

# DARE TO DUEL

By *Christina Staatsstrom*

The business of wine has changed drastically over the past year. With traditional wine tasting events and winemaker dinners off the table, wineries had to reinvent how they connect with consumers and are taking to technology to create novel ideas that deliver multi-sensory brand experiences.

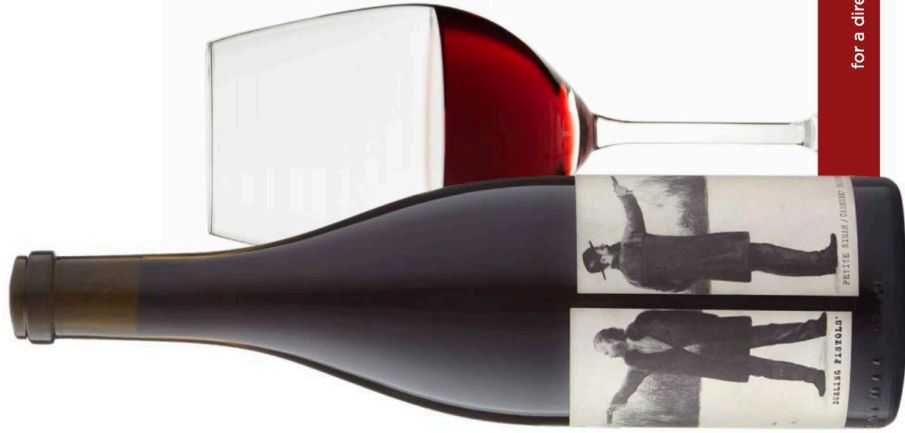
In this new landscape, Terlato Wines kicked off a multi-channel marketing campaign to launch their latest brand, Dueling Pistols. "Consumer expectations are shifting, and as a result, experience has become a primary tenant of brand loyalty," remarks Bill Terlato, Chief Executive Officer of Terlato Wines.

The Dueling Pistols wine encompasses two blends from the Paso Robles and Dry Creek Valley regions of California, made of two bold, competing varietals in a 50/50 blend in each bottle. These two varietals fight for power balance, and their duel is brought to life through a narrative podcast that immerses the listener into a tension-filled, fictional origin story.

The narrative of the podcast follows a cast of dynamic characters surrounding a head-to-head shootout duel over the leadership of the town. The brand's only production goal with the ten-episode series was to create a nostalgic listening experience for consumers, reminiscent of the Golden Era of American radio during the 20th century, that will grow with the brand.

"Creating a cross-platform content approach is part and parcel to meeting wine drinkers when and where they are," says Terlato. "The stories inspired by the wine help pull consumers in to interact with the characters as the story continues to evolve with future seasons."

The Dueling Pistols brand includes two distinct high-quality blends that, like the podcast they inspired, is the story of unlikely pairings, bold standoffs, historic



vines, and winemaking in the American west. The Paso Robles Blend, 2016, is 50% Cabernet Sauvignon and 50% Petite Sirah from the same vineyard. After harvest and processing, the rich and complex Cabernet Sauvignon and bold and tannic Petite Sirah are aged in French oak barrels for 18 months resulting in a smooth wine with some distinct depth in flavor structure.

The Dry Creek Valley Blend, 2016, is 50% Zinfandel and 50% Syrah, both old vines (50+ years) and mature plantings (12+ years), but different vineyards. The Zinfandel matures on a rocky hillside of Northern Dry Creek valley, while the Syrah grapes capture the dense, clay-like soils of Southern Dry Creek Valley. After harvest, the grapes are fermented separately before this unique pairing is blended and aged in French Oak barrels for approximately 18 months giving this bold wine a layered oak flavor.

With Dueling Pistols, Terlato has created an attention-grabbing and experimental launch campaign. "Leveraging a content-first launch concept has been designed with Dueling Pistols' drinkers in mind. The brand's Gen X target audience longs for content immersion," said Tony Terlato, Jr., National Director of on-premise accounts at Terlato Wines.

Terlato turned to Round Table Companies (RTC), a creative storytelling group, to help conceive the characters, storylines, and plot for this historical fiction. With the help of photographs and one-on-one interviews with Terlato employees, they deliver a story that captures the wines' character and depth.

Pour yourself a glass of Dueling Pistols and listen in as gunslinging spurs go head-to-head for a face-to-face pistol duel. Tune in to the podcast wherever you listen: Apple Podcasts, Spotify, Stitcher, Google Podcasts, and more.

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— BILL TERLATO, CHIEF EXECUTIVE OFFICER OF TERLATO WINES

Visit [directory.libsyn.com/shows/view/id/duelingpistols](http://directory.libsyn.com/shows/view/id/duelingpistols) for a direct link to listen in to the Dueling Pistols Podcast Season 1.