

MEININGER'S WINE BUSINESS INTERNATIONAL

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The Top 10 US wine and spirits PR agencies

Nowadays, there is no business without good marketing. But trying to find the right match for a specific product might not be so easy. We provide assistance: Roger Morris put together a list of the best PR agencies for the US market. All specializing in public relations, marketing and social media, these American agencies, even the bigger ones, emphasize being lean and flexible. Their clients range from individual wineries to entire wine regions. And seven of these businesses are headed by women. Which are the best wine and spirits public relations agencies in America? Coming up with that answer is neither a precise nor an easy task. It begins with the decision not to include international agencies or mega-agencies that promote everything from automobiles to zirconium in addition to a few spirits for luxury-brand houses – good though they may be.

We looked instead at an agency's size, longevity, clients past and present, the professional experiences we have had with them and – not incidentally – their being recommended by their competitors. Seven of the 10 are headed by women. It's also important to give a special nod to petite agencies headed by professionals with strong backgrounds gleaned at larger agencies – the kind of companies that are ideal for beverage producers who want a lot of personal attention. They are listed in brief at the bottom of article. Here, based on the above criteria, Meiningers presents its list of the Top 10 wine and spirits PR agencies in the US.

CHARLES COMMUNICATIONS

San Francisco – Team of 7. Founded in 2003.

“We are a strategic marketing communications agency, with a diverse international clientele, which focuses on companies with a sustainable philosophy, often, but not exclusively, women led,” says founder **Kimberly Charles**. Recent project: Noting that it is “passionate about advocating for women in leadership,” but that it is more recently “shifting focus to diversity, equity and inclusion programming,” the agency worked to shape two panels at the Unified Winegrape Symposium.

Key Clients: Conegliano Valdobbiadene Prosecco, Domaine Carneros, Gabriel Glas, Altos las Hormigas, Covenant Wines.

We are so honored to have been singled out along with other excellent PR companies, seven of which are headed by women! We'd also like to thank our clients, both past and present, as we clearly would not be here without you. Our team has and does include some of the brightest in the business and without them we'd only go so far.

