

Media Kit and Email Memo

TO: President Charles Hetterich (chetterich@widmerswc.com)

CC: President's Assistant (presassist@widmerswc.com)

SUBJECT: Upcoming 100th Anniversary Celebration Media Prep

President Hetterich,

In preparation for the upcoming Centennial Saturday celebration, I wanted to provide you with an idea of what we want to make sure you're familiar with as well as what will likely be distributed to the media.

- **Backgrounders/Biographies**
 - **President Charles Hetterich** – It is important the media is familiar with his background, accomplishments, and history with the company.
 - **Sen. Kirsten Gillibrand** – Sen. Gillibrand is a key part of the event.
- **Fact Sheets**
 - **New Wines** – Widmer's produces more than 30 products already, and these four new wines are an exciting addition to our line-up.
 - **VIP Area** – The new area will be unveiled at the press conference, but it is important to know further details, such as why it has been added and who is welcome to visit.
- **News Release**
 - **Follow-up** – A news release recapping the day will be included to ensure accurate information and provide a jump-start on stories.
- **Photos, Videos, and Logos**
 - **Logos** – Widmer's logo has been updated to include the 100 years celebration, so it is essential the media has up-to-date copies.
 - **Photos** – Headshots of executives, live shots from the day, and photos from all across the winery will be included in case the media tour of the property is cancelled due to inclement weather.
 - **Videos** – Establishing shots and B-roll of the property will be provided in case the media tour of the property is cancelled due to inclement weather or reporters need to leave to meet deadlines.

All of these items are subject to change. Upon your agreement, they will be distributed to media on Widmer's wine bottle-shaped flash drives as they exit the event. The news release, selected photos, fact sheets, and backgrounders will be available to media online after the event.

Please let me know of any additional questions or concerns you have.

Thank you,

Emily Maag

XXX.XXX.XXXX

emaag@widmerswc.com

Celebrating 100 years

*Widmer's
Wine Cellars*

Naples, New York

