



# WINE ENTHUSIAST

**AWARD, LOGO & RATINGS LICENSING**



A large, elegant wine glass is the central focus, filled with a deep red wine and several ice cubes. The glass is set against a dark, almost black background. A thin, vertical stream of red liquid, likely wine, is captured mid-pour, falling from the top of the frame into the glass. The lighting highlights the rim of the glass and the facets of the ice cubes, creating a sense of depth and texture. The overall mood is sophisticated and elegant.

## A Legacy of Passion and Excellence

Wine Enthusiast was founded to bring the fine wine experience to everyday life. With a deep-rooted love for wine, family, and community,

Wine Enthusiast believes wine is a bridge that connects people and enhances life's celebrations, big and small. As a family-owned business led by dedicated wine lovers, Wine Enthusiast is redefining how people explore and enjoy wine.





## The Industry's Most Comprehensive Tasting Panel

Wine Enthusiast is home to the largest and most rigorous tasting panel in the wine industry, setting the gold standard for wine evaluation.



## Unmatched Blind-Tasting Integrity

Each year, Wine Enthusiast conducts nearly 25,000 fully blind tastings, upholding an ethical standard that eliminates bias and ensures fairness.



## Global Reach and Inclusion

Wine Enthusiast is the only respected publication that welcomes wine submissions from every wine-producing region across the globe, solidifying its status as the most inclusive voice in the industry.



## Decades of Authority and Innovation

With a 37-year legacy dating back to its founding in 1988, Wine Enthusiast is a trusted authority in the wine world. Its library of over 350,000 reviews, backed by 30+ years of expertise, provides unmatched depth and insight into wine evaluation.



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# Bundles

We're committed to getting your brand in front of the most eyes possible. We've meticulously selected licensing uses to stack in bundles to maximize your marketing effectiveness.



## **LABELS/PRODUCT PACKAGING BUNDLE**

Bottle Neckers, Casing/Shippers



## **IN-STORE/POINT OF SALE BUNDLE**

Floor And Register Signs, Wall Signs & Banners,  
Shelf Talkers

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## DIGITAL ADVERTISING BUNDLE

Paid Social Media, Affiliate/3rd Party Sites,  
Google Adwords/Text Search Results, Email Advertising



## ORGANIC DIGITAL USE BUNDLE

Corporate Website, Organic Social Media, Slide  
Presentations & Pitch Decks, Promotional Videos,  
Email Signatures.



## BROADCAST ADVERTISING BUNDLE

Streaming, Television, Radio, Podcasts



## OUT OF HOME ADVERTISING BUNDLE

Static Or Digital Billboards, Wildpostings,  
Outward Facing Store Front Windows & Tri-Pod Signs,  
Vehicle Advertising (*Car Crowns, Moving Billboards, Etc.*)



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## PRINT ADVERTISING BUNDLE

In-Store Flyers, Circulars, Pamphlets, Brochures,  
Register Receipts, Hand Out Materials,  
Trade Publications, Direct Mail.



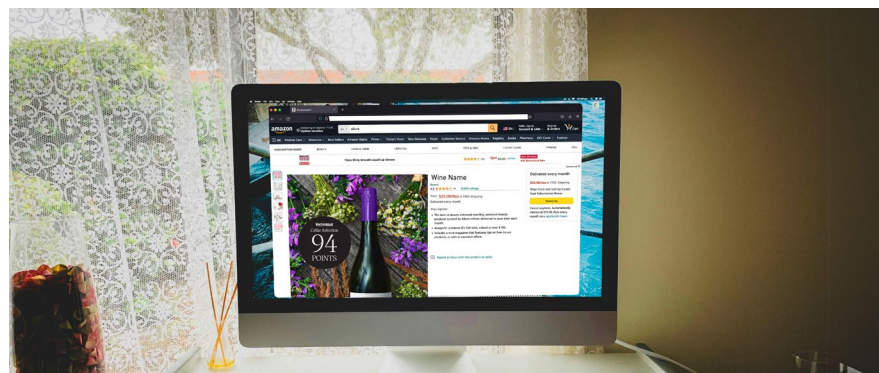
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products or service featured.



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pages to include Facebook, Instagram, LinkedIn and X.



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websites/product pages for partners selling products  
or services featured in Wine Enthusiast.



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# About PARS

For more than 30 years, PARS has assisted individuals and entities looking to leverage the positive, independent 3rd party earned media, awards and rankings coverage they have received from the trusted partners we represent to increase awareness, engagement and performance in furtherance of their goals.

We encourage you to review your current marketing materials and identify opportunities to integrate **Wine Enthusiast** badges across your promotional & marketing platforms. For access to official badge files and guidelines, or to discuss strategies tailored to your institution, please contact us.

**We're ready to work with you**  
*so let's get started!*

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