



Media Contact:

Carl Giavanti

carl@winecharacters.com

971.221.4212

FOR IMMEDIATE RELEASE August 15, 2024

**VETERAN WINE PR PRO INTRODUCES “WINE CHARACTERS”
NEW, STORY-DRIVEN WINEMAKER INTERVIEWS PROJECT MAKES WINE MEMORABLE**

Portland, Ore. – Long-time winery publicist Carl Giavanti is launching [Wine Characters](#), a new interview project celebrating true character – in both wine and people i.e. the winemakers behind the bottle and winery brand. The three-question interview format highlights, unforgettable winemakers, memorable wines, and the stories that make them so unique.

“Fine wine may be commoditized, but people? Never. It’s our stories that keep us alive. Wine Characters gives small to medium sized producers a compelling new way to get their brand stories out there in the media, and ultimately to gain visibility with new followers and customers.” says Giavanti.

The project highlights the trend toward supporting “Maker” brands versus corporate “Branded” wineries. Consumers today are trending toward wanting to buy the whole package, not just the juice. Story-driven wineries can offer approachability, context, authenticity and direct access to experiences.

For 15 years, Giavanti has pitched, cajoled and collaborated with the **Wine Media** on behalf of his clients. He has interviewed those writers, journalists and critics in an ongoing column for *Wine Industry Advisor* called [Turning the Tables](#), where he explores the stories behind the storytellers. Wine Characters interviews include questions about the winemaker and winery brand designed to generate story ideas for writers, and include links to website and contact information. For more info, read the [Media FAQ](#). Interviews will be **distributed monthly by email newsletter** to his database of about 2,000 wine media.

“This is a passion project for me – a small contribution or give back to the wine people I know. Wine Characters will be both a useful source of story ideas for the wine media, and help nudge winemakers out of their oenological comfort zones and into storytelling, which is what I believe matters most.”

About Carl Giavanti Consulting, LLC:

Wine Characters is a not-for-profit project of Carl Giavanti Consulting. Carl Giavanti is the owner, sole proprietor and consulting publicist. The agency launched in May 2009 and recently celebrated 15 years of DTC marketing and winery PR. Clients are or have been in Napa Valley, Willamette Valley, Walla Walla, Columbia Valley, and the Columbia Gorge. (www.CarlGiavantiConsulting.com/)

###