

NC Wine Summit 2020

Pittsboro-Siler City CVB

Mastering the Media Kit



Media Kit Components

Below are some essential and optional components to include in your media kit:

- Contact Person - Name, email, and phone number that is okay to publish.
 - Social - icons, handles. Link to your blog.
 - Latest information, procedures, etc., addressing COVID-19
 - Tasting notes, information about your wines, pairing suggestions, and recipes
 - Bio/history/your story
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- Images/image gallery, video
 - Fact sheets, labels
 - Sites of distribution
 - Press releases
 - Branding: your logo and professional images
 - Story ideas
 - Awards/Accolades, stats (number of bottles produced each year, number of guests at signature events, number of years in business, etc.). Even when you don't place or win/medal/place, it's about pride and recognition. Accomplishments and accolades can be subjective. It's about
 - Sample quotes from the winemaker, winery owner, founder
 - Partners, collaborations, mention of your community work, passion projects, and giving back
 - Testimonials, good reviews
 - Code of Ethics

Tips/Keep in Mind

- Consistency in branding. Logo, font, hashtags, glossary, key words, etc.
- Your glossary and lingo: wine maker or winemaker. Meadery, cidery, or cider house?
- Check out other media kits (outside your state, region, etc.).
- Critique other media kits, what you would change, what you would not do, etc., to help shape your own.
- Address COVID-19. Consider a pop-up, include a press release or announcement about how you are currently operating.
- Include images emphasizing safety--staff wearing face covering, gloves.
- Include images showing social distancing of guests, outdoor spaces, etc.
- Look at media kits from brands that you like, respect, admire (varied industries).
- Figure out what is best for you, as far as size and scope of your winery and the others that you're examining as you create yours.
- Canva - feel more comfortable starting with a template?
- Might feel a lot like website prep so it may enhance your website, too, and some of that information may apply to guests and media.

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- Have others proof it--staff, family, non-industry professionals--for different perspectives.
 - Dropbox, Google Drive for storage--stay organized to avoid getting overwhelmed with updating. Use Trello, Evernote, Basecamp, OneNote, etc.
 - Google Alerts to track mentions.
 - Whether it's a PDF or a template or elaborate micro-website, consider using a bit.ly or specific url (media.NCWineGuysVineyard.com).
 - Your story: the copy should be authentic and your style, similar to your approach to social media. Your media kit: Professional, in expert voice, and also approachable and accurate.
 - Your media kit will include some information that will rarely change (contact info, bio, history/about us) and some information that is evolving (images, new wines, accolades).
 - You don't need to link to Yelp directly but should include testimonials. Have a few quotes also available for media to quote you (winemaker, owner).

Contact me with any questions. Support [#NCWine](#) and [small businesses!](#)