



...because life is better with wine

## Education, Wine Tourism and Conference Planning Services for Wine Boards and Visitors' Associations

### Consulting Services

- Wholesale Boot Camp 101: strategic insight on finding and proactively working with the right wholesale partner for your region and its wine brands out of state.
- The Power of PR: background on different types of public relations and marketing services, introductions to suitable agencies and a primer on what you can expect from the relationship and what it will cost.
- The ratings game: understanding which publications to submit samples to and how best to promote wine without ratings.

### Wine Education and Tourism Services

- Inventive and interactive wine tastings and seminars created for—and tailored to—all types of groups, VIP visitors, special-occasion guests and conference attendees at various wineries.
- Fun, profession-specific wine tasting events for the tech, banking and legal industries (among others), such as “Raising the Bar,” for attorneys and their summers.
- Fun, high-energy wine programs—such as “Restaurant List Wine Savvy 101” and “Wine for Business Etiquette”—created for business executives to foster networking and feature wineries' current releases and library selections.
- Value-added, exclusive tours for VIPs and trade visitors of wine board members' wineries.

### Research and Writing Services

- Insightful round table gatherings of key, non-competitive industry executives from different tiers—including wholesalers, importers and operators—to provide targeted insights on current wine trends and data.
- Execution of bios, press releases, fact sheets and backgrounders on conferences, speakers and programs.
- Generation of web, P.O.S., marketing brochures, newsletters and advertorial copy.
- Translation services to and from Italian (spoken and written).

## Promotional Sales Support

- Brand/Portfolio Ambassador and market support of regions and AVAs through hosting of dinners, tastings, educational programs and on- and off-premise account visits and promotions.
- Trade and press list generation for tastings, events and seminars in various U.S. Markets.

## Liza Zimmerman's Background

- Zimmerman's unique 20-year journalistic background allows her to deliver objective and revenue-focused solutions and ensure the free-flow of information from destinations and venues to consumers. Two decades of journalism background provide her with insight on the wine business that is more in-depth than many winemakers and sommeliers.
- She was an editor at M. Shaken Communications, owner of the *Wine Spectator*, for close to a decade and has contributed to dozens of top, national wine and restaurant publications, such as *Wine Enthusiast*, *La Cucina Italiana* and *Cheers*.
- Her past and current consulting clients include Unisys, Microsoft, IBM, Culinary Institute of America: Napa, National Restaurant Association, InterContinental Hotels, Wine & Spirits Education Trust, The Luxury Marketing Council, Meadowood Napa Valley, Society of Wine Educators, Darden-owned Seasons 52 restaurant chain, Napa chef Cindy Pawlcyn, Terlato Wines International, Trinchero Family Estates, Jordan and numerous major producers and corporations.
- Her TV and radio appearances include ABC's *View from the Bay*, ABC's [At Home with Lisa Quinn](#), [Dining Around with Gene Burns](#) Gary Vanyerchuk's [Wine Library TV](#).

## Zimmerman's Additional Qualifications

- Constant access to top food and wine innovators around the world.
- She is a graduate of the three-year Wine & Spirits Education Trust Diploma, a rigorous program out of the UK that less than 200 American residents have completed.
- Event innovation and customization inspired by a 7,000-contact database of CMPs, speakers, media and leading wine country producers and venues.
- Extensive speaking experience/background in restaurants/hotels, as a marketer and educator.



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