

Your Weekly Pour of Wine Education & Entertainment



WINE TWO FIVE PODCAST

An ideal way to capture an engaged market share of the wine enthusiast and professional community is through convenient, sharable multimedia.

This form of media gives wine professionals an additional platform to reach and educate substantially larger audience, to advocate for a position or product category, service or industry sector.

“Sponsoring the Wine Two Five show is a perfect partner for our brand! Through entertainment and education, we are able to build our community globally. The Wine Two Five gals give us a chance to enter into the sipping minds of people, and podcasts are always available! I was hearing from women, from various states, after my appearance on one episode. It makes branding/marketing sense to be a part of every show through sponsoring” (Robin Salls, Founder/President of Girls Gone Grape Inc.).

The Wine Two Five Podcast has found a way to intersect the entertainment and professional segments of wine education in a fun, practical format.

Attachments:

1. Press Release
2. Fact Sheet
3. Feature
4. Review Graphic from iTunes Italy

Local Wine Educators Near Major Entertainment Milestone

A locally produced wine education podcast with global reach marks its 150th episode in February.

Colorado Springs, Colorado – February 9, 2018

The Wine Two Five Podcast, a weekly wine education and entertainment – or “education” – show for wine learners and enthusiasts, will celebrate release their 150th episode on February 28th. The Colorado-based wine educators, Valerie Caruso, DWS, CWE, FWS, and Stephanie Davis, CWE, CS, FWS, launched the syndicated wine lifestyle show in April 2015.

The show’s momentum has attracted best-selling authors, TV hosts, Master Sommeliers, Masters of Wine and celebrity wine writers, such as New York Times Wine Critic, Eric Asimov, to bring a wide range of perspectives, information – and often laughs – to help demystify wine. Master of Wine, Tim Hanni, author of *Why You Like the Wines You Like: Changing the way the world thinks about wine* says, “Wine Two Five provides a great connection to wine lovers everywhere! I am always pleased to be invited to share my thoughts about wine enjoyment.” In Episode 44 (Season 1) he did just that, keeping everyone laughing while maintaining his vocal advocacy for sweet wine lovers everywhere.

Val and Steph, as fans know them, met while studying for the rigorous Certified Wine Educator (CWE) certification, awarded through the Society of Wine Educators. There was an instant chemistry between the two during study sessions, so it’s only fitting they record their upcoming 150th episode on Valentine’s Day, nearly four years after they met over a stack of notes, wine maps and tasting samples. Incidentally, only 422 people in the world have successfully navigated the series of written exams, tasting exam, wine fault identification, and presentation requirements to earn the CWE credential since 1979.

Contact Val and Steph through their website at www.winetwofive.com. The show is available on Apple Podcasts, IHeartRadio, Spotify (mobile), and dozens of other podcast catchers for IOS and Android devices.

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The Wine Two Five Podcast

The Show

- An entertaining podcast providing weekly pours of wine education
- Audience is an engaged, listener base in primarily in Europe, Canada, US
- Topics include wine regions, spirits, wine service, culture & guest interviews
- Subscribers automatically receive new episodes every Thursday
- Syndicated & current on Apple Podcasts, iHeartRadio, Spotify, Stitcher & others
- Launched in 2015 by two Colorado-based professional wine educators
- Consistent top Wine Education Podcast in iTunes, over 70,000 downloads

The Guests

- Master of Wine Jennifer Simonetti-Bryan of *The One Minute Wine Master*
- Master Sommelier David Glancy, founder of the San Francisco Wine School
- Eric Asimov, New York Times Chief Wine Critic
- Susan Kostrzewa, Executive Editor, Wine Enthusiast
- Karen MacNeil, Emmy & James Beard award-winner, author of *The Wine Bible*

The Hosts:

Valerie Caruso, DWS, CWE, FWS

- Studied wine professionally in Italy after retiring from 25 years in the Air Force
- Level 4 Diploma in Wine & Spirits through Wine & Spirit Education Trust
- Certified Wine Educator through Society of Wine Educators
- French Wine Scholar & Champagne Master-Level through Wine Scholar Guild
- Serves on Society of Wine Educators Board of Directors

Stephanie Davis, CS, CWE, FWS

- Career pharmacist, now brand ambassador for Kazzit winery guide
- Certified Sommelier through Court of Master Sommeliers
- Level 3 Advanced certified through Wine & Spirit Education Trust
- Certified Wine Educator through Society of Wine Educators
- French Wine Scholar through Wine Scholar Guild

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You Tube: [Wine Two Five Podcast](https://www.youtube.com/WineTwoFivePodcast)

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WINE TWO FIVE PODCAST

Wine Edu-tainment:

Podcasts are the Perfect Wine Pairing

The Wine Two Five Podcast strikes a unique balance of wine learning and wine laughing.

The landscape of wine education is changing. From online courses, webinars, and quiz applications, to lessons on Sherry and interviews with wine law experts, wine enthusiasts and professionals alike are finding nuggets of knowledge, as well as their voices, on the go - through podcasts.

Some of the pioneers in wine education podcasts have been opening bottles and doors to time-shifted, portable, on-demand wine information for nearly a decade. Now listeners have more options than ever to listen, learn, and enjoy a plethora of wine and beverage podcasts that best speak – literally – to them.

Just as there are wines for nearly every palate, there are podcasts for every learning style. Valerie Caruso and Stephanie Davis of the *Wine Two Five* podcast believe that learning about wine should not only be enjoyable, but they are two of only 422 Certified Wine Educators (CWE) in the world who back up the knowledge they are laying down.



Wine Two Five listener event in Portland, 2017

Each week Val and Steph fire up their microphones and recording software, pour some glasses, and guide their

listeners through a reliable, but relaxed format. First, they talk about what's in the glasses, and then they dig into an interview or topic of discussion. Factoid, Wino Radar, and Shoutout segments follow. They've also carved out segments for the occasional Burning Wine Question from a listener, as well as

special shoutouts to their patrons, supporters who are engaged and help crowd-fund the show.

No Drink Shaming Zone

“We give people permission to enjoy wine on their terms,”

Steph, a career pharmacist and now a certified sommelier through the Court of Master Sommeliers. Val, is the producer and self-proclaimed cork dork who holds the Level 4 Wine and Spirits Diploma from London's prestigious Wine and Spirit Education Trust (WSET). Having lived in Europe, she is an advocate for not looking at a clock

when pouring a glass. “Wine is such an integral part of daily life in Europe, and that means wine with lunch.” She believes wine should be enjoyed any time of day, and coined the show's tongue-in-cheek tagline, “It's not five o'clock and we don't care.”

As the duo embark on their fourth year of bringing wine “edu-tainment” to their rabidly engaged and enthusiastic community, the ladies are always looking for ways to keep their content fresh and evergreen. What has inspired them most are the people they may not have met otherwise, had they not started kicking around ideas for this project back in 2014. Through the power of podcasts and sharable, digital media they've created an active, engaged community that has listeners in Scotland, Canada, France, Italy, and New Zealand.

Wine Two Five is in over a dozen podcast catchers, but the most popular are Apple Podcasts, iHeart Radio, Stitcher, Overcast, and Player FM. Listeners can subscribe easily to have the show automatically show up in their devices every Thursday at noon Eastern. For more information visit winetwofive.com.



"FUN & INFORMATIVE"

"This is my favorite blend of serious (winegeek) information couched in relaxing banter ... a very clever balance not easy to achieve ..."

(Ginobigia, iTunes Italy, Dec 2016)



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winetwofive.com

