



Montepulciano, August 09, 2019

## INVITATION TO TENDER

Dear Madam, dear Sir,

The **Consorzio del Vino Nobile di Montepulciano** has decided to improve the image of the denomination in the United States and above all to actively promote the Vino Nobile di Montepulciano which in recent years has seen a drop in attention from the media and industry operators, drop definitely unjustified in the US wine market.

It is unthinkable that only a few labels of Nobile di Montepulciano have achieved good prominence in the sector press, despite being the first Italian DOCG and being always considered the mother of all Tuscan wines.

For this reason, we have decided to examine the various options available on the market and we are pleased to invite your company to bid for the following:

A three-year Public Relations and Business to Business promotion plan that would include:

- (a) A preliminary presentation based on the in-situ visit by the agency's Italian-speaking staff.
- (b) Identification and selection of objectives in the arena of critics, journalists, influencers, sommeliers, bloggers, etc.
- (c) Communication plan and tactical approach to targets.
- (d) Suggest the list of wine fairs or events worth attending, as a consortium.
- (e) Suggest and support events to be organized by the consortium in the United States.
- (f) Identify the influencers and organize their visit to Montepulciano
- (g) Collaborate with influencers and critics to organize tastings.
- (h) Press review and monthly placements.
- (i) Evaluate the impact of the action on a half-yearly basis and recalibrate, if necessary.
- (j) Present a balance sheet covering the points indicated above on a half-yearly basis for a total period of three years.

In case you are interested in the project or you have the intention to make a proposal do not hesitate to contact us for more information at: [uscom@consorziovinonobile.it](mailto:uscom@consorziovinonobile.it)

Max de Zarobe