

New PR purveyors offer options

We receive reams of press releases at Wines & Vines each month, announcing everything from new label designs to personnel changes. Until recently, the usual PR suspects--Paige Poulos, Balzac, Magnet, and the like--generated most of the winery releases. That began to change about a year ago, when releases began arriving via a new crop of PR agencies and consultants. Since then, the number of wine-focused PR practitioners in the United States has jumped from about a dozen to nearly twice that amount.

Winery consolidation and a slow economy have undoubtedly played a role in this scenario. While some PR pros fled changing corporate cultures, others simply found themselves without jobs and decided to give independent consulting a shot...

Charles Communications Associates

550 Fifteenth Street, Suite 26 San Francisco, CA 94103
Tel. 415-701-9463 Fax 415-651-9038 kcharles@charlescomm.com or
www.charlescomm.com

Background: Kimberly Charles postponed plans to start her own agency three years ago to work for Magner Communications, handling PR for Perrier-Jouet, Robert Mondavi Imports, St. Supery, and others. Prior to Magnet, she worked for Kobrand and Gallo. As founder of Charles Communications Associates, Charles collaborates with a network of event planning, design, creative writing and consumer marketing experts.

Services: Strategic marketing, media relations, creative writing, co-marketing partnerships, package design, direct consumer marketing concepts and media buying.

Special Skills: Charles' educational credentials include: the Sommelier Society certificate, the Wine & Spirits Education Trust's Certificate, Higher Certificate and the Diploma. She is also a judge at four wine competitions.