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MEDITERRANEAN APERITIVO



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2024

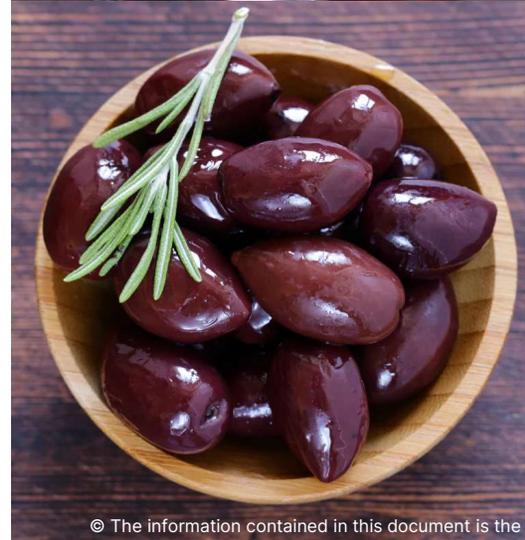
USA, UK & Canada Press Relations

**MEDITERRANEAN
APERITIVO**

Nice to see you again,



Let's try something new...



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SOPEXA

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USA press office

An actively engaged
**press
office**



WHY IT WORKS

The purpose of our ongoing media bureau efforts is to generate unique coverage by providing **noteworthy angles** to inspire and drive engagement in the media landscape. Through our efforts, we will continue to drive visibility and awareness while validating the quality of the four Mediterranean Aperitivo products – Vermouth di Torino PGI, Pecorino Toscano PDO, Costa d’Amalfi PGI Lemons and Olives from Greece – and convert key press contacts to advocates.

DETAILS

- **2 detailed and engaging press communications** (1 traditional press releases, 1 infographic)
- Send communications to targeted press contacts and distribute more broadly via PR Newswire
- Continue to distribute updated Mediterranean Aperitivo **press kit** throughout the campaign
- Personalized **sample kits on request** (up to 2)
- Identify and engage **ongoing media opportunities**
- Monitoring and reporting

KPIs

2,500+

Total distribution for two press releases

900

MAP Press Kits distributed electronically and in-person

2

Communications developed and diffused

Press communication approaches

Storytelling around our key messages for 2024 to establish credibility and drive unique articles

1. Infographic | Visual Press Release

Transport your tastebuds to Europe's finest coast with Mediterranean Aperitivo products!

This visual infographic will unveil the unique origins of each Mediterranean Aperitivo product:

- Vermouth di Torino PGI – Piedmont, Italy
- Pecorino Toscano PDO – Tuscany, Italy
- Costa d'Amalfi PGI Lemons – Amalfi Coast, Italy
- Olives from Greece – The Region of Western Greece

The infographic will also call attention to their PGI and PDO product certifications.

Distribution: Send to our top US press contacts and diffuse nationally via PR Newswire

Audience: Trade & Lifestyle press

Timing: May 2024

2. Traditional Press Release

Expert bartender Stacey Swenson shares ways to host your own at-home aperitivo.

Partner with expert bartender **Stacey Swenson** (subject to availability) to share tips to crafting the perfect at-home aperitivo event using campaign products. The quotes would include choosing between styles of Vermouth di Torino PGI for an event, and how to use Pecorino Toscano PDO, Costa d'Amalfi PGI Lemons and Olives from Greece in simple recipes and/or as drink garnishes.

Swenson is a 20-year veteran of the hospitality industry and one of the most sought-after bartenders on aperitivo culture, having held notable positions including head bartender at Dante (#1 on the World's Best Bar list in 2019) and Bar Director for Nine Orchard Hotel.

Distribution: Send to our top US press contacts and diffuse nationally via PR Newswire

Audience: Lifestyle press

Timing: September 2024



Stacey Swenson
(subject to availability)

Maximize press traction via press advocates

Our audience looks to the press to validate trends and inform buying decisions. We will convert our key lifestyle and trade journalists from gatekeepers into messengers to create stand-out messaging in a crowded market.

Specialized Drinks / Food Press

These publications are geared toward traditional industry professionals. Coverage is in-depth and assumes a substantial knowledge base that resonates with food & beverage industry professionals.

Example profiles:



Amelia Schwartz
Associate Editor
Food & Wine



Brooke Caison
Food Editor
Delish



Megan Krigbaum
Contributing Editor
PUNCH



Kara Newman
Writer-at-Large
Wine Enthusiast

High-Impact Lifestyle Press

Food & Beverage is not the primary focus of these publications but is frequently covered and highly coveted thanks to their substantial reach. The Aperitivo concept lends itself well to a lifestyle audience.

Example profiles:



Joy Cho
Assistant Food Editor
Good Housekeeping



Samantha Leffler
Senior Food Editor
Real Simple



Aaron Hutcherson
Writer & Recipe
Developer
The Washington Post



Nina Elder
Deputy Editor, Food &
Drink
Parade Magazine



USA

press event

A match made for the Mediterranean

press event in partnership with *edible* MANHATTAN

By partnering with Edible Manhattan, we can showcase the products of Mediterranean Aperitivo to tap into a new network of US food and beverage press contacts ready to engage with them and the campaign's key messaging.

WHO IS EDIBLE MANHATTAN?

Edible Manhattan is a local NYC-based food and beverage magazine that showcases the ways New York eats and drinks, through print and digital content and dynamic events that bring together New York's food community. Their audience is made up of food-lovers, home-cooks, influencers, food and lifestyle press, trade professionals and industry leaders that shape the face of food culture. Edible Manhattan's media reach includes 620K+ Annual Print Impressions, 124K+ Annual Magazine Reach, 43K+ AVG Monthly Page Views, 60K+ Email Reach and 255K+ Social Media Reach.

WHY PARTNER WITH EDIBLE MANHATTAN?

There is a strong alignment between Edible Manhattan's engaged audience and Mediterranean Aperitivo's target campaign audience of food, beverage and lifestyle press and influencers. Deeply embedded in NYC's local food and wine scene, Edible Manhattan are experts at pulling off engaging, efficient and well-attended press events.

A SERIOUS, TRUSTWORTHY AND PROFESSIONAL PARTNER

Edible Manhattan is a local partner is trusted by local professionals. They have worked with various brands such as Moët & Chandon, Perrier-Jouët, Meat & Livestock Australia, and GOYA.



Toast to the Coast **press event**

**MEDITERRANEAN
APERITIVO**

x

edible
MANHATTAN



WHY IT WORKS

Dedicated press events offer an opportunity to connect with press on a deeper level and share the DNA of Mediterranean Aperitivo. By partnering with **Edible Manhattan**, the beneficiaries of the Mediterranean Aperitivo program can tap into a network of US food and wine press contacts ready to engage with the products and campaign's key messaging.

DETAILS

- Host an immersive **"Toast to the Coast" press event** in partnership with Edible Manhattan, an ode to the beauty of the Mediterranean and its extraordinary products.
- The activation will feature The Mediterranean Aperitivo products Vermouth di Torino PGI, Pecorino Toscano PDO, Costa d'Amalfi PGI Lemon and Olives from Greece.
- A notable culinary host, such as NYC chef, influencer and cookbook author [Edy Massih](#) (subject to availability), will guide attendees through the history of the Mediterranean Aperitivo followed by an educational sampling of neat pours of Vermouth di Torino PGI and simple cocktails, food pairings, and a create-your-own aperitivo tasting board activity for attendees to take home.
- Sample venue examples include Eataly, Gjelina, Shuka, Avra and Fresco by Scotto (subject to availability).
- Printed press kits available for attendees to take home.
- **Timing:** June/July 2024 (timed to larger trade activation such as Bar Convent Brooklyn)

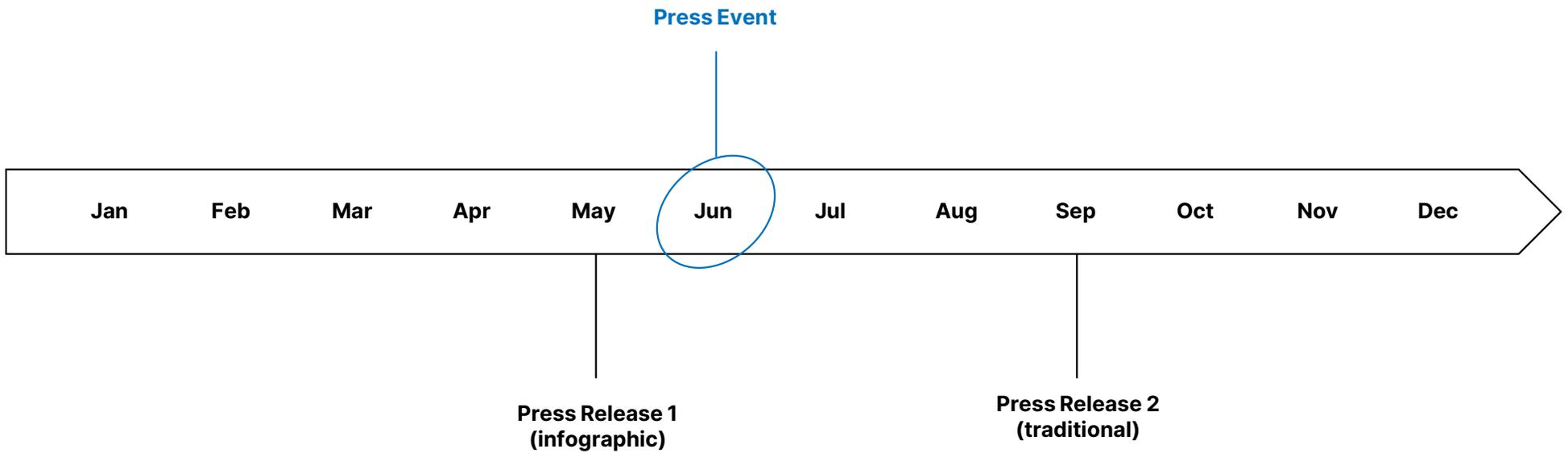
KPIs: **20** Press and influencer attendees

2024 Results

PRESS OFFICE	
Deliverable	N
PR Office	1
Press Kit Distribution	900
Press Release	2
PR Distribution	2500

PRESS EVENT	
Deliverable	N
Press Event	20 participants

2024
timeline





UK press office

An actively engaged

press office



WHY IT WORKS

The ongoing press office ensures that the campaign is consistently talked about in the UK trade and consumer press, thereby maintaining visibility and fostering recognition of the 4 campaign products – Vermouth di Torino PGI, Pecorino Toscano PDO, Costa d'Amalfi PGI Lemons and Olives from Greece – nationwide.

DETAILS

- **2 detailed and engaging press releases** (1 traditional, 1 seeding)
- **12 bespoke product-focused hampers** to be sent out to key UK press as part of the press seeding
- **2 Aperitivo hours** hosted at UK media bringing campaign products to the UK trade in an exciting and engaging manner
- Communications sent to targeted media from Sopexa UK media database and distributed via PR Newswire
- Reactive pitching to media alerts
- Media monitoring
- Distribution of locally tailored press kits
- Addition of producer Q&A into press kits
- Contribution to features
- 2 media interviews

KPIs

1500	Total distribution for two press releases	2	Aperitivo Hours at UK media houses
12	Product focused press boxes sampled	200	Media samples at media houses
2	Communications developed and diffused	2	Media interviews secured
	6 Million potential reach through PR Newswire		

Press communication approaches

Storytelling around our key messages for 2024

Press Seeding

Cheers to summer sunshine with Mediterranean Aperitivo

This press seeding will be summer-focused, in order to hit the UK press around the May bank holidays, all the way through to the end of the summer. 12x bespoke hampers will be curated containing the campaign products – Vermouth di Torino PGI, Pecorino Toscano PDO, Costa d’Amalfi PGI Lemons and Olives from Greece – to send out to key UK press.

Distribution: Send to our UK database of press contacts

Audience: Consumer/lifestyle press

Timing: May 2024

Traditional Press Release

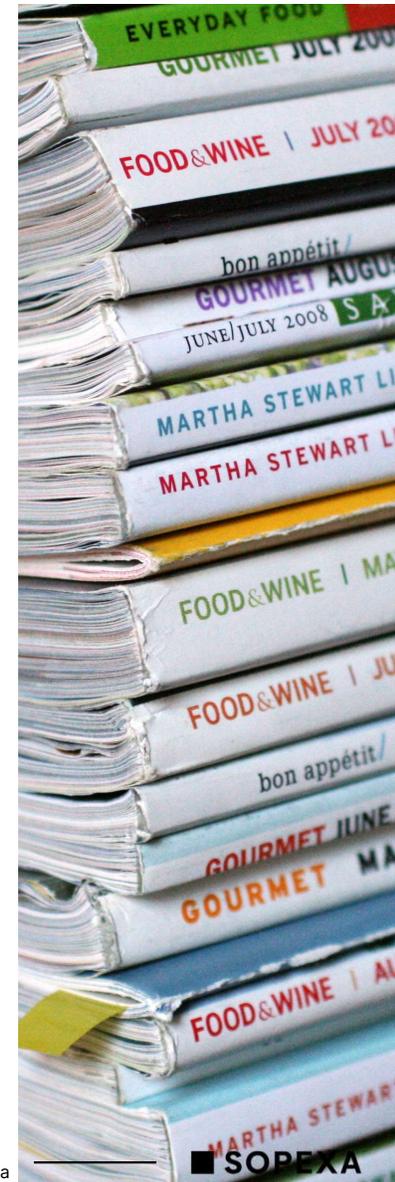
Q&A with Mediterranean Aperitivo Producers

This press release will offer an exclusive glimpse behind the scenes, inviting the UK press to discover the captivating story behind each of our four campaign products – Vermouth di Torino PGI, Pecorino Toscano PDO, Costa d’Amalfi PGI Lemons and Olives from Greece. Through four insightful producer interviews, journalists will uncover invaluable perspectives and gain a deeper understanding of the campaign.

Distribution: Send to our UK database of press contacts

Audience: Trade press

Timing: September 2024





UK press event

Interactive aperitivo press event



WHY IT WORKS

Our events are tailor-made to establish and foster relationships with positive associations between our products and the press, leading to strong results and impactful coverage.

DETAILS

- Work with **Jessica Summer (@mouseandgrape)** to host an engaging Mediterranean Aperitivo lunch for 14 influencers
- Partner with London restaurant **Tavolino** to create a bespoke feasting menu including the three campaign food products – Pecorino Toscano PDO, Costa d'Amalfi PGI Lemons and Olives from Greece and each course will be paired with a Vermouth di Torino PGI
- Guests will enjoy an 'Aperitivo Moment' on arrival with a Vermouth di Torino PGI cocktail and snacks featuring the four campaign products, before enjoying a full 'feasting style' meal, hosted by Jessica
- The lunch will take place in June 2024

Please note due to the limited budget, this event will target UK food and drink influencers

KPIs

14 press & influencer attendees

4-7 organically generated pieces of coverage

Maximize press traction for Mediterranean Aperitivo via our

press advocates

Our audience looks to the press and online creators to validate trends and inform buying decisions. We will convert our key influencers from gatekeepers into messengers to create stand-out messaging in a crowded market.

Specialised Food & Drink Influencers

These influencers are focused on food and drink and will be perfect for diffusing campaign messaging across the digital sphere.

Example UK profiles:



Jessica Summer
@mouseandgrape
6.2k followers
Cheese and wine expert



Lucy Hitchcock
@partnerinwineuk
36k followers
CEO of Partner in Wine



Ellie Scott
@amantewine
2.5k followers
Wine journalist and influencer



Rorainy
@rainy_eats
3.9k followers
London foodie influencer



Bailey Saliani
@bailingforwine
1.7k followers
Wine influencer



Ian Green
@winewithian
8.3k followers
Wine influencer



Giulia Crouch
@giuliacrouch
2.4k followers
Food writer with a love of Italy



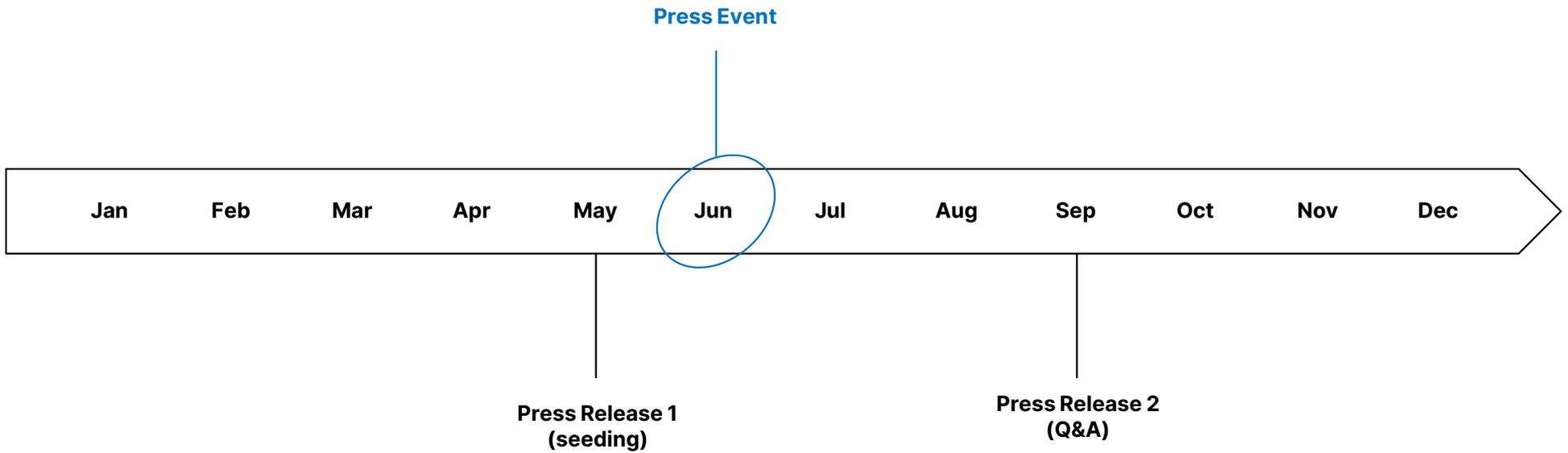
Chaitali Mandal
@the.snacking.gypsy
33.7k followers
London food influencer

2024 Results

PRESS OFFICE	
Deliverable	N
PR Office	1
Press Kit Distribution	900
Press Release	2
PR Distribution	1500

PRESS EVENT	
Deliverable	N
Press Event	14 participants

2024 timeline





CANADA press office

An actively engaged

press office



WHY IT WORKS

The purpose of our press communication is to inspire and drive engagement in the media landscape. Through our PR Newswire communications, we continue to drive visibility and awareness while validating the quality of our four Mediterranean Aperitivo products – Vermouth di Torino PGI, Pecorino Toscano PDO, Costa d’Amalfi PGI Lemons and Olives from Greece – and convert key press contacts to advocates.

DETAILS

- 1 engaging **press communications**
- Continue to distribute updated Mediterranean Aperitivo **press kit** throughout the campaign
- Send communications via PR Newswire
- Monitoring and reporting

KPIs

30M

Potential reach

900

MAP Press Kits distributed electronically and in-person

1

Communications developed and diffused

Press communication approaches

Storytelling around our key messages for 2024

Press Release

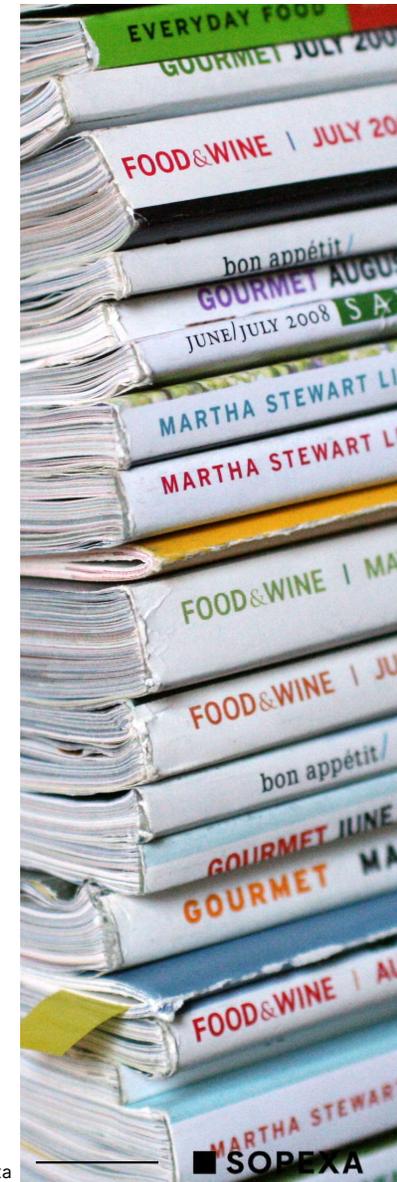
The ABC of the perfect Mediterranean board

A communication on the art of Mediterranean Aperitivo, with an explanation of the products – Vermouth di Torino PGI, Pecorino Toscano PDO, Costa d'Amalfi PGI Lemons and Olives from Greece – and how to incorporate them into a board for your guests.

Distribution: Send to our top Canadian press contacts and diffuse nationally via PR Newswire

Audience: Trade & Lifestyle press

Timing: October 2024





CANADA press event

Interactive aperitivo press event



Jacob Wesley Martin

World Class Canada Bartender of the year 2023

WHY IT WORKS

Our events are tailor-made to establish and foster relationships with positive associations between our products and the press, leading to strong results and impactful coverage, while bringing people together around the spirit of the Mediterranean aperitivo by showcasing all four products – Vermouth di Torino PGI, Pecorino Toscano PDO, Costa d’Amalfi PGI Lemons and Olives from Greece.

DETAILS

- Dive into an **exclusive event hosted by Jacob Wesley Martin**, (subject to availability) celebrated as Canada's top bartender in 2023.
- Explore a selection of premium Vermouth di Torino PGIs and enjoy the opportunity to sample them neat in a **guided tasting session**.
- Discover **two innovative cocktails** featuring Vermouth di Torino PGI inspired by the world of mixology, crafted to perfection.
- Embark on a flavor-filled journey with **walk-around tastings featuring our three flagship food products** Pecorino Toscano PDO, Costa d’Amalfi PGI Lemons and Olives from Greece.
- Take away valuable insights and information with our printed **press kits**.

KPIs : **20** Press and influencer attendees



Bar Banane



Bar Vendetta



Bar Mignonette

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Prospective locations :

Maximize press traction for Mediterranean Aperitivo via our

press advocates

Our audience looks to the press to validate trends and inform buying decisions. We will convert our key lifestyle and trade journalists from gatekeepers into messengers to create stand-out messaging in a crowded market.

Specialized Drinks / Food Press

These publications are geared toward the traditional industry professionals. Coverage is in-depth and assumes a substantial knowledge base that resonates with food and beverage industry professionals.

Example Canadian profiles:



Claudia Mcneilly
Food Columnist
National Post



Jessica Huras
Cocktail Columnist
Food & Drinks LCBO



James Chatto
Beverage Columnist
Elle Gourmet



Christine Sismondo
Beverage Columnist
Toronto Star

High-Impact Lifestyle Press

Food & Beverage is not the primary focus of these publications but is frequently covered and highly coveted thanks to their substantial reach. The Aperitivo concept lends itself well to a lifestyle audience.

Example Canadian profiles:



Angela Aiello
Drinks contributor
View the Vibe



Tammy Kwan
Food & Drinks contributor
MonteCristo Magazine



Janet Boileau
Founder
Taste & Travel Magazine

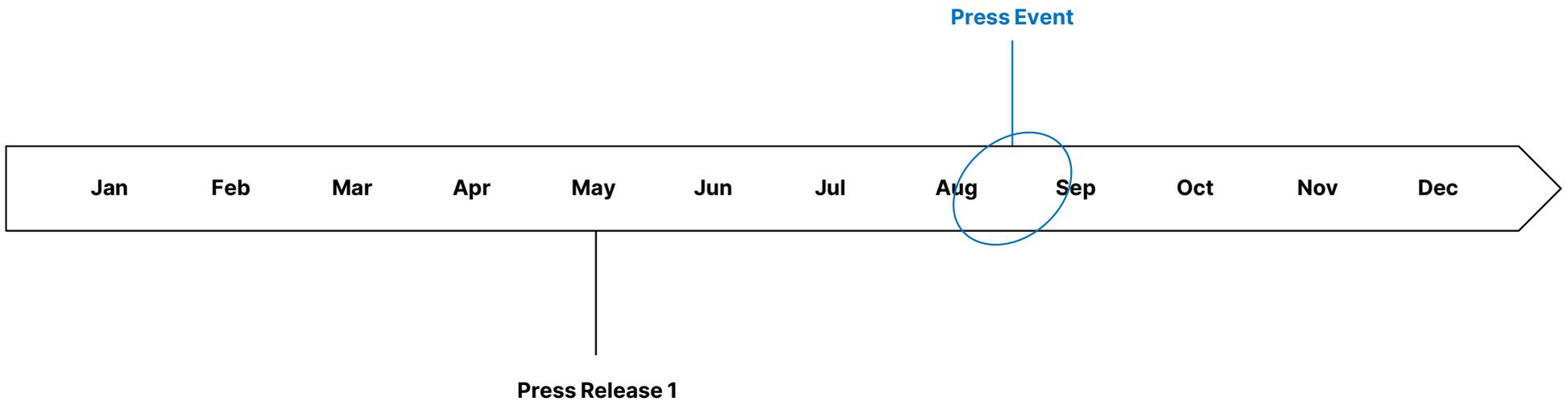


Kate Dingwall
Drinks Contributor
Forbes, Toronto Life, Elle, Maxim, and more

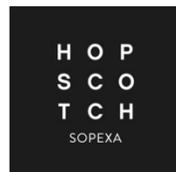
2024 Results

PRESS OFFICE	
Deliverable	N
PR Office	1
Press Kit Localization	1
Press Kit Distribution	900
Press Release	1
PR Distribution	1250
PRESS EVENT	
Deliverable	N
Press Event	20 participants

2024
timeline



thank you!



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