

Small Marketing Firm with Big Winery Experience Levels the Playing Field for Boutique Wine Producers



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Leaf and Vine Winery Marketing and Wholesale providing e-commerce, event calendars, blogging and social media to help micro-wineries gain exposure in highly competitive market

PETALUMA – Leaf and Vine Winery Marketing and Wholesale is a new company formed to help small boutique wineries gain wider recognition for their product in an industry dominated by corporate wine producers with huge marketing budgets and staff. Because so many small wineries have slight budgets and little to no staff to perform promotional or sales tasks on a consistent basis, [Leaf and Vine](#) offers plans designed to help micro-wineries gain exposure using inexpensive, online tools.

Earlier this year, the company launched one of those on-line tools, their e-commerce site [SelectWinesOnline.com](#), specifically for boutique wineries that do not have the means to sell on-line. Client wineries simply provide the inventory, and [SelectWinesOnline.com](#) handles the rest – all transactions, fulfillment and shipping are processed by the site, which is fully compliant and licensed for wine sales to several different states. The site is constantly undergoing search engine optimization, and Internet traffic to the site is boosted by a paid search engine placement program, which results in [SelectWinesOnline.com](#)'s page one, top spot on Google and Yahoo searches.

In addition to the on-line sales tool that SelectWinesOnline.com provides for Leaf and Vine clients, the site also functions as a one-stop marketing shop. There is a [blog](#) that provides free marketing tips (with plans to allow client wineries to also post content), and an [event calendar](#) that promotes winery events to city, county and regional community calendars. That calendar, WineEventsNow.com, was launched one month ago, and because it is built on a social media-type platform, already receives over 700 hits a day. Lastly, winery clients benefit from Leaf and Vine's daily marketing efforts on their multiple Facebook and Twitter accounts.

CEO Rick Keith, whose family vineyards and winery have been in Napa for over 30 years, personally tastes and chooses the hand-crafted wines his clients produce. "There are some fantastic wines being produced by these boutique wineries; I really enjoy helping them get the word out about their product. If we can help brand their label during these tough economic times, I feel confident they'll be very well positioned once the economy improves and wine sales increase."

Leaf and Vine Winery Marketing and Wholesale also offers web design, advertising and print materials design, and blog creation, social media plans, email campaigns and newsletters. Their marketing department and sales reps have many years experience in various gourmet food and leisure product industries. For a complete list of services visit www.leafandvine.com. To view wines for sale by Leaf and Vine client boutique wineries, visit www.selectwinesonline.com.

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