



M A R K E T I N G G R O U P

MARKETING WINE

Upstairs Marketing Group (UMG) offers marketing services specializing in, but not exclusive to, the wine industry and ancillary businesses.

The "Group" extends beyond the principals to include a loose network of wine and other industry professionals. With the help of our network, we offer a broad range of services designed to get a business up and running, or to take it to the next level.

We help clients identify their market niche, set goals, strategize the hands-on marketing plan, then facilitate its implementation. Or any part thereof.

Please visit us on the park in beautiful downtown Paso Robles.

OUR IDEALS

- :: We only take on work we believe in and can throw ourselves into with full confidence and self-respect.
- :: We don't waste money or time; yours or ours. If we feel there's a more effective resource, we'll refer you.
- :: We value our reputation; we do our best possible work for every client.
- :: We're deeply committed to our community, professionally and personally.

OUR SERVICES

UMG has expertise in the following areas:

- :: Marketing and strategic planning
- :: Website and printed material production
- :: Wine club development and administration
- :: Media, trade and consumer relations
- :: Communications training and facilitation
- :: Cooperative marketing and promotion

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W W W . U P S T A I R S M A R K E T I N G . C O M



OUR SERVICES A PARTIAL LAUNDRY LIST

MARKETING AND STRATEGIC PLANNING

Business Planning
Brand Identity Development
Competitive Analysis
Direct Mix (Tasting Room/Wine Club/Website)
Distribution (Markets and Mix)
Focus Group Research
Survey Design and Implementation
Packaging, Pricing and Promotion
Strategic Plan Facilitation and Writing

WEBSITE PRODUCTION

Websites and Electronic Communication
Concept, Content and Coordination
E-mailing List Collection
E-mailing List Use Plan
E-letters and E-zines
Shopping
Updates
Wine Club

PRINTED MATERIALS PRODUCTION

Bios
Bottle Shots
Brochures
Copywriting
Fact Sheets
Incentive Program Materials
Order Forms
Point-of-Sale (shelf talkers, case cards, reviews)
Press Kit
Press Release Template
Price Sheets
Proofreading/editing
Rack Cards
Sales Rep Materials
Wine Club Sign-up Forms
Winery Info

WINE CLUB DEVELOPMENT AND ADMINISTRATION

Applications and Brochures
Compliance
Credit Card Processing
Database Consulting and Maintenance
Label Generation - FedEx and UPS
Mailing Fulfillment
Member Correspondence
Packing and Shipping Recommendations
Program Development and Structuring
Promotional Mailings

MEDIA, TRADE AND CONSUMER RELATIONS

Media Relations

Media Planning
Pitch Development
Press Releases
Samples

Trade Relations

Appointments
Distributor Relations
POS
Presentation
Sales Collateral

Consumer Relations

Event Calendaring and ROI Analysis
Hospitality Consulting
Merchandise Mix Recommendations
Mystery Shopping
Research and Surveys
Staff Training

COMMUNICATIONS TRAINING AND FACILITATION

Conflict Resolution
Corporate/Staff Retreats
Leadership Development
Media and Presentation Skills Training
Meeting Effectiveness Training
Meeting Facilitation
Negotiation Skills Training
Teambuilding

COOPERATIVE MARKETING AND PROMOTION

Programs promoting small groups of wine brands

NETWORK OF INDUSTRY PROFESSIONALS

UMG facilitates matching clients with industry service providers. Our network includes the following professionals, and is constantly expanding:

Compliance
Computer Services
Events Management
Graphic Design
Human Resources
Legal
Photography
Printing
Programming
Vineyard Management
Winemaking/Custom Crush



STRUCTURE AND FEES

When you hire UMG, you work with the principals. A partner or associate performs the services with the exception of subcontracted work requiring a specific technical skill set we don't offer, like programming, design or printing. UMG staff work together as a team, so that our clients can benefit from our varied talents; each project has an assigned "project leader," who serves as your primary contact.

UMG works on a project, retainer, or hourly fee basis, depending on individual client goals and budget. Each client relationship begins with a one hour gratis assessment to determine the most cost-effective approach to achieving your marketing and communications goals. UMG then delivers a proposal for services. Please contact us with questions, or to schedule a preliminary assessment.

OUR CLIENTS

A PARTIAL LIST OF CURRENT AND PAST

Baileyana Winery
Beringer Blass Wine Estates
Calera Wine Company
Central Coast Vineyard Team
Central Coast Wine Growers Association
City of Paso Robles
Compli Beverage Compliance
Continental Vineyards
Denner Vineyards
Donati Family Vineyard
Edward Sellers
Fetzer Vineyards
Garretson Wine Company
Halter Ranch
Greg Norman Estates
Hearst Corporation
Kenneth Volk Vineyard
Kiamie Cellars
Linne Calodo
Maloy O'Neill Vineyards

Martin & Weyrich Winery
Michaud Vineyard
Midnight Cellars
Niner Wine Estates
Orchid Hill Vineyards
Paso Port Company
Paso Robles Wine Trolley
Paso Robles Wine Country Alliance
Paso Robles Wine Club
Paso Robles Wine Services
Ravenswood Winery
Red Head Ranch
Saxum
Silver Stone Winery
St. Clement
TAZ Vineyards
tangent
The Verdot Group
Vina Robles Winery
The Wine Wrangler



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JENNIFER GLOSSNER

Jennifer Glossner combines her wine industry expertise, creativity and work ethic with a burning need to tell everyone what to do.

She has worked in the wine industry since 1992, when the wine bug caused her to chuck her Wharton degree and goings-on in Philadelphia to learn about winemaking and wine marketing at the Enology program at Fresno State.

She then completed the Wine Marketing program at Cal Poly, San Luis Obispo while working toward her Masters in Agriculture with a concentration in Wine Marketing.

She spent four years as Public Relations Director for Chalone Vineyard, and three as National Marketing Director for the Paso Robles Vintners and Growers Association. Her real wine industry learning occurred, however, while working in tasting rooms and in a fine wine shop, and at the dinner table.

In 2000, Glossner established her marketing services firm, Wine Marketing Services, in response to the need for marketing professionals available to small wineries. Clients included Calera Wine Company, Michaud Vineyard, Vina Robles Winery, Compli Beverage Compliance, Central Coast Vineyard Team and the Paso Robles Vintners and Growers Association.

She was married in downtown Paso Robles in 1997 and now has two children, two dogs, two cats, but, alas, just the one husband, albeit one who makes fabulous wines from world-class Paso Robles fruit.



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CATHERINE JAEGER

Catherine Jaeger brings over 17 years of wine industry public relations experience to the UMG team. She has developed extensive relationships with key wine industry media nationwide, and has a proven track record of garnering and publicizing third-party endorsements to effectively reach trade and consumers.

As her title cryptically suggests, Jaeger's programs are individually designed to meet the unique needs of each client. **P**ress, **P**ublic, **P**otential and **P**aso are some of the "P* Relations" that Jaeger helps clients to cultivate. These programs range from creating targeted press releases, to strategizing donations and wine competition entries, to developing innovative media programs.

Jaeger honed her skills at Meridian Vineyards in Paso Robles for nearly 15 years, and spent the three prior years at Pine Ridge Winery in Napa Valley.

She has served as a Board member, as well as a member of various committees, for both the Paso Robles Vintners and Growers Association and the Santa Barbara County Vintners' Association. She is currently on the Board of the Youth Arts Activity Center and the Children's Museum at the Paso Robles Volunteer Firehouse.

A fourth-generation Paso Roblan and Atascadero Greyhound alum, Jaeger lives in Atascadero with her husband Jon, their two kids, and his two dogs. She is the reigning champion of the Wine Geeks Fantasy Football League.