

Interpreting Wine is arguably the world's premier wine trade podcast. Since **2018**, Founder Lawrence Francis has established a premium content library and a loyal, engaged listener base in **138** 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 region, 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 November 2019, the original eight-part series is the channel's most in-depth on a single Austrian region. Listen stats for the 2019 Wagram series:

Series listen link	www.interpretingwine.com/wagram
Total series listens	6,349 plays
Total series listening duration	1,876 hours
Average episode listening	235 hours

The May 2021 edition looks set to be even more popular, broadcast to an audience that is already familiar with Wagram, its wines and some of its winemakers.

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

- Secure your place for one advance payment of EUR795.
- Upon payment, you will be sent a set of detailed preparation materials.
- Optional: wines chosen and sent to Lawrence for virtual taste-along episode.
- 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.