

Thanks for your interest in International Petit Verdot Day!



## **HOW BLOGGERS & INFLUENCERS CAN PARTICIPATE**

- Help spread the word using your various social media platforms to inform the public of this NEW wine holiday dedicated to Petit Verdot, using these hashtags

**#PetitVerdotDay #InternationalPetitVerdotDay**

- Be sure and tag **@merlot2muscadine** for your story to be shared and feel free to invite me as a collaborator on future posts
- Consider hosting a tasting featuring **Petit Verdot**
- Go **LIVE** on social media (i.e., Facebook, Instagram, YouTube) on **January 31** and share your celebration with the world, don't forget your hashtags

**#PetitVerdotDay #InternationalPetitVerdotDay**

and to tag **@merlot2muscadine**

Please feel free to email me for the official announcement (save the date) in camera ready artwork, email me at [arthurb@merlot2muscadine.com](mailto:arthurb@merlot2muscadine.com)

You may also email me for a copy of the official press release.

Don't forget to go to [www.merlot2muscadine.com](http://www.merlot2muscadine.com) for more details and information.

For more information on International Petit Verdot Day, contact:

Arthur Barham,

Merlot2muscadine,

[arthurb@merlot2muscadine.com](mailto:arthurb@merlot2muscadine.com)