



Let Liza Zimmerman (AKA Liza the Wine Chick) Increase Your Sales, Marketing and PR Opportunities with Strategic Drinks and Hospitality Consulting

Expand Your Business:

The Challenge: ensure that Hanna Lee Communications secured a new vodka brand—despite competitive RFPs by multiple public relations agencies—by creating an innovative proposal about how the vodka would be positioned, pitched to and covered by media.

The Strategy: review vodka trends, data and where the category was headed so that the agency would be able to dynamically highlight the unique characteristics of the vodka—one of the first and most popular Polish vodkas—and to insure broad, quality coverage.

The Solution: with Zimmerman’s strategic guidance, original positioning concepts—and despite stiff competition from many other pr firms—the agency signs Sobieski vodka on a generous retainer.

The Results: ideas created in brainstorming sessions are incorporated in pr launch campaign, fact sheets and press releases resulting in many stories, social media mentions and media hits about Sobieski by national media over a two-year period.

Increase Your Wine and Spirits Brand Placements Through Innovative Educational Programs:

The Challenge: increase sales and off-premise penetration of Folio Fine Wine's domestic and imported wine brands.

The Strategy: use 20 years of in-depth personal relationships with top Bay Area independent and chain retailers, restaurant operators and hotel executives to create a unique series of themed, educational consumer tastings: ranging from a focus on value wines to an interactive tasting of wines that pair well with ethnic food.

The Solution: negotiate with K&L—one of San Francisco's top wine retailers—to allow Zimmerman to hold two in-store tastings of Folio's wines. These were marketed with her 7,000-contact list of key on- and off-premise operators and hospitality and wholesaler executives as well as those of K&L. Zimmerman also insured that the retailer sold and carried all brands tasted during both tastings and the week of time between them. Zimmerman is one of few non-employees to have conducted tastings at the store.

The Results: K&L saw a 25 percent sales increase for the Tenuta di Frescobaldi brand and added seven new Folio wine SKUs to its lineup.

Broaden Your Brand's Coverage with Innovative Pitches and Outreach to Non-Traditional Wine Media:

The Challenge: generate more frequent—and better quality—Franciacorta media coverage in diverse markets by both wine and lifestyle writers.

The Strategy: clearly explain Franciacorta's history—as the lesser-known granddaddy of prosecco—in the sparkling wine world to journalists, elaborate on its more refined taste profile and pedigree and explore the fact that Berlucchi was one of the founders of the category.

The Solution: Zimmerman reviews extensive category research with the Terlato public relations team; asks key questions to determine how to publicize the brand; brainstorms about unique points of distinction; and integrates these key points into a focused press release for national media.

The Results: brand mentions of Berlucchi by media in 18 top consumer publications, including the *Chicago Tribune*, the *LA Times* and *Cosmo.com*, in three months despite the fact that the release went out just a few days before Hurricane Sandy shut down many parts of New York.

Why Zimmerman is Uniquely Positioned to Provide These Services:

Two decades of experience covering the drinks and hospitality industry, combined with experience in almost every other sector of the drinks business—from restaurants to wine importing and distributing—have given her an in-depth perspective on the business. She knows which pitches attract media attention, which experiential initiatives work and how to convey key, focused sales and marketing information.

Twenty years of close relationships with top executives in every sector of the drinks business have enriched her Rolodex and understanding of the industry. She has traveled to all the major wine and spirits producing regions of the world and completion of the WSET Diploma more than a decade ago round out her academic perspective.



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