

Interpreting Wine is arguably the world's premier drinks trade podcast. Since **2018**, Founder Lawrence Francis has established a premium content library and a loyal, engaged listener base in **135** countries.

In the first ten months of **2020** the channel received an average listener engagement of **5,130** hours per month. Meanwhile, average listening for interviews published in **2020** is more than **375** hours per episode.



Lawrence speaking at Wine2Wine 2019

Interpreting Wine has pioneered the use of podcast series to immerse listeners in a specific drinks category, delivered across podcast, website and social media. For the first time ever, you can access Interpreting Wine's audience without the premium pricing of "made-to-order" series. Communicate with global trade professionals without the need for costly, time consuming travel, tastings, live webinars or social media.

Released in October 2019, the original 5-part series introduced my audience to the concept of Mindful Drinking. Listen stats for the 2019 No/Low series:

Series listen link	www.interpretingwine.com/mindfuldrinking
Total series listens	3,864 plays
Total series listening duration	1,049 hours
Average episode listening	210 hours

The January 2021 edition looks set to be even more popular, broadcast to a trade audience that is already familiar with the category, in time for Dry January.

If your brand would like to feature, here's how it works:

- Secure your place for one advance payment of GBP725.
- Upon payment, you will be sent a set of detailed preparation materials.
- Recommended: products sent to Lawrence in advance for virtual taste-along.
- Interview recorded remotely in-line with agreed production schedule.
- Episode edited, released and promoted as part of the series.

Just 10 spaces available. Contact Lawrence to discuss more.

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