



Strategic Research and Marketing Services for Drinks Brands and Executives:

Research and Writing Services:

- Dynamic brand positioning strategy for drinks promotions and operations. Previous projects include ways to use p.o.s. material to promote non-rated wines; marketing statement for Sobieski vodka; and taste profile tweak, label design and marketing materials for cool-climate Sicilian wine.
- Tactical insight on building proposals and pitches for new accounts and targeting publications. Previous projects include how to pitch non-traditional wine media, delineate points of difference in Tequila and how to get national coverage on a traditional Italian sparkling wine.
- Media Boot Camp 101: tailored seminars on how to foster solid relationships with journalists.
- Social media “presence” management—twitter, Facebook etc.—for brands and agencies.
- Roundtable gatherings of key industry execs—including wholesalers—to provide trend insights.
- Generation of bios, releases, fact sheets, tech notes, web copy, P.O.S. and wine club newsletters.

Educational Services:

- Overview of on- and off-premise trends and how your clients (and media) may benefit from them.
- In-depth background on wine and spirits regions and drinks history for staff and client education.
- Restaurant staff training on best practices, trends, pairings and history of food and drink.
- In-depth background research on brands, categories and sectors in the food and drink business in order to tailor pr pitches and brand launches to top on- and off-premise clients.

Promotional and Culinary Support:

- Brand/Portfolio Ambassador and market support of brands and portfolios through hosting of dinners, tastings, educational programs and on- and off-premise account visits and promotions.

Liza Zimmerman’s Background:

Zimmerman’s love of wine and decades of speaking engagements allow her to create dynamic, insightful presentations. Her twenty years of covering the business’ personalities and 7,000-contact database provide her with in-depth insight. Zimmerman has traveled to more than 50 countries—and all the top wine making regions of the world—has contributed to dozens of national wine, food and restaurant publications. Some of her past clients include Trincherro, Beam, Terlato, Unisys, Microsoft, Roche, Genentech, IBM, Culinary Institute of America and Meadowood.

Her TV and radio appearances include ABC’s [*View from the Bay*](#), ABC’s [*At Home with Lisa Quinn*](#), [*Dining Around with Gene Burns*](#), and Gary Vanyerchuk’s [*Wine Library TV*](#).

For more information contact Liza Zimmerman at 415.994.0130

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