



## Lady Grape Brand Promotion Services

*The following services have been developed to help brands improve their positioning in the market.* Our extensive experience in this field means we have a clear vision of what a product needs to succeed in a given market and we take a tailored approach to each brand, meeting the specific needs of each link in the sales chain.

Our services range from product launches in a new country or market, to specific training for every individual selling or serving the product, in order to maximise sales. We cover the details that are often overlooked, whether due to lack of knowledge, staff or logistics.

### ***Bespoke services:***

- Formal presentation of products to importers/distributors.
- Attending trade fairs as the representative of a product or brand.
- Training for distributors and sales personnel.
- Formal presentation of products to HORECA channel.
- Product training for hospitality staff.
- Designing drink lists/pairings and brunch menus.
- Masterclasses for professionals (mixologists, maîtres d's, bartenders...).
- Organising private meetings for importers and potential distributors.
- Promotional events for products.



If you would like to receive a **detailed presentation** of our **Brand Promotion Services**, please e-mail [info@ladygrape.com](mailto:info@ladygrape.com)



## Who are we and where are we from?



Valerika Darasteanu, Director of Lady Grape, at the Vinitaly fair

**Lady Grape** is a multi-disciplinary enterprise that is based in Spain but takes a global view of the beverage industry. Initially, our focus was on organising private events, such as food and wine tours, wine tastings, dinner and wine pairings and masterclasses for professionals. Over the years, we've added to our range of core competencies with **the import/export and distribution to the HORECA channel** of premium beverages such as Giulio Cocchi, La Canellese, Mama Vodka and Levante Spirits. Beginning from 2018, we offer our experience and knowledge to Brands providing **Bespoke Promotion Services**.

**Valerika Darasteanu, director of Lady Grape, will carry out these services:** her technical and practical expertise in the beverage industry, business management and international public relations make her ideally qualified to represent a brand for specific occasions.

Having lived and worked in Spain, Italy, the United Kingdom, Ireland and Australia, Valerika speaks three languages (**Italian** is her first language, followed by **English** and **Spanish**) and she is able to offer her services in any of these three languages.



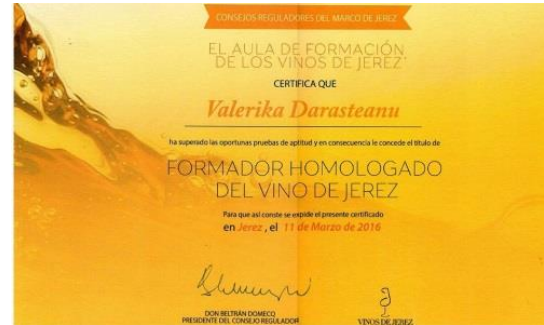
## Qualifications



(1)



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### 1. Professional Bartending Course.

Certified by Associazione Italiana Barmen e Sostenitori.

### 2. WSET Level 3 Advanced Certificate in Wines and Spirits.

Certified by The Wine & Spirit Education Trust (London).

### 3. Certified Sherry Educator.

Certified by Consejo Regulador de Jerez.

### 4. Sake Sommelier Course.

Certified by Sake Sommelier Association (London).

### 5. Certified Sake Professional.

Certified by The Sake Education Council (Tokyo). Taught by John Gauntner.

### 6. WSET Level 3 Award in Sake.

Certified by the Wine & Spirit Education Trust (London).

### 7. Advanced Sake Professional.

Certified by The Sake Education Council (Tokyo). Taught by John Gauntner.

### 8. Certified Brandy Educator.

Certified by Consejo Regulador de Jerez.

Proof of certificates 7-8 can be provided.



## Where are we going?

**Lady Grape** grows each year and the services focused on raising the profile of beverage brands are our latest venture.

Over the course of **2018**, our director will be travelling to various countries, where she will be offering our services:

**SPAIN/ITALY:** September, October 2018

**JAPAN:** October, November 2018

**NEW ZEALAND:** November 2018

**AUSTRALIA:** December 2018

**2019 CALENDAR** will include longer visits to **Japan, New Zealand, Australia, Hong Kong, Singapore, India** and bespoke trips according to the Brand's needs.

If your business could benefit from a **made-to-measure service**, please email [info@ladygrape.com](mailto:info@ladygrape.com).



If you would like to **know more about the company**, please visit our website [www.ladygrape.com](http://www.ladygrape.com)