



WINE AGENCY

ABOUT US

Vinomatica is a wine agency based in California, U.S.A., which can satisfy all the wineries, consortia or wine associations needs at international level.

ASSET:

- **Decades of experience on the North American market:** deep understanding of trends, positioning and performance of the wine business;
- **Team:** Wine Marketing experts, professional Sommelier, Wine Educators, Master Tasters, Wine journalists. Direct contact with selected operators in the wine business and American prestigious institutions including the University of California, the North American Sommelier Association and a number of importers and distributors all over the national territory.
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- **Strategies and customized service packages** for each customer based on budget, goals, plans and timing.
- **Ease of communication with our team:** English and Italian native speakers, we guarantee competence, experience and strength in the industry with a strong Italian background.



SERVICES

BRAND AMBASSADOR and WINE EVENTS

The agency organizes **customized events** for producers, organizations or consortia **in accordance with the parameters of the CMO** funds for the promotion out of EU markets.

Our **professional sommeliers, wine journalists and communicators** are available to represent companies in events, fairs, dedicated wine dinners, wine tastings and wine tours.

MARKET POSITIONING AND BRAND MANAGEMENT

Vinomatica offers its competence to importers and distributors through the training of personnel and the **development of customized strategies** to increase sales and performance in existing markets. The Agency delivers also **brand positioning activities**, to increase the visibility and awareness of brands and products to importers, agents and distributors to consolidate and / or open new business opportunities.

WINE EDUCATION

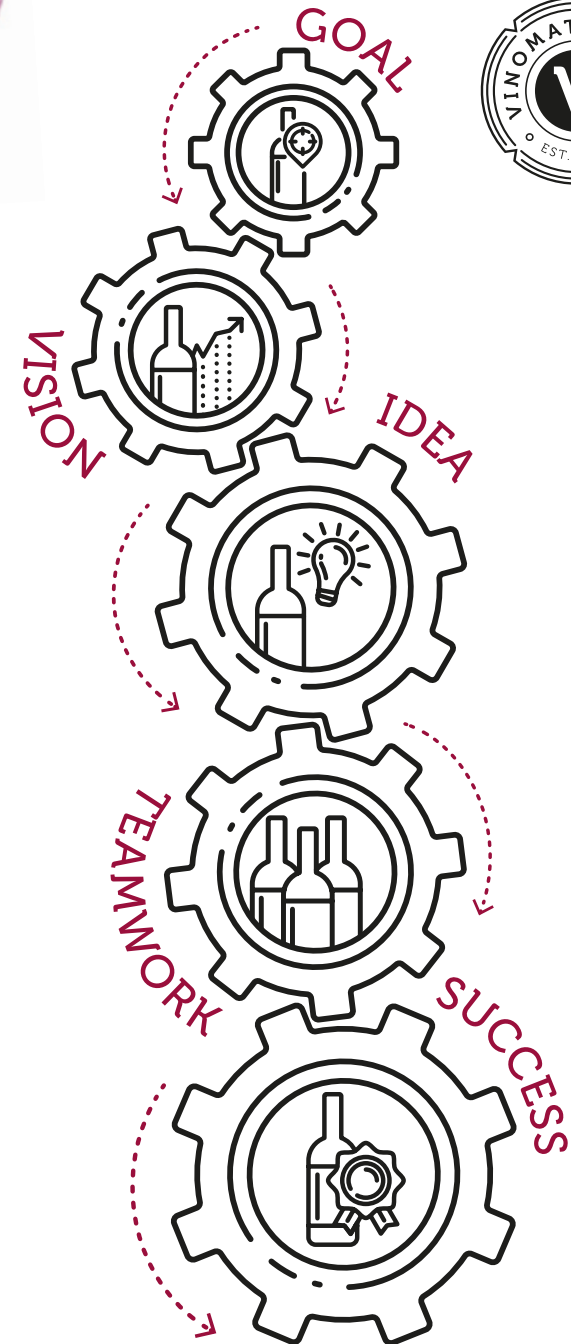
Vinomatica offers wine education online courses and collaborates with prestigious training institutions such as **UCLA, the University of California Los Angeles and N.A.S.A., North American Sommelier Association** and the **Institutes of Italian Culture in the United States**.

The Agency provides **advanced training** for staff, for importers, distributors, wine shop assistants, restaurant owners.

ONLINE COMMUNICATION and SOCIAL MEDIA

Vinomatica is publishing the largest catalog of dot com sites dedicated to the Italian grape varieties. Each site is intended to educate and promote accurate and timely technical information in English on the great Italian wine heritage. Our customers can be active partners of these projects by **customizing the content, publishing advertisements and conducting co-marketing activities online**. Also we have been engaged in the **creation and management of dedicated accounts on social networks** such as Facebook, Twitter, Instagram, Pinterest.

We **produce original content daily in English and Italian** and we guarantee the constant updating of profiles with a high-level networking work and maximum results.





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