



FOR IMMEDIATE RELEASE

Contact: Katie Canfield
Email: katie@odonnell-lane.com
Tel: 530-720-1138

**Broadland Wineries Boosts US Marketing Initiatives with California PR Agency
O'Donnell Lane**

SONOMA, CA (October 9, 2018)—UK-based Broadland Wineries Limited has appointed O'Donnell Lane, LLC in California as its marketing and PR agency in the US, the first step in a series of initiatives aimed at extending the reach of its international portfolio of wine brands in the US market. The partnership will combine Broadland's prowess in production, distribution, and marketing with O'Donnell Lane's expertise in media communications, trade relations, and brand activation in order to promote innovative products that offer tremendous value for trade and consumers alike.

With long-standing relationships with a number of global retailers in the UK, parts of Europe, and the US, Broadland offers expertise on developing products that appeal to specific consumer demographics, both through custom labels and through its own brands: Waipapa Bay, a partnership with the Rossendale Winery in New Zealand, and Proudly Vegan, whose Sauvignon Blanc and Merlot are 100% vegan from wine to packaging, are now available in the USA.

"Each of our brands offers something unique and appealing to a targeted group of consumers. The wine world is far from one size fits all, so we pride ourselves on offering a range of thoughtful and innovative products that people will love," says Mark Lansley, Broadland's chairman and CEO. "The US market presents us a prime opportunity to fill the needs of a vibrant and diverse consumer base."

Broadland Wineries is an international wine supplier and producer, working closely with a premier selection of producer partners and import wineries from 15 countries around the world. The expert team dedicated to wine sourcing is headed by director of wine, Dr. Arabella Woodrow MW, who brings extensive knowledge—she holds a BA and PhD in Biochemistry from Oxford University and passed the rigorous Masters of Wine exam in 1986—and nearly 40 years experience working in the industry.

With a US sales team in place since 2015, Broadland looks forward to a streamlined approach to understanding and working with local markets. Current customers in the USA are Aldi and Publix, as well as independent retailers. Broadland rightly sees tremendous potential in the US as adventurous and discerning millennials become a more central demographic of wine consumers.

O'Donnell Lane has previously worked with Broadland's long-standing UK marketing and PR agency Westbury Communications, founded in 1992 by wine industry veteran Sue Harris, and is excited to collaborate again to build awareness among retailers and consumers of Broadland brands on both sides of the pond.

Broadland Wineries

Originally established in the UK in 1965, Broadland Wineries is now an international wine supplier, producer, importer, and innovator. While the company has grown and developed significantly over the last 50 years, the mission remains the same: to offer superior service, quality, and value at all times. Broadland supplies branded and private-label wines to both the on- and off-trades in the UK and North America.

###