



Enjoy
Verdejo Day

June 12th!
Find out more:
www.verdejoday.com

VERDEJO DAY 2014

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1. ASPECTOS GENERALES

Bajo el *claim* "Enjoy Verdejo Day", el pasado día 12 de junio se celebró la primera edición del "Verdejo Day" en todo EE.UU. con cuatro "open air parties" en los estados de Nueva York, Chicago, Los Ángeles y Miami.

Con ello se perseguía el doble objetivo de promover los vinos de la D.O. Rueda entre los consumidores norteamericanos, consumidor final y profesionales, por un lado, y por otro educar sobre la uva Verdejo vinculándola a la región de Rueda, tratando de ganar notoriedad para situar los vinos de la D.O. Rueda entre los vinos blancos referencia en EE.UU.

Son cuatro las fiestas celebradas simultáneamente en Nueva York, Chicago, Miami y Los Ángeles, donde cerca de los 500 asistentes, entre consumidores finales, prensa especializada y generalista, pudieron degustar los 45 vinos las 29 bodegas de Rueda que participaron en la acción, en un ambiente desenfadado, fresco y festivo, en un espacio al aire libre, con Dj's en directo, conexiones por imagen entre las diferentes ciudades en que las que se celebraron las fiestas, material promocional, juegos y concursos especialmente escogidos para la ocasión y relacionados con los vinos de Rueda.

Los lugares elegidos fueron:

NEW YORK Tavern 29 Rooftop 47 E 29th St, New York, NY 10016 Thursday, June 12th: 6:30-9:00 PM Visit VerdejoDayNY.eventbrite.com to RSVP!	CHICAGO Blue Star Bistro & Wine Bar 1209 N Noble St, Chicago, IL 60642 Thursday, June 12th: 6:00-8:30 PM Visit VerdejoDayChi.eventbrite.com to RSVP!
MIAMI Soho Beach House 4385 Collins Avenue, Miami Beach, FL 33140 Thursday, June 12 th : 6:00-8:30 PM Visit VerdejoDayMia.eventbrite.com to RSVP!	LOS ANGELES Oviatt Penthouse 617 South Olive St., Los Angeles, CA 90014 Thursday, June 12 th : 6:30-8:30 PM Visit VerdejoDayLA.eventbrite.com to RSVP!

Las entradas para estos eventos se pudieron comprar a través de la web especializada en venta de entradas en EE.UU. "eventbrite" a un precio de 25\$. Los seguidores de Rueda en redes sociales podían además ganar entradas jugando en los diferentes juegos y sorteos que se organizarán en Facebook y Twitter, así como otros regalos promocionales y lotes de vino de la D.O. Rueda.

Las bodegas y vinos participantes en esta acción fueron:

JUNE 12th.		VERDEJO DAY PARTIES
12-jun	NEW YORK	
BODEGA	VINO	
1	LA SOTERRAÑA	77 SIETESIETE VERDEJO-SAUVIGNON-VIURA 2013
2	BELONDRADE	BELONDRADE Y LURTON 2012
3	YLLERA	CANTOSAN VERDEJO 2013
4	AGRICOLA CASTELLANA	CUATRO RAYAS VIÑEDOS CENTENARIOS VERDEJO 2013
5	PEDRO ESCUDERO	FUENTE ELVIRA VERDEJO 2013
6	REINA DE CASTILLA	ISABELINO VERDEJO-VIURA 2013
7	JAVIER SANZ VITICULTOR	JAVIER SANZ SEMIDULCE NATURAL VERDEJO 2013
8	JOSÉ PARIENTE	JOSE PARIENTE VERDEJO 2013
9	ALVAREZ Y DIEZ	MANTEL BLANCO VERDEJO 2013
10	MARQUES DE RISCAL	MARQUES DE RISCAL VERDEJO 2013
11	EMINA	MELIOR VERDEJO 2013
12	MOCÉN	MOCEN SELECCIÓN ESPECIAL VERDEJO 2013
13	AVELINO VEGAS	MONTESPINA SAUVIGNON BLANC 2013
14	SHAYA	SHAYA VERDEJO 2013
15	HIJOS DE ALBERTO GUTIERREZ	VIÑA VERDEROL VERDEJO 2013
12-jun	CHICAGO	
BODEGA	VINO	
1	GARCI GRANDE	12 LINAJES VERDEJO 2013
2	AVELINO VEGAS	CIRCE VERDEJO 2013
3	AGRICOLA CASTELLANA	CUATRO RAYAS VIÑEDOS CENTENARIOS VERDEJO 2013
4	FINCA MONTEPEDROSO	FINCA MONTEPEDROSO VERDEJO 2013
5	COPABOCA	GORGORITO VERDEJO 2013
6	EL ALBAR LURTON	HNOS. LURTON VERDEJO 2013
7	PALACIO DE BORNOS	PALACIO DE BORNOS VERDEJO 2013
8	PRADOREY	PRADORREY CLASSIC VERDEJO - SAUVIGNON BLANC 2013
9	PROTOS	PROTOS VERDEJO 2013
10	REINA DE CASTILLA	REINA DE CASTILLA SAUVIGNON BLANC 2013
11	SHAYA	SHAYA HABIS BARREL FERMENTED VERDEJO 2012
12	SELECCIÓN DE TORRES	VERDEO VERDEJO 2013
13	FELIX SANZ	VIÑA CIMBRON SELECCIÓN VERDEJO 2013
14	HIJOS DE ANTONIO BARCELO	VIÑA MAYOR VERDEJO 2013



12-jun		MIAMI
BODEGA	VINO	
1	GARCI GRANDE	12 LINAJES VERDEJO 2013
2	CASTELO DE MEDINA	CASTELO DE MEDINA VERDEJO 2013
3	EMINA	EMINA SAUVIGNON BLANC 2013
4	LA SOTERRAÑA	ERESMA SEMIDULCE NATURAL VERDEJO 2013
5	HERRERO VEDEL BODEGA	ERRE DE HERRERO VERDEJO 2013
6	COPABOCA	GORGORITO VERDEJO 2013
7	EL ALBAR LURTON	HERMANOS LURTON VERDEJO 2013
8	HERMANOS DEL VILLAR	ORO DE CASTILLA VERDEJO 2013
9	PALACIO DE BORNOS	PALACIO DE BORNOS VERDEJO 2013
10	PAGO TRASLAGARES	TRASLAGARES VERDEJO 2013
11	FELIX SANZ	VIÑA CIMBRÓN SELECCIÓN VERDEJO 2013
12	YLLERA	VIÑA GAREDO VERDEJO - SAUVIGNON BLANC 2013
13	HIJOS DE ANTONIO BARCELO	VIÑA MAYOR VERDEJO FERMENTADO EN BARRICA 2011
14	HIJOS DE ALBERTO GUTIERREZ	VIÑA VERDEROL VERDEJO 2013
12-jun		LOS ANGELES
BODEGA	VINO	
1	CASTELO DE MEDINA	CASTELO DE MEDINA VENDIMIA SELECCIONADA VERDEJO 2012
2	FINCA MONTEPEDROSO	FINCA MONTEPEDROSO VERDEJO 2013
3	PEDRO ESCUDERO	FUENTE ELVIRA VERDEJO 2013
4	JAVIER SANZ VITICULTOR	JAVIER SANZ VERDEJO 2013
5	JOSÉ PARIENTE	JOSÉ PARIENTE SAUVIGNON BLANC 2013
6	ALVAREZ Y DIEZ	MANTEL BLANCO VERDEJO 2013
7	MARQUES DE RISCAL	MARQUES DE RISCAL VERDEJO 2013
8	MOCEN	MOCEN VERDEJO FERMENTADO EN BARRICA 2011
9	HERMANOS DEL VILLAR	ORO DE CASTILLA VERDEJO 2013
10	PAGO TRASLAGARES	ORO PÁLIDO ORGANIC VERDEJO 2013
11	PRADOREY	PRADOREY VERDEJO 2013
12	PROTOS	PROTOS VERDEJO 2013
13	HERRERO VEDEL BODEGA	ROBERT VEDEL VERDEJO 2013
14	SELECCIÓN DE TORRES	VERDEO VERDEJO 2013

El evento Verdejo Day se apoyó en los siguientes elementos:

- Una campaña activa en redes sociales incluyendo concursos y sorteos en Facebook a nivel nacional y publicidad orientada en Facebook.
- Desarrollo del microsite “VerdejoDay.com”, conteniendo toda la información sobre la promoción, dónde encontrar vinos de Rueda, bodegas participantes... etc. El microsite enlaza con la web principal de la D.O. Rueda en EE.UU., www.winesofrueda.com

- Relaciones Públicas: Verdejo Day se promocionó en muy diversos medios de comunicación: impresos, digitales y multifusión.
- Campaña publicitaria impresa y digital en medios nacionales como Wine Spectator, Wine Enthusiast, Saveur, Tasting Table, Tasting Panel and Bottlenotes. Los anuncios se publicaron en las ediciones de Mayo y Junio de estos medios.
- Creación de materiales promocionales que fueron repartidos a los diferentes distribuidores de vinos de Rueda en todo el país, en colaboración con los importadores de los vinos de la D.O.
- La campaña finalizó el 12 de Junio, con la celebración simultánea de cuatro fiestas en algunas de las principales ciudades de EE.UU.: Nueva York, Miami, Los Ángeles y Chicago. En estas fiestas en recintos al aire libre, dirigidas al consumidor final, los asistentes pudieron disfrutar de una variedad de vinos de Rueda acompañados de tapas y DJ's en directo, juegos especialmente creados para el momento y muchas otras atracciones.

2. MATERIALES:

Creatividades:

1. Flyer:





2. Postal:

Ejemplo de postal (Versión creada para New York City):



3. Logo:



4. Banner para uso en las fiestas:



5. Otros materiales:

Se distribuyeron bolsas promocionales de regalo en cada uno de los cuatro eventos conteniendo un folleto de la D.O. Rueda, bolígrafo, lapicero, globo, tatuaje provisional y llavero; todos ellos customizados con la imagen y el logo de Rueda.

Se utilizaron las siguientes cantidades de materiales promocionales para las bolsas en total para los cuatro eventos celebrados (New York, Los Angeles, Chicago and Miami):

Branding material	Total amount for all 4 cities
Stressball	500
Glass with Rueda logo	384
Rueda Tattoos	2000
Porrón	4
Cornholes Game	4
Balloon	750
Giftbags*	500

* Las bolsas de regalo contenían un folleto promocional de la D.O. Rueda, un bolígrafo, un lapicero, un globo, un tatuaje provisional y un llavero.



3. PROMOCION

Publicidad Online

La campaña del Verdejo Day se promovió a nivel nacional en publicaciones digitales como las de Wine Enthusiast, Saveur or Bottlenotes.

En el cuadro mostrado a continuación se pueden ver los anuncios dedicados a la promoción del Verdejo Day:

Publication	Description	Date of Publication
Wine Enthusiast	Email Newsletter Sponsorship	JUNE
Wine Enthusiast	Email Newsletter Sponsorship	JUNE
Saveur	Custom E-Newsletter (written by the Saveur editorial staff)	24TH MAY
Saveur	Facebook Post	28TH MAY
Saveur	Facebook Post	4TH JUNE
Tasting Table	4 Sponsored email takeover (1 per city: L.A., NYC, MIA & CHI)	20TH MAY
Bottlenotes	National Branded email	29TH MAY
Bottlenotes	National Branded email	3RD JUNE
Bottlenotes	Dedicated email	12TH JUNE
Bottlenotes	2 Facebook Posts	3RD JUNE
Bottlenotes	2 Twitter Posts	3RD JUNE

Ejemplo de Newsletter enviada (Verdejo Day Campaign):

 Pola Arraiza <psvrasin@colangelopr.com>

National Verdejo Day is Coming to you! - Sponsored Sip

The Daily Sip by Bottlenotes <daily.sip@bottlenotes.com> Fri, Jun 6, 2014 at 4:20 PM
To: psvrasin@colangelopr.com

The first annual Verdejo Day is dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda. If you have trouble viewing this email, [click here](#).

[Click here to unsubscribe](#)



Sponsored Sip 



June 6, 2014

Join the Celebrations of This Rising Region and Grape

The first annual Verdejo Day is dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda.

CONNECT WITH US    

Sponsored Notes

On June 12th, join wine lovers nationwide in the celebration of **NATIONAL VERDEJO DAY**. Visit www.VerdejoDay.com to learn about our simultaneous parties in New York City, Chicago, Miami and Los Angeles and a Facebook sweepstakes! Verdejo Day is a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda.



Join wine lovers nationwide in the celebration of **NATIONAL VERDEJO DAY** June 12th. The first annual Verdejo Day is dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda. With unforgettable wines, dynamic DJs and simultaneous parties in New York City, Chicago, Miami and L.A.

Agrees this is an event not to miss!

The celebration starts at a time of unprecedented interest in the U.S. for Verdejo wine and Rueda as a region. Verdejo is a deeply aromatic, mid-dry white wine grape. Taste it and you'll see why. It's utterly perfect for spring and summer sipping. Just its recent affluence, too! With fun, balanced acidity and reasonable prices, Rueda wine is an ideal, fun-friendly and approachable, ideal for sipping all afternoon and evening with friends.

So what are you waiting for? **Sign up** to attend a Verdejo Day party near you. And visit us on IG, like the Rueda Wine Facebook page and enter the **Verdejo Day Sweepstakes** for your chance to win \$250 towards an unforgettable dinner at a Spanish restaurant near you!



Otras Promociones Online:

1. VerdejoDay.com website:

Se creó un microsite para la promoción de la campaña: <http://www.verdejoday.com>), muy útil para:

- Informar sobre la campaña y los eventos (fechas y horarios de celebración, localizaciones, direcciones, vinos y bodegas participantes, establecimientos donde poder comprar los vinos etc.)
- Redirigir el tráfico hacia la página principal de la D.O. Rueda en EE.UU. (*RuedaWines.com*)
- Comprar entradas a los eventos.
- Permitir la entrada e interacción de los participantes mediante las redes sociales



2. E-blast dirigido a consumidor final (BBDD de CPR):

CPR usó su base de datos para enviar en formato HTML (digital) la invitación para las fiestas de las cuatro ciudades. Se mandaron en tres oleadas: una un mes antes, otra dos semanas antes y otra la semana del evento.

3. Inclusión en calendarios de eventos:

Colangelo PR colocó el evento en los principales calendarios de eventos de cada mercado en los que se celebraron las fiestas. En total son 24 los calendarios en los que aparecieron anunciadas las fiestas del Verdejo Day:

- DowntownMiami.com
- Eventful (LA, NYC, MIAMI, CHI)
- Gayot.com (Miami)
- GuestofAGuestLA
- GuestofAGuestNYC
- LocalTouristChicago
- LocalWineEvents (NYC, CHI, LA, MIAMI)
- MiamiHerald
- SouthFlorida
- Spingo(NYC)
- Wikido (LA, NYC)
- Yelp (NYC, CHI, LA, MIAMI)
- SociallySuperlative.com
- CBSLosAngeles

4. Promoción a través de bloggers:

Colangelo PR se comunicó con algunos de los bloggers más importantes en cada uno de los mercados en que se celebraron las fiestas para tratar de promover el evento a través de ellos, ofreciéndoles dos entradas gratis.

Estos son algunos de los bloggers a los que se invitó a participar:

- Bigmouthgirlz.com
- Miaminewstime.com
- Chicagopinot.wordpress.com



- Dwightthewinedoctor.com
- Eastvillage-davido.blogspot.com
- Joonbug.com
- Latinawineblogger.com
- Mitchandmeltakemiami.com
- Seenheardknown.com
- Somminthecity.com
- Talk-A-Vino.com
- WhereLa.com

Ejemplo de email Newsletter (Verdejo Day Campaign):



5. Grupos en meetup.com:

Colangelo PR promovió los eventos a través de numerosos grupos de la red social Meetup con afición por España, el vino y la gastronomía. En total se publicitó el evento en **33 grupos**:

- New York City: 4
- Miami: 11
- Chicago: 15
- Los Angeles: 3

Ejemplo de Meetup Posts (uno por ciudad):



1. Los Angeles Single Professionals & Friends

Posted on May 16, 2014

Members: 6.985

RSVP's: 100

Location: Los Angeles

The screenshot shows a Meetup event page for "Los Angeles Single Professionals & Friends". The event is titled "Rooftop Wine Party! - National Verdejo Day" and is scheduled for Thursday, June 12, 2014, from 6:30 PM to 8:30 PM at the Oviatt Penthouse (617 S Olive Street, Los Angeles, CA). The event is organized by Tatiana Reif and Tiffany. The page features a sidebar with statistics for the group (6,985 members, 90 evaluations, 31 future meetups, 456 past meetups) and a list of organizers. The main content area includes a photo of the event, a description of the wine and light fare provided, and a list of attendees.

Los Angeles, CA
Fundado 30 oct 2010

Nosotros...

Members
6.985

Evaluaciones 90

Meetups futuros 31

Meetups pasados 456

Nuestro calendario

Organizadores:
Cross Town
Professionals
Philly 2 más...

Contactar

Nuestro tema es:
Friends Meeting
New People
Social
Networking
Clubs Meetup

Rooftop Wine Party! - National Verdejo Day

Tu reservación: Sí **CAMBAR**

Herramientas

100 going

Tatiana Reif
COORDINADOR DE EVENTO
Hi, I am Tatiana from Spain and a wine and food lover. I would like to discover and suggest... more
[Edit your intro](#)

Tiffany
COORDINADOR DE EVENTO
25-year old wine lover

Aaron
hi

Leona
I want to meet nice friends.

Join the Wines of Rueda in celebrating NATIONAL VERDEJO DAY
Thursday, June 12, 2014, 6:30 PM - 8:30 PM
WINE AND LIGHT FARE PROVIDED!
Must be 21+ with valid ID to attend



2. Bacchus Dinner Club

Posted on May 19, 2014
Members: 485
RSVP's: 18
Location: Miami

Bacchus Dinner Club


Inicio Miembros Patrocinadores Fotos Páginas Discusiones Más
¡Únete a nosotros!



Miami, FL
Fundado 29 ene 2012

Nosotros...

Members	485
Evaluaciones	25
Meetups futuros	3
Meetups pasados	53
Nuestro calendario	

Organizador:
Michelle 

Nuestro tema es:
Social Friends, Social

#VERDEJODAY WINE PARTY MIAMI BEACH

[Tell a friend](#) [Share](#)

jueves 12 de junio de 2014
18:00 hasta 20:30

Beach House Miami
4385 Collins Ave, Miami, FL [\(map\)](#)



This is not an official Bacchus event, as these large events are too difficult to attend as a group. I'm posting this for your information only. You must register with the link below. Register with the link below.

Want to go?
[Join and RSVP](#)

18 going

 **Aleja**
I love trying new restaurants and meeting new people.

 **Mariaclena-Diaz**
I love food, wine, and enjoying dinners with friends.

 **Adrian Roznowski**
From the Long Island surf.

 **patricia**
My name is Patricia. I would welcome the opportunity to enjoy fine food and nice people.

3. Spanish Blackbelt

Posted on May 20, 2014
Members: 1.485
RSVP's: 10
Location: New York



**Busca**
un Grupo Meetup

**Crea**
un Grupo Meetup

**26**





Spanish classes, workshops, and social networking events in New York City
Visit us at www.spanishblackbelt.com

[Inicio](#) [Miembros](#) [Patrocinadores](#) [Fotos](#) [Páginas](#) [Discusiones](#) [Más](#)  [Mi perfil](#)



New York, NY
Fundado 31 Jul 2008

Nosotros...

Spanish Fanáticos **1.485**

Evaluaciones **19**

Meetups futuros **2**

Meetups pasados **104**

Nuestro calendario

[f](#) [t](#) [v](#)

Organizadores:
Nico 
Spanish Blackbelt y 2 más...

[Contactar](#)

Nuestro tema es...

UNLIMITED SPANISH WINE & TAPAS AT VERDEJODAY WINE PARTY NY - ONLY \$25

[Imprimir boleto](#) [Exportar](#) [Tell a friend](#)
[Share](#)

jueves 12 de junio de 2014
18:30 hasta 20:30

Tavern 29
47 East 29th Street, New York, NY (map)

Hi EVERYONE! Since I am from Spain, I would like to share with you an event I am organizing, where we have the opportunity to taste together some awesome Spanish wines from Rueda here in NY! I would like to celebrate with you NATIONAL VERDEJODAY www.verdejoday.com, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, on June 12th at Tavern 29 Rooftop www.tavern29.com from 6:30 - 8:30 PM. There will be UNLIMITED WINE, delicious SPANISH TAPAS, a PRIVATE DJ & MORE SURPRISES FOR ONLY \$25 !!!

The Verdejo wines are deeply aromatic and very food friendly! Let's take a sip together and taste their balanced acidity and minerality! You'll see why it's utterly perfect for spring and summer sipping! REGISTER NOW on bit.ly/1ghuhPV !!!

REGISTER NOW on bit.ly/1ghuhPV !!!

Hope to see you soon at VERDEJODAY WINE PARTY NY and enjoy some Spanish culture!

Tu reservación: Sí
CAMBIAR

10 going

 **Tatiana Reif**
Hi, I am Tatiana and a wine and food lover. I would like to discover and suggest events.
[Edit your intro](#)

 **RichC**
I speak, read and write Spanish for work and for pleasure.

 **Angelica**
Hi, I am a food and wine lover and have lived for a long time in Spain.

 **Jonathan deVries**



4. Chicago Strictly Social

Posted on May 19, 2014

Members: 2.009

RSVP's: 10

Location: Chicago

Busca
un Grupo Meetup
Crea
un Grupo Meetup

25 ...

Chicago Strictly Social (20's - 40's)

Inicio Miembros Patrocinadores Fotos Discusiones Más
 Mi perfil

Chicago, IL

Fundado 03 ago - 2011

Nosotros...

members

2.009

Evaluaciones: 23

Meetups futuros: 7

Meetups pasados: 95

Nuestro calendario

Organizadores:

Jill Jackson

Andrew

Scott y 1 más...

[Contactar](#)

Nuestro tema es:

Social

Networking, New In Town, Fun Times

Adventure

Friends' Night

Life - Social

Social Events and

Unlimited wine & Spanish Tapas at VerdejoDay Wine Party in Chicago - only \$25

Cancel
 Imprimir boleta
 Exportar

Tell a friend
 Share

jueves 12 de junio de 2014

18:00 hasta 20:30

Blue Star Bistro and Wine Bar

1209 N Noble St, Chicago, IL ([editar mapa](#))

HI EVERYONE!

Since I am from Spain, I would like to share with you an event where we have the opportunity to taste together some awesome Spanish wines from Rueda here in Chicago!

I would like to celebrate with you NATIONAL VERDEJO DAY www.verdejo.com, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, on June 12th at Blue Star Bistro and Wine Bar www.bluestarbistroandwinebar.com from 6:00-8:30 PM. There will be UNLIMITED WINE, delicious SPANISH TAPAS, a PRIVATE DJ & MORE SURPRISES FOR ONLY \$25!!!

The Verdejo wines are deeply aromatic and very food

Tu reservación: **Sí**

CAMBIAR

10 going

Tatiana Relf
Hi, I am Tatiana from Spain and a wine and food lover. I would like to discover and suggest events...
[Edit your intro](#)

Lynn H
I'm Lynn, a Chicagoan looking to expand my social network, meet like-minded people, and attend...
[more](#)

Guoda
Hello

Trevor Weisbart
I'm 33 years old love life...
[more](#)

C/ Real 8 | 47490 Rueda | Valladolid | España | T: +34 983 868 248 | F: +34 983 868 135 | crdo.rueda@dorueda.com

www.dorueda.com

Publicidad en medios impresos

La campaña fue promovida en publicaciones nacionales como Wine Enthusiast, Saveur, Beverage Media o Tasting Panel.

En el cuadro a continuación se pueden ver las inserciones de publicidad que se realizaron en cada medio:

Publication	Description	Date of Delivery	Date of Publication
Wine Enthusiast	1/3 Page Ad	March 26th	JUNE
Wine Enthusiast	1 Page Ad	April 23th	JULY
Saveur	1 Page Ad	April 17th	JUNE
Beverage Media	1 Page (1 per state in CA, NY, FL, IL)	-	JUNE
Tasting Panel	1 Page Ad	April 17th	MAY
Somm Journal	Extra Free Ad	6th May	JUNE

En lo relativo a la campaña publicitaria del evento, aunque se siguió una misma línea de diseño, algunos aspectos se adaptaron según iba avanzando la misma, introduciendo o modificando elementos:

- Imágenes
- Nuevo logo with “Verdejo is Rueda”
- Textos diferentes





Venta de entradas

Resultado de venta de tickets obtenidos en Eventbrite:

- New York City: 115 tickets vendidos
- Miami: 71 tickets vendidos
- Chicago: 54 tickets vendidos
- Los Angeles: 97 tickets vendidos

Resultado de venta de tickets obtenidos en : Local Wine Events:

- New York City: 0 tickets (*No se utilizó este medio para Nueva York*)
- Miami: 23 tickets vendidos
- Chicago: 15 tickets vendidos
- Los Angeles: 22 tickets vendidos

Asistentes en cada uno de las fiestas al aire libre celebradas:

TOTAL ATENDEES	Eventbrite	Local Wine Events	Trade / Press	TOTAL
New York City	115	-	23	138
Miami	71	23	27	121
Chicago	54	15	11	87
Los Angeles	97	22	9	128

* 7 tickets were also sold at the door for Chicago.

Un total de **474 amantes del vino brindaron con y por Rueda en la primera edición del Verdejo Day en EE.UU.**

Importadores de vino de EE.UU.

Se quiso involucrar a los importadores como parte importante de la campaña del Verdejo Day. Todas las actividades de la campaña fueron puntualmente anunciadas a todos los importadores de Rueda en EE.UU.

Se crearon *flyers* y postales que se enviaron a cada uno de los distribuidores de Rueda en EE.UU. para promocionar el evento entre sus clientes en los cuatro mercados.

La respuesta fue muy positiva con un gran número de importadores pidiendo ampliar la información del evento, proponiendo participar en las diferentes actividades con sus vinos y promoviendo la campaña a través de sus cuentas.

4. REDES SOCIALES

Concursos y sorteos en redes sociales

El miércoles 4 de Junio se lanzó el concurso del Verdejo Day en Facebook, creado con la intención de generar expectación, fidelizar en redes sociales y ganar nuevos fans en Facebook y Twitter.

El premio final era una cena por valor de 250\$ con vino de Rueda en el restaurante español elegido por el ganador en la ciudad de su elección.

Para participar en el mismo, había que pinchar en el botón de “me gusta”, introducir algunos datos personales y confirmar que el participante era mayor de 21 años, edad legal en EE.UU. para beber alcohol.

Además, si una persona conseguía obtener 7 “me gusta” entre sus amigos, obtenía un “premio sorpresa”.

El lema del concurso era el siguiente: “Gana 250\$ para disfrutar en una inolvidable cena en el restaurante español que tú elijas! Los ganadores serán seleccionados el 20 de Junio”.



Actividad en redes sociales

* Metrics as of 06/19/2014

1. Twitter Metrics:

- Tweets: 181
- Retweets: 154
- Favoritos: 177
- Fans ganados: 26
- Menciones (@RuedaWines): 108
- Posts con el hashtag #VerdejoDay: 365

Ejemplos de tweets empleados:



2. Facebook Metrics (05/31- 06/13):

- Nuevos seguidores ganados: 946
- Total de "me gusta" (a fecha de 13 de Junio): 14,519
- Total de historias compartidas (a fecha 12 de Junio): 833
- Alcance semanal total: 237,697
- Total de impresiones: 524,742
- Impresiones diarias (a fecha de 12 de Junio): 18,561

Ejemplos de Facebook Posts del Verdejo Day:



Share

Kate Carmichael, Kari Brown, Monique Sorgen and 9 others like this

/verdejoD
witter.cc



VERDEJO DAY is here! Come celebrate with us! Getting up for the #wine party!



Liste Commente Share

Christopher Hayward, Esteban Costello de Medina and 12 others like this.



4 5

1 Hour

Report



Anuncios en Facebook

Ejemplos de anuncios realizados en Facebook:

S SAVEUR Magazine [Share your link](#)
23 hours ago · 🌐

[sponsored] Today is National Verdejo Day! All over the country, people are celebrating white wines from Spain's Rueda region. Rueda Wines are perfect for warm weather and ideal for sharing with friends. Join the fun today!



#VerdejoDay
www.verdejo.com

Like Comment Share

👤 1 share

👤 Ekaterine Eca, Antonia Baturache Botero, Silvia A Smith and 16 others like this.

 Write a comment

 The Daily Sip by Dottednotes
21 hours ago · 🌐

Join National #VerdejoDay in a city near you! #NYC #Chicago #Miami #LA
<http://tinyurl.com/ouemdsf> Rueda Wines



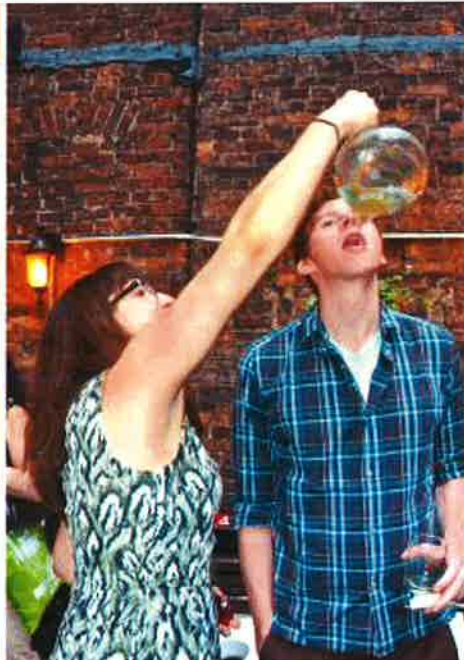
Like Comment Share

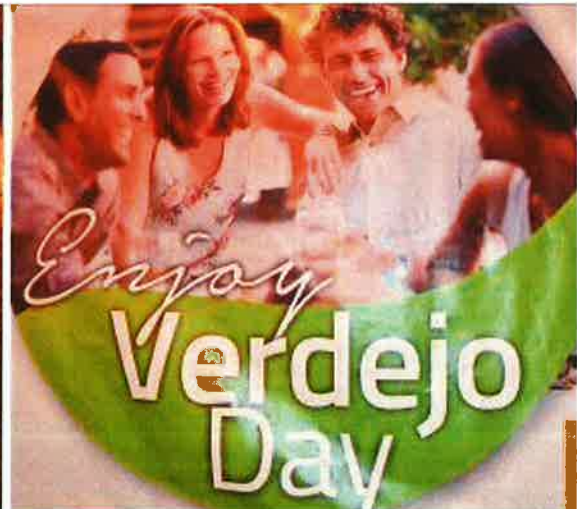
👤 Loraine T Washington, Carter Campo and 2 others like this.

 Write a comment

5. GALERIA FOTOGRAFICA

New York









Connect and enjoy with us

#verdejoday

@RuedaWines Rueda Wines

www.VerdejoDay.com

Enjoy
Verdejo Day

Rueda Verdejo is Rueda
and you're ready!
Spain's Favorite White Wine
www.winesofrueda.com

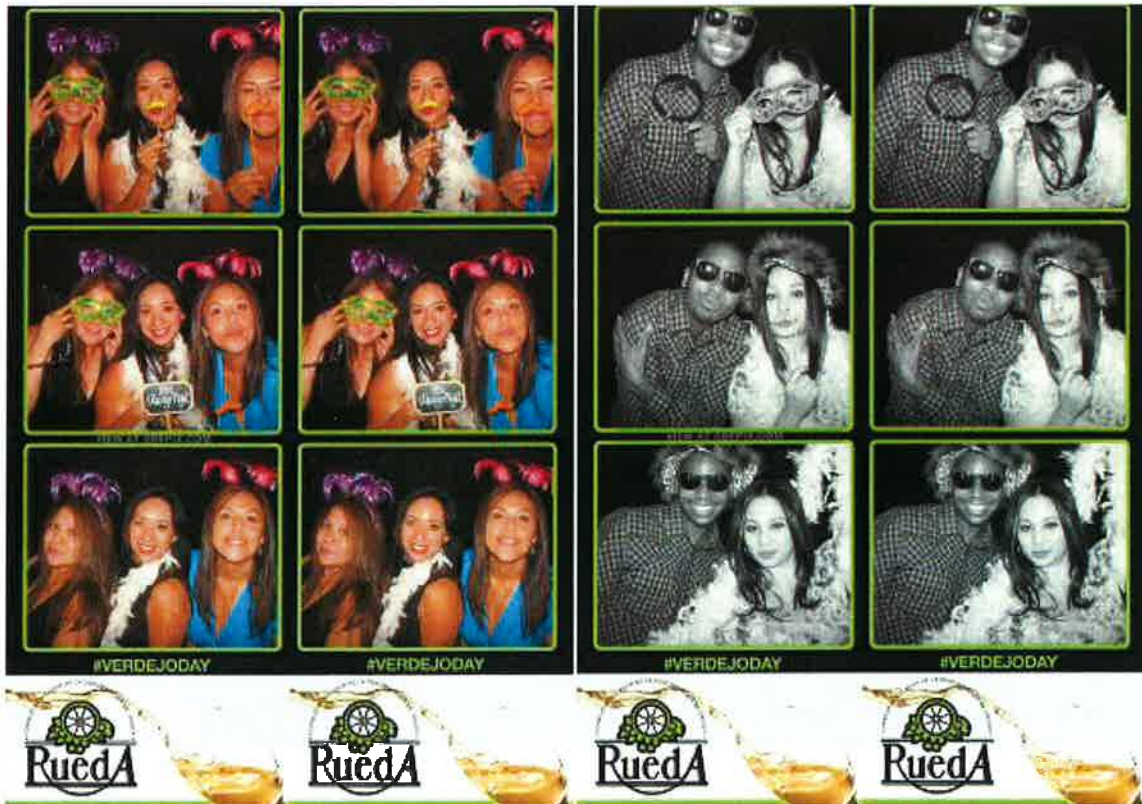
Los Angeles





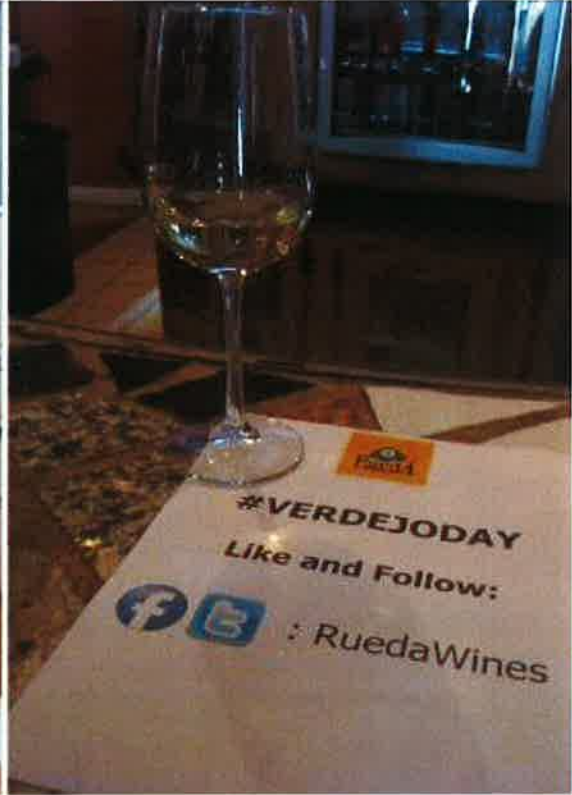


- Rueda Photo Booth L.A.



Chicago









Miami





VALORACIÓN

Consideramos que la celebración del “VERDEJO DAY” ha sido realmente un éxito tanto a nivel convocatoria, como de consecución de los objetivos marcados de notoriedad, repercusión, generación de empatía con la gente y conocimiento de los vinos, sus características y zonas.

A continuación se adjuntas los distintos anexos donde se recogen diversas repercusiones, si bien también existe en los “Media Placement” un apartado exclusivo de lo aparecido en prensa con motivo del Verdejo.

Proponemos repetir esta acción en años próximos con el fin de establecerlo como un día en el calendario americano.



ANEXO 1:

Repercusión en medios de comunicación

(El recopilatorio se encuentra en el
apartado de Media
Placement_June_Verdejo Day)



ANEXO 2:

Post en Redes Sociales

SOCIAL MEDIA APPENDIX

Twitter

- Retweeted by Tavern29
-  **Matt Lugo** @WMM1D · Jun 12
"@Tavern29 is the best place to have a wine party" #VerdejoDay
- Expand
- Retweeted by Rueda Wines
-  **Leslie is #SobeSavvy** @Just_LoveThis · Jun 17
#VerdejoDay @Ruedawines @Sbhmiami ~ Photo Recap and #WineReview by #SobeSavvy! wp.me/p3ukFl-Hp
- Expand
- Retweeted by Rueda Wines
-  **Leslie is #SobeSavvy** @Just_LoveThis · Jun 17
#VerdejoDay @Ruedawines @Sbhmiami ~ Photo Recap and #WineReview by #SobeSavvy! wp.me/p3ukFl-Hp
- Expand
- Retweeted by H_Correa_Fernandez
-  **Bodega Avelino Vegas** @AvelinoVegas · Jun 17
Nuestro Circe Verdejo 2013 estuvo presente en el #VerdejoDay de Chicago que la @DORueda celebró el pasado jueves ow.ly/y8gMR
- Expand
- Retweeted by The Couch Sessions
-  **lea** @ledemanso · Jun 16
did anyone celebrate #VerdejoDay last week? i did! here's how: bit.ly/1qm5B6G [on @couchsessions]
- Expand
- Retweeted by COOH Pub Misiones
-  **Bodega Avelino Vegas** @AvelinoVegas · Jun 17
Nuestro Circe Verdejo 2013 estuvo presente en el #VerdejoDay de Chicago que la @DORueda celebró el pasado jueves ow.ly/y8gMR
- Expand
- Retweeted by Miguel Angel
-  **Bodega Avelino Vegas** @AvelinoVegas · Jun 17
Nuestro Circe Verdejo 2013 estuvo presente en el #VerdejoDay de Chicago que la @DORueda celebró el pasado jueves ow.ly/y8gMR



Alterity @theRealAlterity · Jun 15
 EVENT: Happy National #VerdejoDay! [NYC] | x.co/4qq7Y #Tavern29

- @LexxBlaek · Jun 15
 EVENT: Happy National #VerdejoDay! [NYC] via The Couch Sessions - When I was invited to celebrate ... tinyurl.com/c32s49c



The Couch Sessions @couchsessions · Jun 15
 #READTHIS! EVENT: Happy National #VerdejoDay! [NYC] if.tl/1n0vtuj



exporting Spain @exportingSpain · Jun 14
 La #DO Rueda celebró el primer #VerdejoDay en EEUU via @vinetur >> Inkd.in/ds842u8



Online Proefnotities @Proefnotities · Jun 14
 @wijn_blog #wijnrecensie: #VerdejoDay Bodegas Gran Feudo Baluarte DO Rueda Verdejo 2013 : bit.ly/TVziQP via @proefnotities



Retweeted by Rueda Wines
LocalBozo @Localbozo · Jun 13
 We celebrated #VerdejoDay last nite at @Tavern29 on the rooftop with @RuedaWines. And we have pictures. localbozo.com/2014/06/tavern...
 New York, NY



LocalBozo @Localbozo · Jun 13
 We celebrated #VerdejoDay last nite at @Tavern29 on the rooftop with @RuedaWines. And we have pictures. localbozo.com/2014/06/tavern...
 New York, NY



Retweeted by Sat, June 21st, 2014
Colangelo PR @ColangeloPR · Jun 13
 Having a blast at #VerdejoDay @RuedaWines pic.twitter.com/Ekw6Ysrfj



Retweeted by Sat, June 21st, 2014
Rueda Wines @RuedaWines · Jun 13
 Remember to use #VerdejoDay when posting! #NYC #Chicago #Miami #LA



Retweeted by Sat, June 21st, 2014
Rueda Wines @RuedaWines · Jun 13
 #VerdejoDay was a blast! Thanks to those who celebrated with us in #NYC, #Chicago, #Miami, and #LA!



Retweeted by Sophia D'Amico · Jun 13
Rueda Wines @RuedaWines · Jun 13
 #VerdejoDay was a blast! Thanks to those who celebrated with us in #NYC, #Chicago, #Miami, and #LA!

Retweeted by Alvarozdyriez
Don Baker @DonBakerDBJ Jun 12
Verdejo: #Spain's white #wine gem bizjournals.com/dayton/blog/20... via @DBJnews #verdejoday
View summary

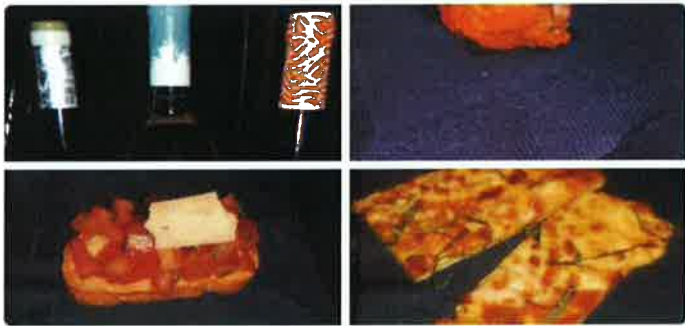
Retweeted by Alvarozdyriez
Please The Palate @plsthepalate Jun 12
Verdejo, verdejo and more verdejo for #verdejoday @ruedawines @ The Oviatt Penthouse instagram.com/p/pK_GVVAdVU
Los Angeles, CA
Expand

Please The Palate @plsthepalate Jun 13
It's wine o'clock somewhere! #verdejoday @ruedawines @ The Oviatt Penthouse instagram.com/p/pK_VP3AdV5/
Los Angeles, CA
Expand

Please The Palate @plsthepalate Jun 12
Verdejo, verdejo and more verdejo for #verdejoday @ruedawines @ The Oviatt Penthouse instagram.com/p/pK_GVVAdVU
Los Angeles, CA
Expand

Rasheda Cox @reshedacox Jun 12
#verdejoday in Chicago! instagram.com/p/pK6hK-nITK/
Expand

Retweeted by Rueda Wines
Latasha Sandoval @GardenOfAbundance Jun 12
RuedaWines Wonderful x BlueStarBistro 4 #VerdejoDay Food, wine, atmosphere! We'll b bak! Thnx agn SocialLife_Chrl pic.twitter.com/V1197ek7n0y
View photo



Senorita Vino @SenoritaVino Jun 12
#Cheers, LA! Feliz #verdejoday! #wine lover pic.twitter.com/U1DCVWxJvR
View photo

Gino Colangelo @GinoColangeloSPE Jun 12
#verdejoday in LA. Much more sedate than NY! pic.twitter.com/MkdnAbaZbF
View photo

Retweeted by Kayla Katswin
Julie Campus @JulieCampus Jun 12
Time to refill our glasses! So tasty #VerdejoDay #NYC pic.twitter.com/EQYcE6S8WT
View photo

Retweeted by Kayla Katswin
The Wine Expert @TheWineExpert Jun 12
Who knew it was also #VerdejoDay Drink some Nisia or Paso a Paso today for some crisp white wine fun!



Kristal @The_Real_KShipp · Jun 12
 Taking a page from @NicOfTyme 's book. Definitely a
 #VerdejoDay... #GameBeforeTheGame pic.twitter.com/vgaey9aCg1V

Los Angeles, CA

Hide photo

Reply Retweet Favorite More



3:09 PM · 12 Jun 2014 · Details

Flag media

Reply to @The_Real_KShipp @NicOfTyme



Niccolò @NicOfTyme · Jun 12
 @The_Real_KShipp yaaaaa! #GetYoLife

Expand



Raymond Peters @rmpeters · Jun 12
 Join National #VerdejoDay in a city near you! #NYC #Chicago #Miami #LA
 tinyurl.com/ouemdsf via @thedailysip @bottlenotes @RuedaWines

View summary



Senorita Vino @SenoritaVino · Jun 12
 #verdejoday at the Oviatt in downtown LA. @RuedaWines
 pic.twitter.com/sB7SUBLEM9

Hide photo

Reply Retweet Favorite More



Retweeted by [Aurilio Baines](#)
Dana Fortini (@daveinthecane) · Jun 12
Happy #VerdejoDay! Let's get this party started with some #wine!
[Expand](#)

Retweeted by [Fragrant World](#)
Maggie Doherty (@maggiedoherty) · Jun 12
The #perron, socially acceptable form of consumption in Rueda #VerdejoDay
pic.twitter.com/KVdfKj3qU1
New York, NY



RETWEETS: 3
FAVORITES: 2
[Reply](#) [Retweet](#) [Favorite](#) [More](#)

Bacchus Dinner Club (@BacchusDinner) · Jun 12
Verdejo: perfect for Miami's warm evenings! #verdejoday Great time with friends pic.twitter.com/VhVzvAMdzT



RETWEETS: 1
FAVORITES: 2
[Reply](#) [Retweet](#) [Favorite](#) [More](#)

9:15 PM · 12 Jun 2014 · Details

Reply to [@BacchusDinner](#)

Retweeted by [Aurilio Baines](#)
Michelle Sague (@michsag) · Jun 12
#verdejoday Perfect Day! pic.twitter.com/b9K4YKQHG
[View photo](#)

Retweeted by [Please The Palate](#)
Please The Palate (@pleasethepalate) · Jun 12
What a spread! Why? It's #verdejoday @ruedawines @TheOviattPenthouse
Instagram: [com/1pKymIDAeT](https://www.instagram.com/p/1pKymIDAeT/)
New York, NY
[Expand](#)



David Barish

Twitterist · Jun 12

At Verdejo Spain's favorite White Wine at Refinery 29 Awesome event
#VerdejoDay #RuedaDeFrensa pic.twitter.com/larzoTQlnH

View translation

Hide photo

Reply Retweet Favorite More



FAVORITE

1



Retweeted by Rueda Wines

Julie Campus

@julisc022 · Jun 12

Time to refill our glasses! So tasty #VerdejoDay #NYC
pic.twitter.com/EQYcE8S8WT

Hide photo

Reply Retweet Favorite More



RETWEETED BY

2

3



11:45 PM - 12 Jun 2014 · DARK

Flag photo

Reply to @julisc022 @RuedaWines

Retweeted by Rueda Wines
Sergio Fernandez @SergioFernandez Jun 12
=VerdejoDay Miami pic.twitter.com/S1FYwp8yU
Miami Beach, FL



Retweeted by Rueda Wines
Juliana Colangelo @JuliazColang Jun 12
=VerdejoDay @RuedaWines Miami to NYC to Chicago to Ia! Taking over!
pic.twitter.com/FY3NIRvtHE

Hide photo Reply Retweet Favorite More

Verizon LTE 7:43 PM 62%

ESTEFABARCIA REPLY



estefabarcia
Happy verdejo

Like Comment Retweet

Facebook



ShutterBox Photo Booth Los Angeles

June 12 · 🌐

It's Wine Thirty at the The Oviatt Penthouse #verdejoday, #ruedawines, #verdejograpes, #shutterboxLA



Like · Comment · Share

👍 Terry L Ortega and Bodegas Castelo de Medina like this.



www.LocalWineEvents.com

June 11 at 2:06pm · 🌐

👍 Like Page

Hey Chicago - Save 40% on the #VerdejoDay Wine Party!
http://www.localwineevents.com/ticket_deals/detail/526487

Enjoy
Verdejo Day
June 12th!
Find out more:
www.verdejoday.com

Ticket Deal for #VerdejoDay Wine Party - Chicago:
LocalWineEvents.com : Wine, Food, Beer, Or Spirits
Find Food & Wine Events in your city. A collective listing of food, wine, beer and...

Like · Comment · Share 👍👍👍 14



The Couch Sessions

15 mins · 🌐

👍 Like Page

Cornhole, temporary tattoos, chugging from decanters, and tons and tons of white wine at the first annual National #VerdejoDay!

<http://www.thecouchsessions.com/2014/06/event-happy-national-verdejo-day-nyc/>



The Couch Sessions | EVENT: Happy National #VerdejoDay! [NYC]

When I was invited to celebrate the first annual #VerdejoDay on June 12th, my...

[THE COUCH SESSIONS.COM](http://www.thecouchsessions.com/)



Table Matters

June 12 at 4:26pm · 🌐

👍 Like Page

It's #VerdejoDay! Celebrate with these refreshing Rueda Wines for happy hour.

<http://tablematters.com/2014/06/04/white-hot/>



White Hot

It was a hot September evening in Valladolid. I was seated outside a café on the Plaza Mayor, sipping on a glass of verdejo from the nearby Rueda alongside several plates of tapas, surrounded by crowds of people doing the same. In Spain, this...

[TABLE MATTERS](http://tablematters.com/)

👍 Like Comment Share



Oro de Castilla

Like Page

June 17 at 3:03pm

D O Rueda organiza el primer #VerdejoDay en USA. ¡Nueva York, Chicago, Los Ángeles y Miami se rindieron al sabor de nuestros vinos! Podéis leer un artículo muy completo y en castellano en el siguiente enlace de la revista Recetum <http://goo.gl/YHPMJ>



Like Comment Share 14 2

Having a blast at #VerdejoDay in #NYC!



Share



Matt Lugo added 2 new photos

June 17 at 8:47pm

#VerdejoDay in Miami!





Vineatsi

June 12 at 12:05pm

Like Page

#verdejoday snacks! More cheese please



Like Comment Share 2

Rueda Wines posted 3 updates



Rueda Wines

June 12 at 7:26pm

Like Page

#VerdejoDay in Chicago!

Photo credit: Allison Jane



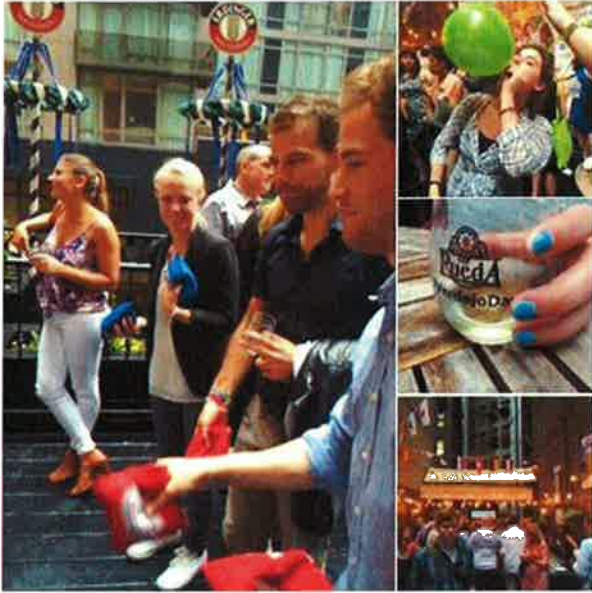
Like Comment Share 5 1



Rueda Wines added 5 new photos
June 12 at 7:17pm

Like Page

#VerdejoDay in NYC!



Like Comment Share 12



ANEXO 3:

Presencia en calendarios de eventos



Calendar Listings Results

CBSLosAngeles.com

May, 2014

LA


Circulation: 914,451





CBS Los Angeles Your Home Buy Tickets More ▾
 FOLLOW US

#VERDEJODAY ROOFTOP WINE PARTY -...



Enjoy
Verdejo Day
 June 12th!
 Find out more:
www.verdejoday.com

Jun 12, 2014
 Thu 6:30 PM - 8:30 PM

Cicada Restaurant & Lounge
 617 S Olive Street
 Los Angeles, CA 90014
[Map](#)

FIND TICKETS [Eventbrite](#)

PERFORMERS: no performers listed

SHARE:

MORE INFO

EVENT DETAILS

YOU ARE INVITED! Join us in celebrating NATIONAL VERDEJO DAY - June 12th! Oviatt Penthouse <http://www.oviat.com/> 617 South Olive St., Los Angeles, CA 90014 6:30-8:30 PM. The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is [ss] [t] approaching! Dance the night away among the twinkling lights of downtown LA. Rueda verdejo wines and light fare will be provided.

WHILE THE WINE IS UNLIMITED, SPACE IS NOT. GET YOUR TICKETS NOW!
 Must be 21+ with valid ID to attend

COST
 25.00

LINKS
 Buy tickets at EventBrite.com | Tickets | [#VerdejoDay](#) | Event details at localwineevents.com/

DowntownMiami.com

June, 2014
 National
 Circulation: 3,207



Tweet 0 +1 0 Like 0

Email Favorite Print

National Verdejo Day Outdoor Wine Party

at Soho Beach House Thu Jun 12



I'M GOING
(0 people are going)

LOCATION MAP

COMMENTS (0)

Location

Soho Beach House
4385 Collins Avenue
Downtown Miami - 33140 (map)

Tel: 646-624-2885
mbandola visit our Website.

Date & Time

Thu, Jun 12, 2014
(6 p.m. - 8:30 p.m.)

Coat (in \$): \$25

TICKETS
GIGS

Description

The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda and wine lovers nationwide in the celebration of National Verdejo Day – June 12th! With unforgettable wines, dynamic DJs and simultaneous parties in New York City, Chicago, Miami and Los Angeles this is an event not to miss! This day comes at a time of skyrocketing interest in Verdejo wines and Rueda, as a region, in the US. Verdejo is a deeply aromatic, dry white wine grape. Take a sip and you'll see why it's (more)



EVENTS MOST POPULAR

THU 05 FRI 06 SAT 07 SUN 08 MON 09 TUE 10 WED 11

See all events >

LOCATION MAP



Eventful-LA

May, 2014

LA

Circulation: 22,294

eventful

1010 Avenue of the Americas, Suite 300 * New York, NY 10018 * T.646.624.2885 * F.646.624.2893
www.colangelopr.com



Like Share

June 12, 2014
Thursday 6:30 PM - 8:30 PM

Cicada Restaurant & Lounge
617 S Olive Street
Los Angeles, California 90014
[Map](#)

[FIND TICKETS](#) [LOCALWINEEV...](#)

PERFORMERS:

No Performers Listed

0 people like this event

Going to this event?



I'M GOING

I WANNA GO

More people going:



Share on Facebook

EVENT DETAILS

#VERDEJODAY ROOFTOP WINE PARTY - LOS ANGELES

YOU ARE INVITED! Join us in celebrating NATIONAL VERDEJO DAY - June 12th! Oviatt Penthouse <http://www.oviatl.com/> 617 South Olive St., Los Angeles, CA 90014 6:30-8:30 PM! The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Dance the night away among the twinkling lights of downtown L.A. Rueda verdejo wines and light fare will be provided.

WHILE THE WINE IS UNLIMITED, SPACE IS NOT. GET YOUR TICKETS NOW!

Must be 21+ with valid ID to attend

Cost: 25.00

Categories: Food & Wine | Neighborhood

LINKS:

[Buy tickets at EventDate.com](#) | [#verdejoDay](#) | [Event details at localwineevents.com](#) | [Tickets](#)

Eventful- Miami

May, 2014

Miami, FL

Circulation: 48,804



eventful



June 12, 2014

Thursday 6:00 PM - 8:30 PM

Soho Studios

2136 NW 1st Avenue Miami, Florida 33127

[Map](#)

#VERDEJODAY OUTDOOR WINE PARTY - MIAMI

Join the Wines of Rueda in celebrating NATIONAL VERDEJO DAY - June 12th! Soho Beach House www.sohobeachhouse.com 4385 Collins Avenue, Miami Beach, FL 33140 6:00-8:30 PM Wine and Light Fare Provided *Must be 21+ with valid ID to attend* The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish region D.O. Rueda, is fast approaching! Join Rueda verdejo wines and light fare will be provided. **WHILE THE WINE IS UNLIMITED, SPACE IS NOT. GET YOUR TICKETS NOW!** *Must be 21+ with valid ID to attend*

Cost: 25.00

Categories: Food & Wine

LINKS:

[#VerdejoDay Miami](#)

Event details may change at any time, always check with the event organizer when planning to attend this event or purchase tickets.

Eventful-NYC

May, 2014

NYC



Circulation: 14,998

eventful

#VERDEJODAY ROOFTOP WINE PARTY - NEW YORK IN NEW YORK



Like Share 0 +1 0

June 12, 2014 Thursday 6:30 PM - 9:00 PM

Tavern 29 47 E. 29th St. New York, New York Map

FIND TICKETS LOCALWINEEV...

PERFORMERS: No Performers Listed

0 people like this event

Going to this event?



I'M GOING I WANNA GO

Share on Facebook

More people going:



EVENT DETAILS

#VERDEJODAY ROOFTOP WINE PARTY - NEW YORK CITY

The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda and wine lovers nationwide in the celebration of National Verdejo Day - June 12th! With unforgettable wines, dynamic DJs and simultaneous parties in New York City, Chicago, Miami and Los Angeles this is an event not to miss!

This day comes at a time of skyrocketing interest in Verdejo wines and Rueda, as a region, in the US. Verdejo is a deeply aromatic, dry white wine grape. Take a sip and you'll see why it's utterly perfect for spring and summer sipping (not to mention affordable, too). With their balanced acidity and minerality, wines from Rueda are extremely food-friendly and versatile, ideal for popping at a moment's notice and sharing with friends.

Praised as Spain's next rising star, Verdejo has been featured in publications such as The New York Times, Chicago Tribune, GQ, Smooth, Tasting Panel, Wine Spectator, San Francisco Chronicle, Tasting Table, Fine Cooking, Saveur and many more.

Cost: 25.00

Categories: Food & Wine | Neighborhood

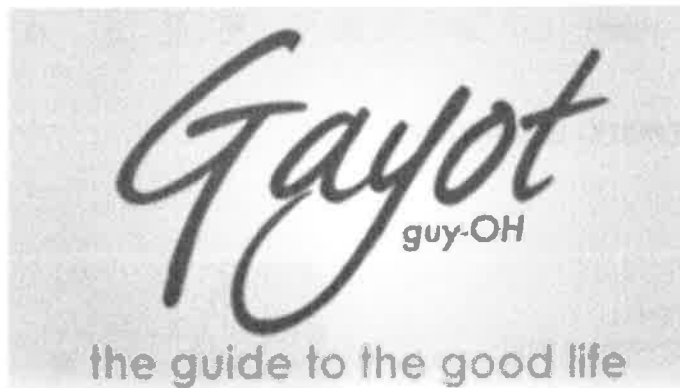
Gayot.com

June, 2014 National

1010 Avenue of the Americas, Suite 300 * New York, NY 10018 * T.646.624.2885 * F.646.624.2893 www.colangelopr.com



Circulation: 363,495



June 12

The **first annual Verdejo Day**, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda and wine lovers nationwide in the celebration of National Verdejo Day - June 12th! With unforgettable wines, dynamic DJs and simultaneous parties in New York City, Chicago, Miami and Los Angeles this is an event not to miss! This day comes at a time of skyrocketing interest in Verdejo wines and Rueda, as a region, in the US. Verdejo is a deeply aromatic, dry white wine grape. Take a sip and you'll see why it's utterly perfect for spring and summer sipping (not to mention affordable, too). With their balanced acidity and minerality, wines from Rueda are extremely food-friendly and versatile, ideal for popping at a moment's notice and sharing with friends. The New York event takes place from 6:30 p.m. to 9:30 p.m. on the rooftop of Tavern 29. Register at www.verdejoday.com

Guest of a Guest - LA

May, 2014

National

Circulation: 75,887

GUEST *of a* GUEST



GUEST of a GUEST

LOS ANGELES EVENTS SOCIETY NEWS GUESTS CALENDAR



LOS ANGELES | CALENDAR

#VERDEJODAY ROOFTOP WINE PARTY - LOS ANGELES

BY MONTH

type to find events

Like Share 0 Tweet 0

ABOUT

YOU ARE INVITED! Join us in celebrating NATIONAL VERDEJO DAY - June 12th! Oviatt Penthouse <http://www.oviat.com/> 617 South Olive St., Los Angeles, CA 90014 6:30-8:30 PM. The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Dance the night away among the twinkling lights of downtown LA. Rueda verdejo wines and light fare will be provided. WHILE THE WINE IS UNLIMITED, SPACE IS NOT. GET YOUR TICKETS NOW! *Must be 21+ with valid ID to attend*

LOCATION

617 S Olive St Los Angeles, CA 90014

WHEN

Thursday, June 12 @ 6:30 PM

ADMISSION

Ticketed Event

EVENT TYPE

Other

MORE INFORMATION

View Event



LATEST FROM INSTAGRAM



Feedback

GuestOfAGuest-NYC

May, 2014

NYC

Circulation: 100,890

GUEST of a GUEST



NEW YORK | CALENDAR

#VERDEJODAY ROOFTOP WINE PARTY

by @colangelo

Libe Open 30 Photos 0

ABOUT

The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda and wine lovers nationwide in the celebration of National Verdejo Day - June 1, 2017! With unforgettable wines, dynamic DJs and simultaneous parties in New York City, Chicago, Miami and Los Angeles this is an event not to miss! This day comes at a time of skyrocketing interest in Verdejo wines and Rueda, as a region, in the US. Verdejo is a deeply aromatic, dry white wine grape. Take a sip and see if you why it's widely perfect for sipping and savoring sipping (not to mention affordable, too). With their balanced acidity and minerality, wines from Rueda are extremely food-friendly and versatile, ideal for popping at a moment's notice and sharing with

LOCATION

47 E 24th St

WHEN

Thursday, June 12 @ 6:00 PM

ADMISSION

Ticketed Event

EVENT TYPE

Other

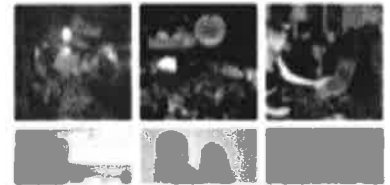
MORE INFORMATION

View More

Topic: Food & Drink



LATEST FROM INSTAGRAM



LocalTourist.com

May, 2014

Chicago, IL

Circulation: 6,204



THE LOCAL TOURIST

You are here...



Posted by: CPR

When:

06/12/2014 - 6:00pm to 8:30pm

\$25

Downtown

Type of Event:

Wine Events

Ages: 21+

Join the Wines of Rueda in celebrating NATIONAL VERDEJO DAY - June 12th!
Blue Star Bistro & Wine Bar www.bluestarbistroandwinebar.com 1209 N. Noble St.
6:00-8:30 PM Wine and Light Fare Provided *Must be 21+ with valid ID to attend*
The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda verdejo wines and light fare will be provided. WHILE THE WINE IS UNLIMITED, SPACE IS NOT. GET YOUR TICKETS NOW! *Must be 21+ with valid ID to attend*



LocalWineEvents.com

May, 2014

Chicago, IL

Circulation: 48,804



#VerdejoDay Wine Party - Chicago

June 12, 2014 (Thu) from 6:00 PM - 8:30 PM

Blue Start Bistro and Wine Bar

1209 N Noble St

Chicago, IL 60642

Phone: 646-624-2885



Map it

Cost: \$25

Event ID #536487



Tags: Music Light Appetizers Wine

The first annual Verdejo Day, a day dedicated to celebrating the signature



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Praised as Spain's next rising star, Verdejo has been featured in publications such as The New York Times, Chicago Tribune, GQ, Smooth, Tasting Panel, Wine Spectator, San Francisco Chronicle, Tasting Table, Fine Cooking, Saveur and many more!

Visit Event Website: www.verdejoday.com



Tweet This



Share This



Tell a Friend



Pin it



Add to Calendar

Posted By: Juliana Colangelo

[Contact the Poster](#) | [View Other Events by this Poster](#)

LocalWineEvents- LA

May, 2014

NYC

Circulation: 40,763





#VerdejoDay Rooftop Wine Party - Los Angeles

June 12, 2014 (Thu) from 6:30 PM - 8:30 PM

Oviatt Penthouse

617 S Olive St.
Los Angeles, CA 90014
Phone: 646-624-2885

Map it

Cost: \$25

Interested in Attending?

Event Details

Event ID #536486

Tags: [Wine](#) [Light Appetizers](#) [Music](#)

YOU ARE INVITED! Join us in celebrating NATIONAL VERDEJO DAY - June 12th! Oviatt Penthouse <http://www.oviat.com/> 617 South Olive St., Los Angeles, CA 90014 6:30-8:30 PM. The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Dance the night away among the twinkling lights of downtown LA. Rueda verdejo wines and light fare will be provided.

WHILE THE WINE IS UNLIMITED, SPACE IS NOT. GET YOUR TICKETS NOW!
Must be 21+ with valid ID to attend

Visit Event Website: www.verdejoday.com



Tweet This



Share This



Tell a Friend



Pin it



Add to Calendar

LocalWineEvents- Miami

May, 2014

Miami

Circulation: 40,763





#VerdejoDay Wine Party - Miami

June 12, 2014 (Thu) from 6:00 PM - 8:30 PM

SOHO Beach House

4385 Collins Avenue
Miami Beach, FL 33140
Phone: 646-624-2885



Map it

Cost: \$25

Interested in Attending?

Event Details

Event ID #536485

Tags: Music Light Appetizers Wine

The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda and wine lovers nationwide in the celebration of National Verdejo Day - June 12th! With unforgettable wines, dynamic DJs and simultaneous parties in New York City, Chicago, Miami and Los Angeles this is an event not to miss!

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Visit Event Website: www.verdejoday.com

LocalWineEvents- NYC

May, 2014

NYC

Circulation: 40,763





#VerdejoDay Rooftop Wine Party - New York City

June 12, 2014 (Thu) from 6:30 PM - 9:00 PM

Tavern 29 Rooftop

47 E 29th St
New York, NY 10016
Phone: 646-624-2885



Cost: \$25

Interested in Attending?

Event Details

Event ID #536482

Tags: Music Light Appetizers Wine

The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda and wine lovers nationwide in the celebration of National Verdejo Day - June 12th! With unforgettable wines, dynamic DJs and simultaneous parties in New York City, Chicago, Miami and Los Angeles this is an event not to miss!

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Visit Event Website: www.verdejoday.com

Southflorida.com

May 2014

Miami, FL

Circulation: 1,166,867

The Miami Herald



VerdejoDay Soho Beach House Party

Thursday, Jun 12 6:00p

Soho Beach House

Miami Beach, FL

Those 21+ with valid ID invited to join the Wines of Rueda in celebrating National Verdejo Day, a day celebrating the signature grape of the Spanish wine region of D.O. Rueda, with wine and light fare plus music by DJ provided.

SociallySuperlative.com

May, 2014

NYC

Circulation: 2,478





#VERDEJODAY ROOFTOP WINE PARTY – NEW YORK CITY

Join the Wines of Rueda in celebrating NATIONAL VERDEJO DAY on **June 12th, 2014!**

Tavern 29 Rooftop www.tavern29.com 47 E 29th St, New York, NY 10016 6:30-9 PM Wine and Light Fare Provided

Must be 21+ with valid ID to attend

The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching!



Southflorida.com

May 2014

Miami, FL

Circulation: 62,104

Southflorida.com



House Wine Party

Thu., Jun. 12, 6 p.m.

4385 Collins Avenue

Soho House Cecconis Restaurant

\$25 | 646-625-2885

Miami | Website

Map

Verdejo Day Soho Beach House Wine Party - Miami Join the Wines of Rueda in celebrating National Verdejo Day, a day dedicated to celebrating the signature grape of Spanish region D.O. Rueda. Wine and light fare provided. Must be 21+ with valid ID to attend.

House Wine Party

Spingo-Gotham Gazette

May, 2014

NYC

Circulation: 17,550





#Verdejoday Rooftop Wine Party

6:30 PM | Thursday Jun 12, 2014

[NEXT](#) [PROMOTE](#)



Join the Wines of Rueda in celebrating NATIONAL VERDEJO DAY on June 12th! Tavern 29 Rooftop www.tavern29.com 47 E 29th St, New York, NY 10016 6:30-9 PM Wine and Light Fare Provided *Must be 21+ with valid ID to attend* The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching!

Admission: \$25



Tavern29
47 E 29th St
New York, NY 10036
[directions](#) [street view](#)

Media / Links

Event Website

Event Website

[bit.ly](#)

[bit.ly](#)

Wikido-Chicago

May, 2014

Chicago

Circulation: 55,881



Wikido.com

May 2014
 Los Angeles, CA
 Circulation: 47.047 monthly online



#VERDEJODAY ROOFTOP WINE PARTY - LOS ANGELES

A large, faint image of a wine glass is positioned on the left side of the central text block.

Enjoy

Verdejo Day

June 12th!

Find out more:
www.verdejoday.com



☐ Thu 6/12 🕒 6:30 pm

OU ARE INVITED! Join us in celebrating NATIONAL VERDEJO DAY - June 12th! Oviatt Penthouse <http://www.oviatt.com/> 617 South Olive St., Los Angeles,...

- *Where:* **LOS ANGELES, CA. Oviatt Penthouse**

Wikido.com

May 2014

New York, NY

Circulation: 47.047 monthly online



■#VERDEJODAY ROOFTOP WINE PARTY - NEW YORK CITY



Enjoy

Verdejo Day

June 12th!

Find out more:

www.verdejoday.com



☐ Thu 6/12 🕒 6:30 pm

Join the Wines of Rueda in celebrating NATIONAL VERDEJO DAY on June 12th! Tavern 29 Rooftop www.tavern29.com 47 E 29th St, New York, NY 10016 6:30...

- *Where: **NEW YORK, NY. Tavern29S, CA. Oviatt Penthouse***


- **Yelp.com**

- May 2014
- Chicago, IL
- Circulation: 25,601,410



-
-
- **#verdejo day wine party - chicago**
- **Category:** Other
- **When:** Thursday, June 12, 2014 6:30 pm
-
- **Add to Calendar**
- **Where:** Blue Star Bistro & Wine Bar
-
- 241 reviews
- 1209 N Noble St
- Chicago, IL 60642
- (773) 278-2233
- **How:** Official Website
- Tickets
- **Cost:** \$25.00



- **Submitted by:**
- 
- D R. See all of D R.'s events »
- **What/Why:** Join the Wines of Rueda in celebrating NATIONAL VERDEJO DAY - June 12th! Blue Star Bistro & Wine Bar bluestarbistroandwinebar... 1209 N. Noble St. 6:00-8:30 PM Wine and Light Fare Provided *Must be 21+ with valid ID to attend* The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda verdejo wines and light fare will be provided.
-
- **WHILE THE WINE IS UNLIMITED, SPACE IS NOT. GET YOUR TICKETS NOW!**
Must be 21+ with valid ID to attend
-

Yelp.com

May 2014

Los Angeles, CA

Circulation: 25,601,410



#verdejoday rooftop wine party - los angeles

Category: Other

When: Thursday, June 12, 2014 6:30 pm

Add to Calendar

Where: Oviatt Penthouse



32 reviews
617 S Olive St
Penthouse Ste
Los Angeles, CA 90017
(213) 379-4172

How: Official Website

Tickets

Cost: \$25.00

What/Why: YOU ARE INVITED! Join us in celebrating NATIONAL VERDEJO DAY - June 12th! Oviatt Penthouse oviatt.com 617 South Olive St., Los Angeles, CA 90014 6:30-8:30 PM. The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Dance the night away among the twinkling lights of downtown LA. Rueda verdejo wines and light fare will be provided.

WHILE THE WINE IS UNLIMITED, SPACE IS NOT. GET YOUR TICKETS NOW!

Must be 21+ with valid ID to attend

Yelp.com

May 2014

Miami, FL

Circulation: 25,601,410



#verdejo day soho beach house wine party - miami

Category: Other

When: Thursday, June 12, 2014 6:00 pm



Add to Calendar

Where: Soho Beach House

45 reviews

4385 Collins Ave

Miami Beach, FL 33140

(786) 507-7900

How: Official Website

Tickets

Cost: \$25.00

What/Why: Join the Wines of Rueda in celebrating NATIONAL VERDEJO DAY - June 12th! Soho Beach House sohobeachhouse.com 4385 Collins Avenue, Miami Beach, FL 33140 6:00-8:30 PM Wine and Light Fare Provided *Must be 21+ with valid ID to attend* The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish region D.O. Rueda, is fast approaching! Join Rueda verdejo wines and light fare will be provided.

WHILE THE WINE IS UNLIMITED, SPACE IS NOT. GET YOUR TICKETS NOW! *Must be 21+ with valid ID to attend*

Yelp.com

May 2014

New York, NY

Circulation: 25,601,410



#verdejoday rooftop wine party - new york city

1010 Avenue of the Americas, Suite 300 * New York, NY 10018 * T.646.624.2885 * F.646.624.2893
www.colangelopr.com



Category: Other

When: Thursday, June 12, 2014 6:30 pm

Add to Calendar

Where: Tavern29

47 East 29Th Street

New York, NY 10016

How: Official Website

Tickets

Cost: \$25.00

Submitted by:



D R. See all of D R.'s events »

What/Why: Join the Wines of Rueda in celebrating NATIONAL VERDEJO DAY on June 12th! Tavern 29 Rooftop tavern29.com 47 E 29th St, New York, NY 10016 6:30-9 PM Wine and Light Fare Provided *Must be 21+ with valid ID to attend* The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching!

WineMag.com

May, 2014

Chicago

Circulation: 94, 460

WINE ENTHUSIAST.



THE WORLD IN YOUR GLASS



CHICAGO: VERDEJO DAY WINE PARTY

Date/Time

Jun 12, 2014
06:00 PM until 08:00 PM

Description



"The first annual **Verdejo Day**, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda and wine lovers nationwide in the celebration of National Verdejo Day - June 12th! With **unforgettable wines, dynamic DJs and simultaneous parties** in New York City, Chicago, Miami and Los Angeles this is an event **not to miss!**

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<http://www.eventbrite.com/e/verdejoday-wine-party-chicago-tickets-11584476481?aff=eorg>

WineMag.com

May, 2014

LA

Circulation: 94, 460

WINE ENTHUSIAST

 THE WORLD IN YOUR GLASS



LOS ANGELES: VERDEJO DAY ROOFTOP WINE PARTY

Date/Time

Jun 12, 2014
06:30 PM until 08:30 PM

Description



"The first annual **Verdejo Day**, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda and wine lovers nationwide in the celebration of National Verdejo Day - June 12th! With **unforgettable wines, dynamic DJs and simultaneous parties** in New York City, Chicago, Miami and Los Angeles this is an event **not to miss!**

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<http://www.eventbrite.com/e/verdejoday-rooftop-wine-party-los-angeles-tickets-11584536661?aff=eorg>

WineMag.com

May, 2014

NYC

Circulation: 94, 460

WINE ENTHUSIAST.



THE WORLD IN YOUR GLASS

1010 Avenue of the Americas, Suite 300 * New York, NY 10018 * T.646.624.2885 * F.646.624.2893
www.colangelopr.com



NEW YORK CITY: VERDEJO DAY ROOFTOP WINE PARTY

Date/Time

Jun 12, 2014
06:30 PM until 09:00 PM

Description

Pin it



"The first annual **Verdejo Day**, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda and wine lovers nationwide in the celebration of National Verdejo Day - June 12th! With **unforgettable wines, dynamic DJs and simultaneous parties** in New York City, Chicago, Miami and Los Angeles this is an event **not to miss!**

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<http://www.eventbrite.com/e/verdejoday-rooftop-wine-party-new-york-city-tickets-11577319073?aff=eorg>

WineMag.com

May, 2014

Miami

Circulation: 94, 460

WINE ENTHUSIAST.



THE WORLD IN YOUR GLASS

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ANEXO 4:

Presencia en LinkedIn



LinkedIn Results

American Wine Community Group - LinkedIn

May, 2014

National

Circulation: 30,000 members in group.



The screenshot shows a LinkedIn post from the "American Wine Community" group. The post is titled "#VerdejoDay Wine Party June 12th!" and is authored by Ferdinand Pougatch, Public Relations and Communication at Colangelo & Partners. The post text describes the first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda. It mentions that the event will be held nationwide in New York City, Chicago, Miami, and Los Angeles. The post also includes a link to an Eventbrite page for the event and a note that the organizer is using Eventbrite to organize upcoming events.

#VerdejoDay Wine Party June 12th!
Ferdinand Pougatch
Public Relations and Communication at Colangelo & Partners

The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda and wine lovers nationwide in the celebration of National Verdejo Day - June 12th! With unforgettable wines, dynamic DJs and simultaneous parties in New York City, Chicago, Miami and Los Angeles this is an event not to miss!

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<http://www.eventbrite.com/o/wines-of-rueda-6567459649?s=24972031>

Please let me know if you need any other information.

Thank you very much for your help.

Wines of Rueda eventbrite.com
Wines of Rueda is using Eventbrite to organize 4 upcoming events. Check out Wines of Rueda's events, learn more, or contact this organizer.

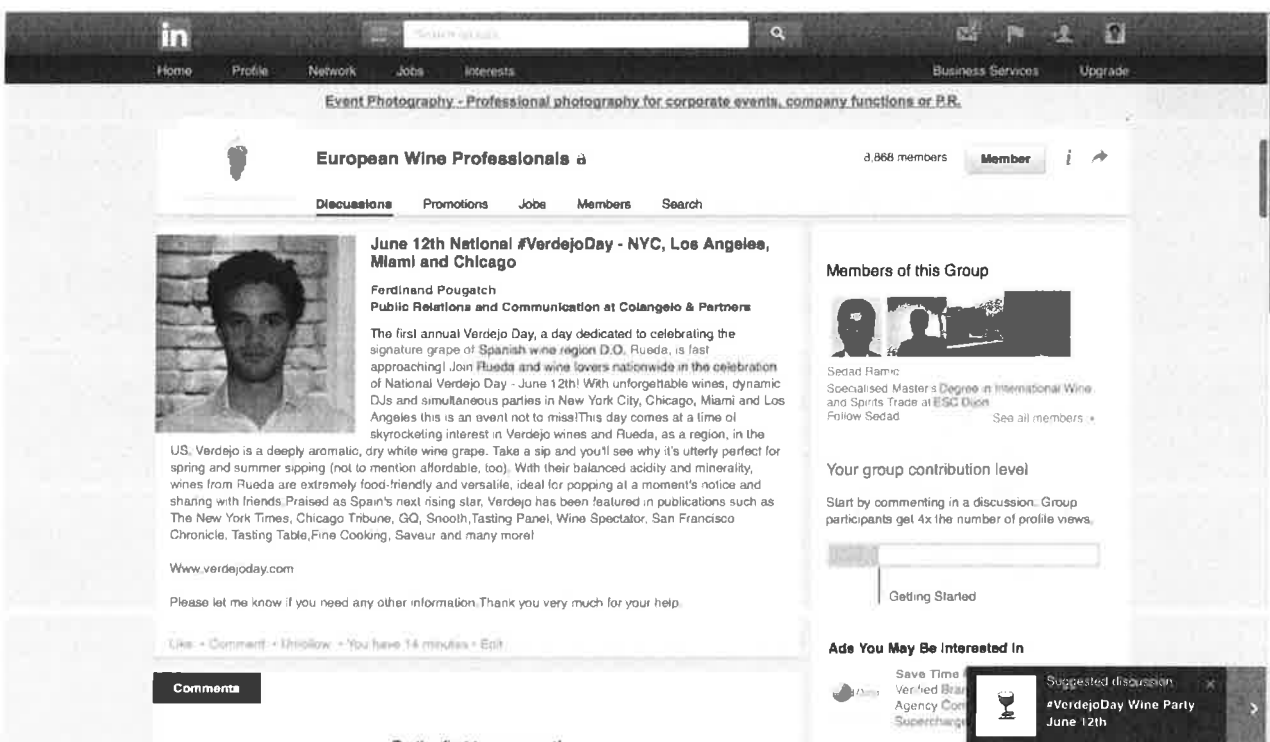


European Wine Professionals - LinkedIn

May, 2014

National

Circulation: 8,868 members in group.

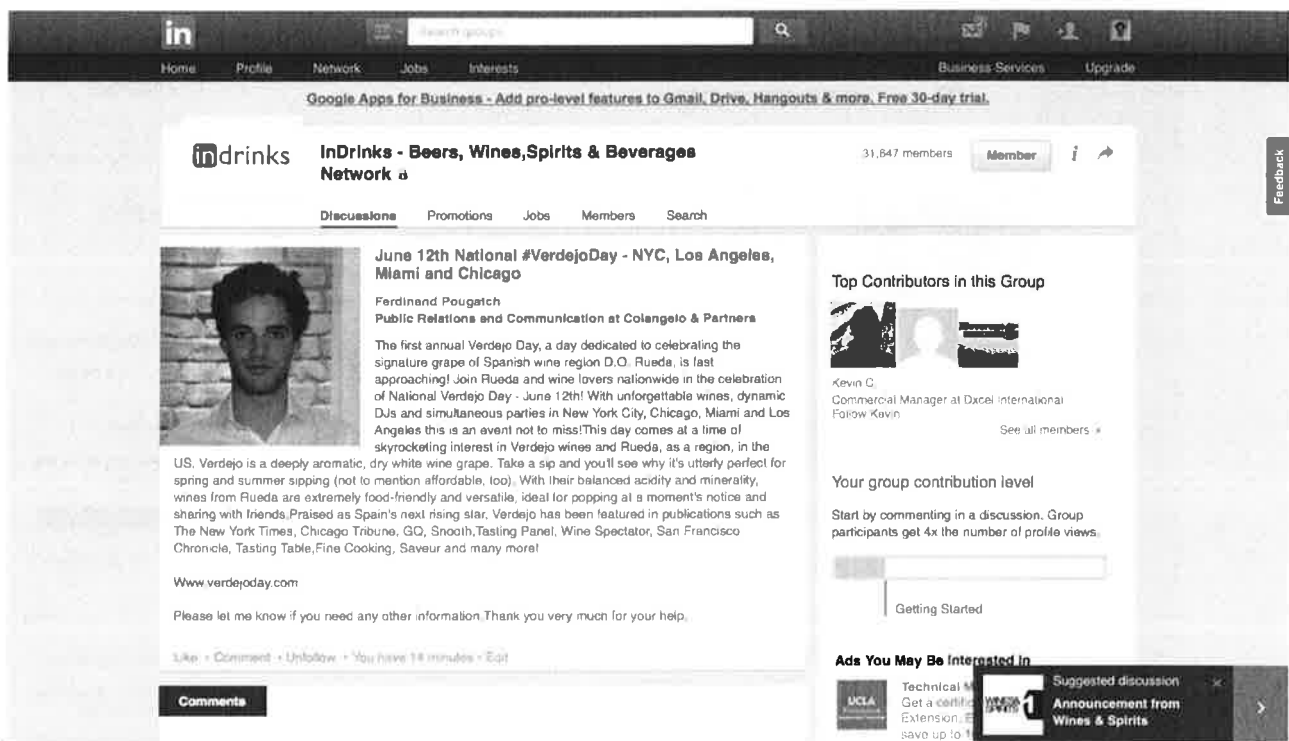


InDrinks- Beers, Wines, Spirits & Beverages Network - LinkedIn

1010 Avenue of the Americas, Suite 300 * New York, NY 10018 * T.646.624.2885 * F.646.624.2893
www.colangelopr.com



May, 2014
National
Circulation: 31,647 members in group.



Polwinebar The Best Network Place to Meet Wine Lovers - LinkedIn



May, 2014
National
Circulation: 52,576 members in group.



polwinebar - THE BEST NETWORK PLACE TO MEET WINE LOVERS 2,003 members Member

Discussions Promotions Jobs Members Search

#VerdejoDay Wine Party June 12th

Ferdinand Pougaich
Public Relations and Communication at Colangelo & Partners
Top Contributor

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<http://www.eventbrite.com/o/wines-of-rueda-6567459649?sh=24972331>

Please let me know if you need any other information.

Thank you very much for your help.

Wines of Rueda eventbrite.com
Wines of Rueda is using Eventbrite to organize 4 upcoming events. Check out Wines of Rueda's events, learn more, or contact this organizer.

Top Contributors in this Group

Ferdinand Pougaich
Public Relations and Communication at Colangelo & Partners
See all members >

Your group contribution level

Congrats! Regularly add great discussions and comments to stay a Top Contributor.

Top Contributor

LinkedIn Premium **FREE**

Get a free month of LinkedIn Premium with:

- 90 days of details on Who's Viewed Your Profile and how they found you
- 25 InMails per month to contact members outside your network
- 25 times the reach with access to full

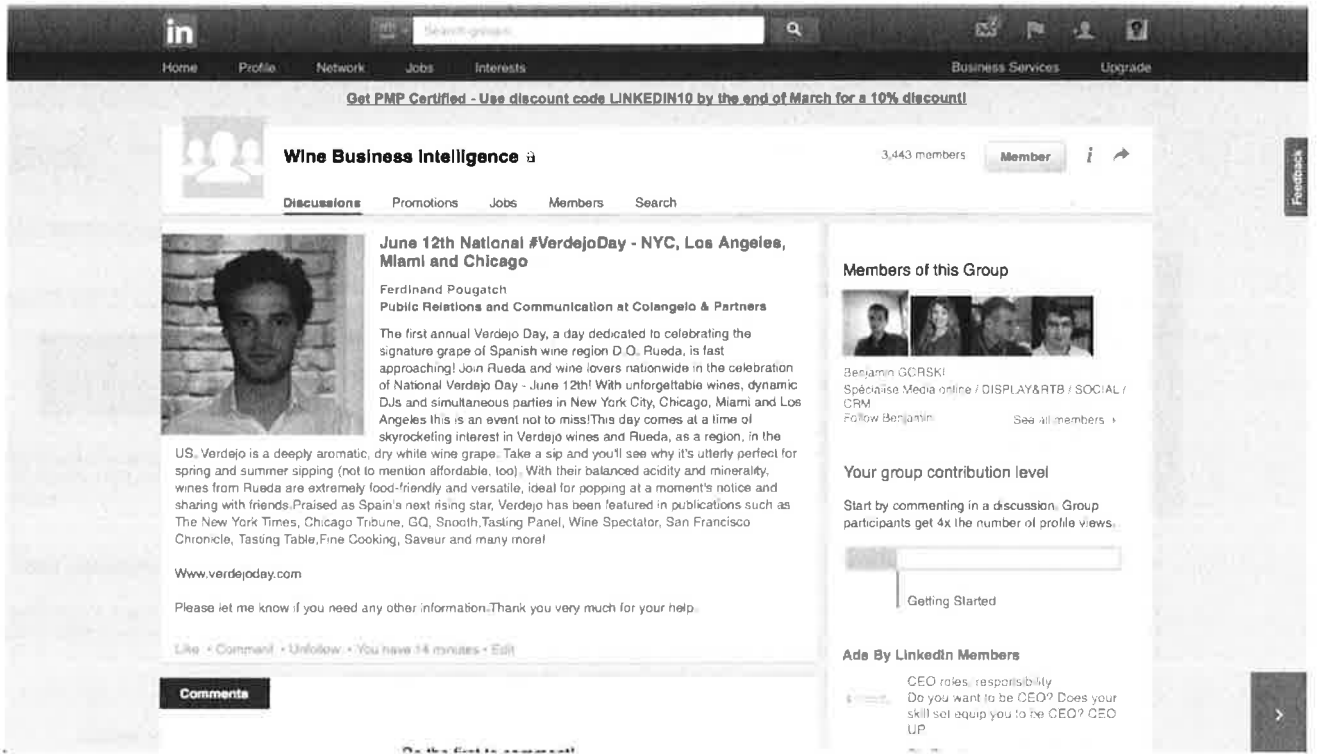
Wine Business Intelligence- LinkedIn

May, 2014

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www.colangelopr.com



National
Circulation: 3,443 members in group.



Wine Connections - LinkedIn

May, 2014
National

1010 Avenue of the Americas, Suite 300 * New York, NY 10018 * T.646.624.2885 * F.646.624.2893
www.colangelopr.com



Circulation: 36,009 members in group.



Wine Connections à 36,009 members

June 12th National #VerdejoDay - NYC, Los Angeles, Chicago and Miami

Ferdinand Pougatch
Public Relations and Communication at Colangelo & Partners

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www.verdejoday.com

Please let me know if you need any other information.

Thank you very much for your help.

Top Contributors in this Group

Sol G.
Businessman involved with various high tech companies as a consultant, investor or board member.
Follow Sol [See all members](#)

Your group contribution level

Start by commenting in a discussion. Group participants get 4x the number of profile views.

Getting Started

Suggested disc

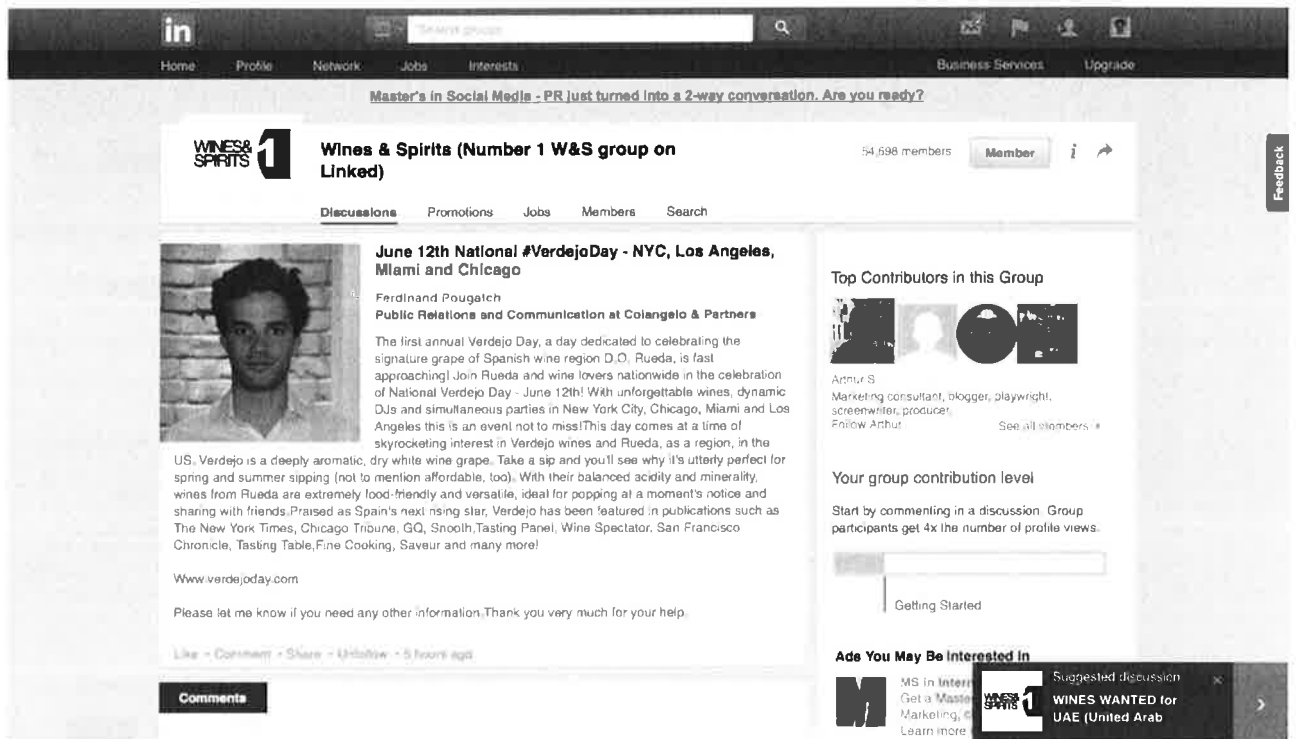
Wine & Spirits (Number 1 W&S group on LinkedIn)- LinkedIn

May, 2014

1010 Avenue of the Americas, Suite 300 * New York, NY 10018 * T.646.624.2885 * F.646.624.2893
www.colangelopr.com



National
Circulation: 54,698 members in group.



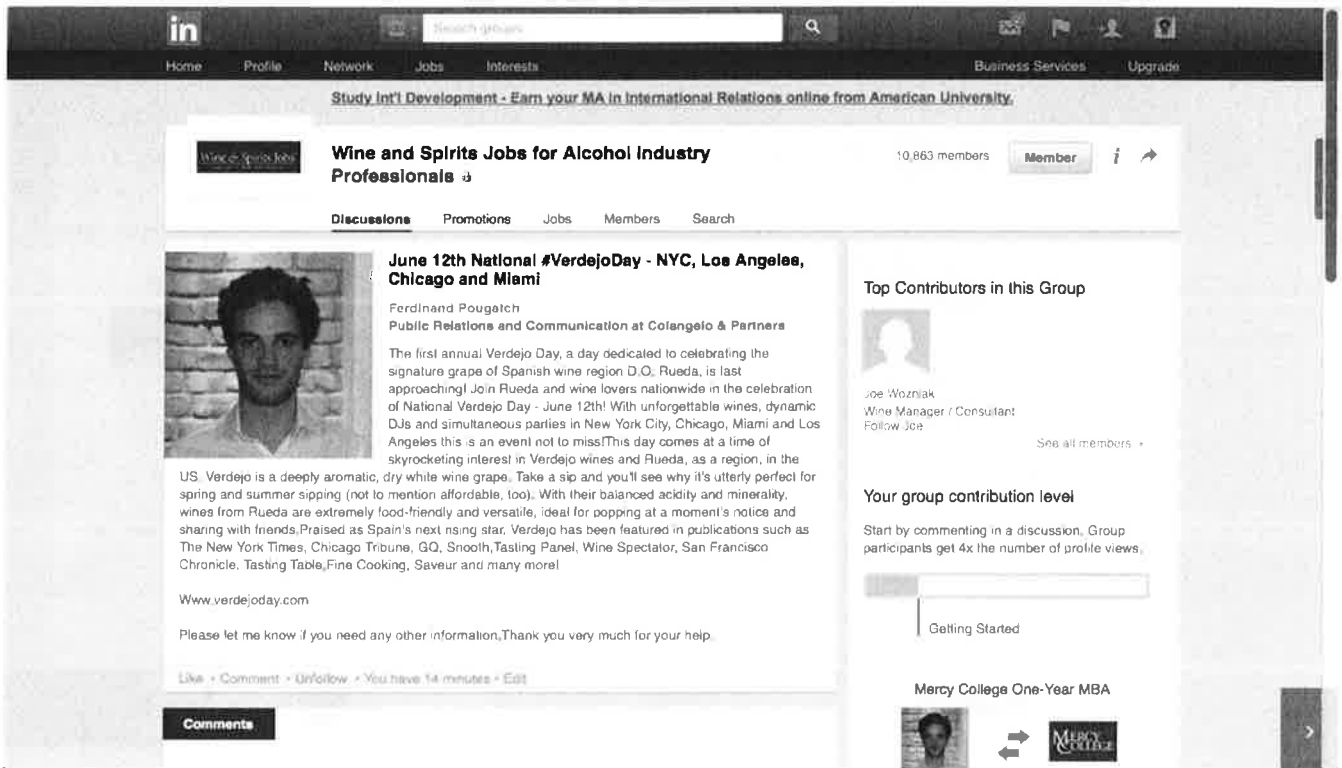
Wine and Spirits Jobs for Alcohol Professionals - LinkedIn

May, 2014

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National
Circulation: 10,863 members in group.



Wine Bloggers, Lovers & Enthusiasts - LinkedIn

May, 2014
National
Circulation: 5,989 members in group.

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The screenshot shows a LinkedIn group page for "Wine Bloggers, Lovers & Enthusiasts" with 5,989 members. The group has tabs for Discussions, Promotions, Jobs, Members, and Search. A post by Ferdinand Pougatch, Public Relations and Communication at Colangelo & Partners, is featured. The post is titled "June 12th National #VerdejoDay - NYC, Los Angeles, Miami and Chicago" and includes a photo of Ferdinand. The text of the post describes the first annual Verdejo Day, a celebration of the signature grape of the Spanish wine region D.O. Rueda. It mentions that the event will be held in New York City, Chicago, Miami, and Los Angeles on June 12th. The post also lists several publications that have featured Verdejo, including The New York Times, Chicago Tribune, GQ, Smooth, Tasting Panel, Wine Spectator, San Francisco Chronicle, Tasting Table, Fine Cooking, Saveur, and many more. The post includes a link to www.verdejoday.com and a request for feedback. The right sidebar of the page shows "Members of this Group" with a list of members and a "Getting Started" section.

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Wine Bloggers, Lovers & Enthusiasts 5,989 members [Member](#)

Discussions Promotions Jobs Members Search

June 12th National #VerdejoDay - NYC, Los Angeles, Miami and Chicago

Ferdinand Pougatch
Public Relations and Communication at Colangelo & Partners

The first annual Verdejo Day, a day dedicated to celebrating the signature grape of Spanish wine region D.O. Rueda, is fast approaching! Join Rueda and wine lovers nationwide in the celebration of National Verdejo Day - June 12th! With unforgettable wines, dynamic DJs and simultaneous parties in New York City, Chicago, Miami and Los Angeles (this is an event not to miss!) This day comes at a time of skyrocketing interest in Verdejo wines and Rueda, as a region, in the US. Verdejo is a deeply aromatic, dry white wine grape. Take a sip and you'll see why it's utterly perfect for spring and summer sipping (not to mention affordable, too). With their balanced acidity and minerality, wines from Rueda are extremely food-friendly and versatile, ideal for popping at a moment's notice and sharing with friends. Praised as Spain's next rising star, Verdejo has been featured in publications such as The New York Times, Chicago Tribune, GQ, Smooth, Tasting Panel, Wine Spectator, San Francisco Chronicle, Tasting Table, Fine Cooking, Saveur and many more!

www.verdejo.com

Please let me know if you need any other information. Thank you very much for your help.

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