirits and food industries



A team of passionate food, wine, & spirits lovers of all ages and backgrounds

With expertise spanning decades, our hands-on principals lead an international team of food, wine, and spirits professionals united by a passion for working together to cultivate conversations where they count most, providing market-moving advocacy for premium brands seeking to build their businesses in the US and beyond.

Our employees speak over **13 languages**, come from nearly **30 different cities** and originate from **15 countries** around the world. Their backgrounds include hospitality, wine making, journalism, retail, brand management, fine dining, bartending, event production, influencer marketing and TikTok content generation (Gen-Zs are now starting to reach LDA, after all)



Gino Colangelo
President



Michael Colangelo CFO,
Partner



Felipe Gonzalez-Gordon
COO, Partner



Carlos de Jesus
Partner, President
Colangelo & Partners Europe



Sara Gorelick
VP, Spirits + Food, Jr
Partner



Paul Yanon
VP, Wine, Jr Partner

PRINCIPAL
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Impacting the US market with brand stories from all over the world

We have grown our clientele from smaller, entrepreneurial brands to include national and regional institutions; technology and ecommerce companies innovating in the beverage sector; prestigious luxury labels; artisanal food products and everything from global, instantly recognizable brands to passionate, up-and-coming vigneron and distillers.



Integration in the hands of a multidisciplinary team that understands your goals

As the leading fine wine, spirits and food communication agency in the U.S., our team works together to put their fields of expertise to work, blending a wide range of mediums and channels, skills and techniques. Our agency's diverse set of talents and authentic connections to every tier of the industry offer a singular advantage to our clients, who benefit from expert teams deeply dedicated to their business.

With our campaign-focused strategy, we leverage our deep industry expertise and relationships to design integrated communications strategies that deliver your message to the right audience while also proactively creating new opportunities. Our services include:

- Media Relations
- Trade Relations
- Events
- Social Media
- Influencer Marketing
- Content & Digital Marketing

Media

Relations

Building credibility and amplifying your message.

Our foundational expertise, building brand stories is core to our work. We leverage our deep and authentic relationships with the journalists and publications who drive the dialogue, amplifying your message and generating results — always staying one note away from the top of the most important inboxes. Our strengths include national and regional press contacts in print and online media, as well as broadcast (TV, radio, podcasts). We also boast extensive experience on press trips.

Trade

Relations

Introducing your brand directly to decision makers.

From sommeliers to importers, buyers to bartenders, and everyone from chefs to key retailers, our team remains in close contact with the members of the trade who make the most impact, shaping the industry at every tier in a diverse range of markets. Our strengths include tasting seminars, trade shows and education initiatives, retail and restaurant promotions, importer / distributor connections, and trade trips.

Events

Creating brand experiences with impact.

Our strong relationships with the top-tier event spaces and vendors across markets support our commitment to creativity and attention to detail, allowing our team to develop events that generate business opportunities while creating full-circle awareness. Our core competencies include walk-around tastings, lunches, webinars, gala receptions, catered virtual tastings, sponsorships, trade shows, invitation and list development.

Social Media

Meeting your audience precisely where they are.

In a rapidly evolving digital environment, we master the interplay of creativity and data analysis to build communities and convert fans to consumers. We conduct social media audits, design platform and content strategies, develop content calendars with in-house and outsourced visuals, conduct responsive community management, and implement growth and conversion strategies through social media advertising.

Influencer Marketing

Forming partnerships with influential creators.

Influencer marketing has become an integral part of our programs by popular demand. Our team can execute the most ambitious programs, from micro influencers to celebrities, campaigns to events and everything in between. Bolstering strong connections with wine, spirits, lifestyle, food and travel influencers, and a proprietary database of hundreds of creators, our activations provide brands with outstanding advocacy and flawless content that drive results.

Content & Digital Marketing

Growing your brand in the digital space.

From engaging photography to professional video production —and everything from graphic design to complete website creation, copywriting for blogs and newsletters — we create assets that express your vision and distinguish your brand. Once content is optimized, we boost your brand's digital growth through content management, paid search and SEO strategy, lead generation and e-commerce optimization.

We are the agency that...{Food}



Generated national press coverage for **Colavita** including a feature on the TODAY Show with 230 custom-made giveaway totes, reaching 2.5 million broadcast viewers on NBC. **Landed interviews for CEO Giovanni Colavita in Bloomberg, Food & Wine, Forbes, Business Insider, Yahoo!** and more.



Helped Spanish olive oil label **Casas de Hualdo** expand US market awareness through targeted ads and a strategic partnership with influencer Bobby Parish (@flavcity) that resulted in over **8,000 new Instagram influencers, 25,000 web clicks and 2,500 purchase transactions.**



Developed a strategic digital ad strategy for **Golden Blossom Honey** geotargeting foodies, known Publix shoppers, and honey enthusiasts. **Ads linked directly to the Publix website, allowing potential consumers to purchase Silver Blossom Pure & Unfiltered Honey online** or directing them to find a Publix store near them.

We are the agency that...{International Wine}



Established **National Prosecco Week** as the yearly celebration of the world's most popular sparkling wine, combining media relations, retail and restaurant activations, events, social media and influencer marketing. Each year the promotions earns millions of media and influencer impressions and **drives sales of Prosecco nationally.**



Supported **Marchesi Frescobaldi** for over a decade, building awareness and increasing the reputation for one of Italy's oldest - and most famous - wine companies. C&P has consistently generated press with an average of **300 million impressions per year** and top placements including the cover of Wine Spectator.



Launched the **2008 Cristal** with a high profile event in NYC for top tier trade, press and celebrities, along with an integrated social media initiative to tie into the global rollout. Attendees included editors from publications such as: **Vogue, WSJ, Wine Spectator, Wine & Spirits Magazine, Wine Enthusiast, Vinous and PUNCH**

Please contact us if you wish to see complete case studies from our wine, spirits or food clients that align with your brand, goals.

We are the agency that...{Domestic Wine}



Solidified Charles Krug's position as a long-standing, family-owned legacy in the prestigious Napa Valley with a bright future by strategically positioning the fourth generation (G4) Mondavi owners in front of the media, we. **Secured one-on-one interviews for G4 with top wine media such as Jancis Robinson and Joe Czerwinski.**



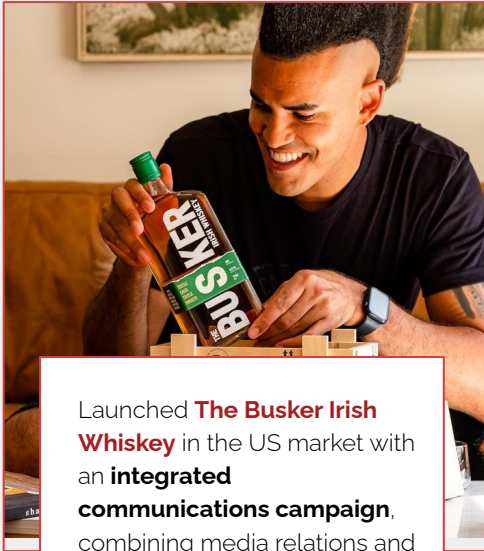
Launched the **Kendall-Jackson #WhiteWineEmoji campaign** combining earned media, influencer marketing and social media. **Secured 2.5+ billion impressions including The Today Show, Good Morning America, USA Today.** Reached 320K users on Instagram through influencer partnerships.



Positioned the historic **Larkmead Vineyards** as a leading viticulture and climate change researcher in the Napa Valley by strategically launching a conversation with key media about their commitment to addressing climate change, **establishing winemaker Dan Petroski as a respected voice in the sustainability conversation.**

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We are the agency that...{Spirits}



Launched **The Busker Irish Whiskey** in the US market with an **integrated communications campaign**, combining media relations and trade outreach with social media, lead generation and an ambitious influencer marketing campaign.



Supported **Tequila Partida** for 14+ years, **launching the brand in 2007 and developing the then-new premium tequila category** through trade marketing campaigns and education, media relations and social media, launching their channels when social media was still new.



Built the case for terroir in whisk(e)y with super-premium **Waterford Whisky**, **developing mindshare with spirits and wine media alike** through targeted media relations, events and press trips to visit the farms that Waterford's barley is cultivated from.

We are the agency that...{Digital}



Launched **The Wine Group's** new, sustainable corporate brand, **Earthgrown**, nationwide through an omni-channel digital marketing strategy including social media, influencer marketing, content creation and a **high ROAS Google Ad Search & Display campaign**.



Ideated, produced and developed on-brand cocktail photography and short-form videography featuring **Bayou Rum** and select Bayou signature cocktails to build the brand's creative asset library for **use beyond social media** such as in **promotional materials** and paid digital ads.



Generated sales of green almonds for **Stewart & Jasper Orchards**, a family-run California almond business for over 75 years, located in Central Valley, CA. Through targeted, conversion-driven Meta & Google advertising efforts, we achieved an increase of **1976.92%** from 13 lbs in 2024 to **270 lbs in 2025**.

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We are the agency that...{Trade Relations}



After the acquisition of their importer, Davos Brands by Diageo, helped **lichiko Shochu** to re-evaluate their route to market. **C&P vetted over 30 importers to find viable alternatives** that would ensure minimal disruption in distribution and facilitated the negotiations that **resulted in new importation agreement.**



Helped **Waterford Whisky** reassess the brand's fit in its distribution network and optimize its route to market to capture the projected category growth (17.5% by 2025) of Irish Whisky. After surveying their distributors and analyzing cost structures **C&P provided three different distribution models for Waterford.**



Developed a business plan, launch strategy and pricing strategy for **new-to-market gin brand**. Using category analysis, the plan outlined **sales and revenue projections, gross margins, marketing budget, operating profit**, for a realistic yet ambitious market strategy that would deliver **ROI and positive cash flow** by year 4 of launch.

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We are the agency that...{Trade Relations}



Developed **U.S. Food Advisory Council** on behalf of **ICEX** (Spain's Export and Investment Agency) bringing together key decision-makers from across the food industry to define actionable paths for growth. Advisors included executives from **Whole Foods Market, Baldor Specialty Foods, Iberia Foods, Despaña, The Chefs' Warehouse,** and **Gourmet Foods International** and well established Spanish wine import companies. The insights gathered are publicly shared during a roundtable discussion at **Spain's Great Match**, the most important Spanish food and wine event in the U.S., organized by the **Trade Commission of Spain in the U.S.** Key discussion topics included:

- Define Spain's culinary opportunity in the U.S.
- Identify barriers to growth in mainstream retail and foodservice
- Explore trends in ingredient sourcing, storytelling, and product innovation
- Deliver a strategic insights report to inform ICEX's future programming

What makes us different.

- We are, without question, the leading food, wine & spirits communications agency in the U.S.
- We have an intimate knowledge of the food, wine & spirits business, and have helped launch, grow and build numerous wine, spirits and food brands in the US market.
- Senior staff work on your business daily, supporting and mentoring their teams.
- It's all about relationships – and we have them. Every day we work with top-tier media, key influencers and the trade that make buying decisions.
- We'll mention integration once more: our talented, multidisciplinary team loves working together to create strategies that flow across channels and touchpoints to generate results you can measure.

Interested in our services? Email us at: workwithus@colangelopr.com
View our case studies [here](#).

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