



APPS & SOCIAL MEDIA!

◀ Morgan Winery Debuts New Website

Morgan Winery recently launched its completely redesigned website, which now offers better access for trade with a one-stop “shop” for distributors, retailers, restaurateurs and press on all things Morgan. The new site emphasizes the brand’s three-decade history of creating award-winning wines in California’s Santa Lucia Highlands region. The expanded Trade section allows wholesale partners to instantly download and print tech sheets, shelf talkers, maps, logos and bottle shots.

morganwinery.com

NEW! iPhone Apps

■ **AG Wines for iPhone and iPad**

Approach Guides Wine, created by Jennifer and David Raezer, offers a content-driven approach to making informed wine-buying decisions. In addition to direct-to-consumer uses, professionally AG Wines for iPhone and iPad can be used for both staff training and rebranding. The easy-to-use interface provides staff with easy access to information on wine regions, grapes, appellations and vintages country-by-country. AG Wines can also be rebranded by incorporating an organization’s logo, branding and messaging—and the best part is that AG Wines maintains the app with updated content. **agwine.com**



Diageo Forms Multimillion Dollar Partnership With Facebook

Beverage alcohol companies continue to seek new avenues to expand their consumer base, and to that end Diageo has recently partnered with Facebook. In exchange for receiving early access to new features and consultancy for online campaign improvement, Diageo has pledged to spend over \$10 million for on-site ads. Nielsen research has already shown that certain Facebook campaigns have driven brand sales off-line. It’s a new frontier for beverage alcohol as more adults are connected than ever before.



Pernod Ricard and Evite Team Up for Cocktail Central

Just for the holidays—the biggest party season of the year—Pernod Ricard has paired with Evite, the invitation and social planning site with over 22 million registered users, to launch Cocktail Central. When a host creates a 21+ invitation using one of 24 themes, they are able to access Cocktail Central for tips, tools, drink recipes and even savings. Hosts can poll attendees on most-wanted cocktails, calculate how much product to buy for the number of guests and keep track of a shopping list.

cocktailcentral-evite.com



Master Tongue-Twisting Wine Names



PALM BAY INTERNATIONAL

There are a lot of wine words that do not roll off the tongue with ease, but it’s important

to be confident with pronunciation with consumers. Here to help is Palm Bay’s Audio Pronunciation Guide—which provides audio files to aid in pronouncing winery names, appellations and grape varieties. Soon, you’ll be saying “S.A. Prum Wehlener Sonnenuhr Riesling Trockenbeerauslese” with ease.

palmabay.com/news_audio_guide.asp

◀ ToutSuite Social Club

ToutSuite seeks to change the way that consumers and brands interact—by integrating e-commerce, social media and video into an online membership/social commerce community. ToutSuite engages niche product brand-makers with consumer trendsetters. For brands, the interactive platform allows for indirect product placement and intimate access between brand representatives and consumers. Accessible from anywhere there’s wi-fi, this salon-style experience is a way to connect brands with consumers in the Digital Age. **toutsuite.com**

