Client Publicity Alert

Outlet: ABC News (online)
Title: Host a Gourmet Buffet This Holiday Season
Journalist: Lena Katz
Date Published: Dec 1, 2013
Client: Consorzio Tutela Vini d'Acqui
Action: Press Trip, enhanced by Media Bureau Services
Estimated Reach/Value: +19M (ABC News); +1.5M (JustLuxe); +44K followers on Facebook and +15K on Twitter

(ABC) Hyperlink to Access
(JustLuxe) Hyperlink to Access

The Summary of Action Taken:
NY-Based lifestyle writer, Lena Katz, participated on the press trip (Sept 2013), and had posted an article. Since then, keeping close rapport with her, she produced another great article just in time for the holiday season. She lists three Brachetto d'Acqui producers, we're currently promoting in the campaign.

Highlight of the Article:

Brachetto d'Acqui — The Festive Sparkler
Swapping out your regular sparkling haul of Prosecco and Rosé for a few bottles of **Brachetto d'Acqui** may be the most inspired hosting move you make this year. Relatively unknown, except by restaurant/wine industry professionals in the U.S., Brachetto is a semi-sweet, raspberry-hued effervescent wine that's a favorite of Italian connoisseurs**. Banfi's Rosa Regale** is the most widely available in America, but **Marenco** and **Braida** are two other producers to look for.

About the Outlets:

ABC News is the news gathering and broadcasting division of the American Broadcasting Company, a subsidiary of The Walt Disney Company. Its flagship program is World News with Diane Sawyer; other programs include morning show Good Morning America, Nightline, newsmagazine shows Primetime and 20/20, and Sunday morning political affairs program This Week with George Stephanopoulos.

Since 2004, **JustLuxe** is a luxury Web publication providing objective analysis and information to affluent consumers of luxury goods, services and travel. JustLuxe covers an array of lifestyle topics that range from fashion to travel with an audience that wants to know what's the next in luxury.