

# CINNABAR

WINERY

*Cinnabar ... expect the unexpected*  
June 15, 2015

To whom it may concern,

As the winemaker for Cinnabar Winery since 1990, it has been a pleasure working with Joe Gargiulo of JAG Public Relations for the last 15 years. We originally hired him in January 2000 because we needed a PR professional who could elevate the level of POS materials and pitch stories to the media.

Since then, Joe has worked on a variety of items, including but not limited to:

- Generating/disseminating press releases and media alerts to garner media coverage about newsworthy winery events
- All POS and trade tools: product sheets, brochures, wine labels, postcards, marketing letters, etc.
- The planning of sample mailings to wine critics to garner positive reviews
- Launching cinnabarwinery.com twice, including the site architecture and most of the content with emphasis on the Wine Shop, Tasting Room and Mudd Room sections, and Winemaker's Journal
- Collaboration with trade organizations such as the Santa Cruz Mountains Winegrowers Association and the Los Gatos-Saratoga Wine Trail


Joe is a very qualified and capable person. He brings a wealth of knowledge about the wine business gained from years of studying, working within, and living in the Northern California wine community. Many projects were finished with ease because of his experience gained from first-hand contact with individuals in the wine community.

I have learned much from him due to his broad based knowledge. If we need more information on a particular topic, Joe jumps in and finds out all he can via online research and interviews, and double fact-checks our work to make sure we are as accurate as possible. I have always said Joe makes me look good on paper!

I highly recommend Joe because of his knowledge and how pleasant he is to work with. I frequently need to reschedule our phone appointments due to unexpected changes in my winemaking schedule, and Joe is always accommodating.

I would be happy to answer questions if more information is needed via cell (408-621-0761) or email ([george@cinnabarwinery.com](mailto:george@cinnabarwinery.com)).

Best regards,

  
George Troquato, winemaker  
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