

WORDHAMPTON

PUBLIC RELATIONS



BEDELL CELLARS

Bedell Cellars is a premier winery in Long Island Wine Country on the North Fork of Long Island. In 2000, Michael Lynne, Co-Chairman and Co-CEO of New Line Cinema, purchased the vineyard with the vision of raising the bar for quality among Long Island wine estates. WordHampton leveraged news about the ownership, wine releases and geography to help build the new brand. WordHampton networked with influential national, regional and local wine writers introducing them to the new ownership and wine releases. This included packaging wine samples and tasting notes to enable editorial wine connoisseurs to experience first-hand the newly vested commitment to making quality wine.

Every angle for news was leveraged among a broad range of media. In tandem with ownership and product stories, wine publications and travel writers were pitched stories on the geography thus drawing attention to the North Fork as an up-and-coming wine region. Local media were engaged by news of promotions created to drive tasting room traffic and product sales. Lifestyle and art media were targeted with the launch a new wine featuring high-styled label art by renowned artists. And finally, capitalizing on Lynne's position in the entertainment industry, making him a power player in the Hamptons, WordHampton generated lifestyle interest on his second career as a vineyard owner.

Bedell's image as a top North Fork vineyard has been established. Since Lynne's purchase of the vineyard, Bedell has grown to become a nationally recognized leader with award-winning wine, strong tasting room traffic and sales. The premier property on the North Fork has been recognized by media such as *Wine Spectator*, *Wine Enthusiast*, *Food & Wine*, *The New York Times*, *New York Magazine*, *Crain's New York Business*, *New York Post*, *New York Daily News* and *Newsday*.

In addition, WordHampton has also successfully represented Ben's Kosher Delicatessen, Panama Hatties, Ponty Bistro (Harlem), Sandbar, TGANYC (midtown Manhattan), Danford's Hotel Resort and Marina, Navy Beach, Montauk Yacht Club, Garden City Hotel, Kontokosta Winery, and Morton's Steakhouse.