



Why We're Raising The Prices of Our Wine Marketing Packages

This article will take you step-by-step through what's staying the same, what's improving, and how you can beat the price rise for these enhanced services.

Interpreting Wine has reached full capacity for client projects, with no new engagements until 20 January 2025. From that date, we will be introducing new pricing for our premium services.

Here's what's changing:

- £1,650 for the first Cellar Soundbite (previously £995). Subsequent Cellar Soundbites: priced at £995 each (no price increase).
- £3,250 for one Six Wine Stories Podcast episode and one Cellar Soundbite (previously £2,500). One additional podcast episodes and Cellar Soundbites: £1,250 (previously £1,000).
- New Unlimited Tier: £17,250 for the first 6 months (previously not offered), with subsequent 6-month periods at £8,250 (previously not offered).

But before we dive into the specifics of the new service enhancements, let's recap what's already included in our Interpreting Wine service packages and why it's been so successful:

WHAT'S ALREADY INCLUDED: THE THREE CORE PILLARS OF OUR SERVICES

1. Six Wine Stories

Our Six Wine Stories framework means you craft distinct, compelling narratives that resonate with your audience. Covering: people, culture, geography, geology, viticulture, and enology.

The effectiveness of this model is clear. You can expect a 400% increase in audience engagement when using this framework, which means your story reaches and holds the attention of your target audience.



SIX WINE STORIES MODEL

2. Event Optimisation

Using our Event Optimisation services, you'll achieve the following outcomes: increased pre-event sign-ups, higher attendance levels, the ability to reengage people who couldn't attend the event live, and increased accuracy of post-event reporting.

3. Surround Sound Distribution

Our Surround Sound Distribution extends the reach of your content across multiple channels, ensuring your message resonates far and wide. Influencing your ideal customers across multiple high-value, high-impact touchpoints.

WHAT'S IMPROVING FOR 2025

We're introducing key enhancements to boost the effectiveness of these services even further:

SIX WINE STORIES IMPROVEMENTS

The Six Wine Stories model will now include a more robust pre-interview process, with a client-specific script generated during the preparation phase. This ensures we capture the most essential aspects of your story, making your content even more engaging for listeners.

Why This Matters: This structure already delivers a 400% increase in listener engagement, and with the new improvements, your journey to achieving those metrics will be even smoother.

Our new pricing structure and names reflect the added value you'll receive with these service enhancements. Here's the breakdown:

RESONANCE SOLO

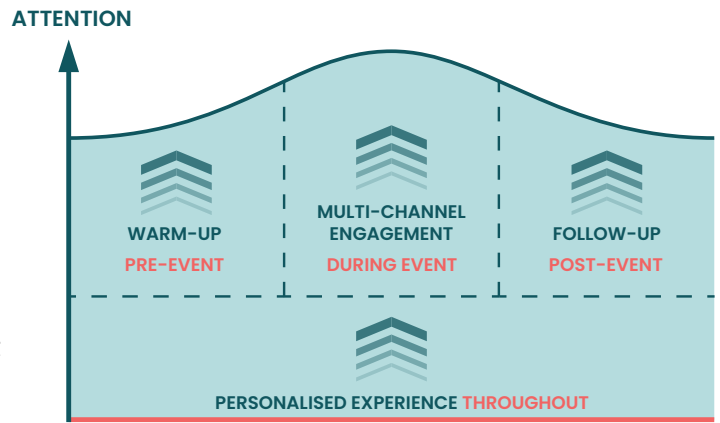
Price: £1,650 for the first Cellar Soundbite. Subsequent Cellar Soundbites are £995 each.

Includes:

- One Branded Cellar Soundbites
- Event Optimisation and Surround Sound Distribution services
- 3 months of Resonance Implementation Support

RESONANCE DUO

Price: £3,250 for one Six Wine Stories Podcast episode, including one Cellar Soundbite. Additional podcast episodes and Cellar Soundbites are £1,250 each.



EVENT OPTIMISATION MODEL

EVENT OPTIMISATION IMPROVEMENTS

We've enhanced our Event Optimisation by collaborating more closely with PR Agencies and Importers. This helps you:

Save Time & Resources: Our process allows you to streamline event preparation and execution for greater efficiency.

Enhanced Brand Impact: By aligning PR and Importer efforts with event execution, your brand's reputation will grow through memorable, effective events.

SURROUND SOUND DISTRIBUTION IMPROVEMENTS

We've expanded the Surround Sound Distribution model to go beyond reaching younger audiences to activate untapped audiences. We focus on gaining traction with new customer segments while still engaging your existing base.

Channels covered: Podcasts and audio content, Social media platforms, Live events and webinars, QR code interactions, Website and digital platforms and In-person tastings and workshops.

Includes:

- One Six Wine Stories podcast episode
- One Branded Cellar Soundbites
- Event Optimisation and Surround Sound Distribution services
- 3 months of Resonance Implementation Support

RESONANCE SYMPHONY

Price: £17,250 for the first 6 months. Subsequent 6-month periods are £8,250.

Includes:

- Unlimited Six Wine Stories Podcast episodes (one in production at a time)
- Unlimited Branded Cellar Soundbites (one in production at a time)
- Event Optimisation and Surround Sound Distribution services
- 6 months of Resonance Premium Implementation Support

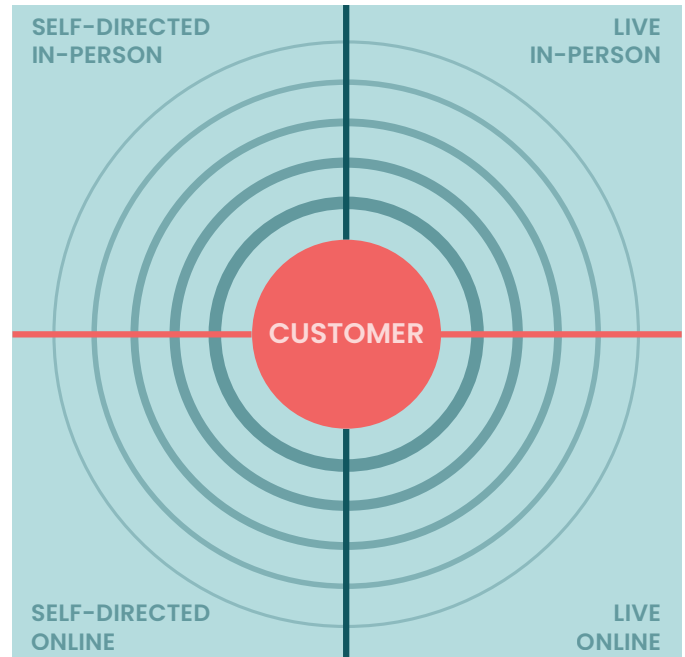
RESONANCE IMPLEMENTATION INCLUSIONS:

- Weekly live Q&A sessions
- Monthly 1-on-1 strategy calls
- Quarterly events and talks
- 24/7 access to private discussion group

ADDITIONAL RESONANCE PREMIUM IMPLEMENTATION INCLUSIONS:

- Priority email access to Lawrence
- Comprehensive marketing strategy review
- Customised Resonance Implementation plan
- Client Success Stories

After the initial support period, implementation packages are renewable at £100 per month or £1,000 per year (with 2 months free).



SURROUND SOUND DISTRIBUTION MODEL

To illustrate the effectiveness of our services, here are just a few examples of what we've helped our clients achieve:

New York Wines: We've collaborated on multiple projects, including in-person and remote podcast production, and amplifying their Sustainable Vineyard Certification. Results: \$1.2m in value, with an impressive ROI of 96:1.

British Columbia Wine: Our in-person podcast production at their annual trade tasting in London generated \$240k in value, achieving an ROI of 46:1.

Washington State Wine: We've delivered remote podcast production for international trade outreach and in-person production at the Grand Tasting in London, yielding \$670k in value at an ROI of 53:1. These results were achieved with our current service model. Now, imagine what's possible with our 2025 improvements.

NEXT STEPS

We invite you to join our 2025 Waitlist today to secure 2024 prices for these enhanced services. There's no obligation — just an opportunity to lock in exceptional value. As a bonus, you'll gain exclusive access to the final small-group Wine Storytelling Roundtable before the prices go up.

Don't miss out on the opportunity to enhance your brand's presence and secure a guaranteed ROI through our upgraded services. With our proven track record and continued improvements, 2025 is the perfect time to Tell Better Stories, Increase Event Engagement and Activate Untapped Audiences for your wine brand.

**JOIN OUR 2025 WAITLIST
AND SECURE 2024 PRICES,
[CLICK HERE](#) OR SCAN QR CODE**

