



Italian Wine Podcast

Ph. +39.045.8101447

info@italianwinepodcast.com

www.italianwinepodcast.com

Listen on SoundCloud, iTunes, Spotify, Stitcher and XimalayaFM

Follow us on Facebook, Twitter, Instagram, and LinkedIn

Press Release

For immediate release

Friday, 24 February 2023

Time to Head Stateside:

The Italian Wine Podcast launches new series on the US Wine Market

The U.S. is the world's leading importer of Italian wine. With such a dominant, ever-changing market, there is a tremendous amount to learn, with wine producers and consumers having many questions. A new series from the Italian Wine Podcast has arrived to answer them.



The Italian Wine Podcast is a hub for exploring all angles of the Italian wine industry. Food, travel, inclusivity, and diversity, and - of course - the U.S. Wine Market. The series Get US Market Ready with Steve Raye has been a long-followed favorite, highlighting perspectives from an array of wine industry professionals with quick insights from Raye's book "How to get US Market Ready."

The closing of Raye's show is an emotional time for the Italian Wine Podcast team. "Steve Raye was one of the first Italian Wine podcasters. With his incredible career and over 100 episodes, Steve has been a forerunner, bridging the gap between Italian wine producers and the US

market from the get-go," says Stevie Kim, Founder of the Italian Wine Podcast. "His commitment to the podcast came with no strings attached - it was all about his genuine love of Italian wine. We are forever grateful for his contribution. I know we will never get rid of him! Steve will be part of our pod family forever."

Raye's last episode will air on Monday, Feb 27th at 8 AM CET. In its place will be a new series - Masterclass US Wine Market, hosted by Juliana Colangelo. This brand-new podcast will feature dialogues with industry leaders to strengthen our skills in navigating the American Italian wine business.

Juliana Colangelo is the Vice President of the California and New Business division of Colangelo & Partners - a leading US-based public relations firm. Their long-standing and robust portfolio of Italian clients ranges from large-scale producers like Disaronno to wine consortiums like Sicilia DOC.

Recognized as a 'Rising Star' in PR News' Top Women in the PR category, Juliana Colangelo brings a fresh perspective to the US-Italian wine market discussion. Her thorough background in media relations, marketing, and wine business is a true asset to the Italian Wine Podcast series, not to mention her love of wine. She holds her WSET 3 certificate and is a VIA Italian Wine Ambassador.

"With *Masterclass: U.S. Wine Market* I hope to give Italian wineries and listeners insights and tangible takeaways that will help them succeed in Italy's largest export market," comments host Juliana Colangelo. "We will end each episode with a mini 'quiz' for our guests to focus on our key takeaways."

The US export market is a big one. The unique topics and diverse range of interviews will be pivotal for those looking to gain a grasp on the industry. With Colangelo's lineup of exciting guests - from Peter Yeung to Jermaine Stone - talking wine business will never get boring, even for the most novice listeners.

Masterclass US Wine Market will kick off March 6th and air every Monday onward. You can tune in wherever you stream your podcasts.

About: The *Italian Wine Podcast: Cin Cin with Italian Wine People!* launched in 2017 as a project dedicated exclusively to the Italian wine world. The program uncovers the unique world of Italian wine in conversation with some of its key protagonists. Under the umbrella brand of Mamma Jumbo Shrimp (encompassing books, maps, and videos, bringing together a global community of wine, food, and travel), Italian Wine Podcast aims to inform, educate, and entertain listeners with content for wine professionals and casual listeners alike. The only daily wine podcast in the world, content includes wine business, food & travel, diversity and inclusion, wine producers, science, and marketing and communication. Italian Wine Podcast is available on SoundCloud, iTunes, Spotify, Stitcher, XimalayaFM (for China), and on the official website. It now boasts almost 1300 recorded episodes with a growing online following of over 5 million listens. Donations to the show are welcomed and help fund a portion of the show's equipment, production, and publication costs. To advertise on the show, please request a prospectus and/or customized advertising plan from info@italianwinepodcast.com. Cin Cin!