

**SPECIAL
JOURNALISTS**

The international press relations site entirely dedicated to the drinks and gastronomy field



The aim of Drinks Media Wire (DWM) is to rapidly forward information passed on by professionals in the drinks sector throughout the world (products and related services) to audience-specific media, journalists and Internet users.



drinks media wire
DELIVER YOUR NEWS WORLDWIDE

www.drinksmediawire.com

• A **targeted source** of information

You will rapidly receive official press releases and complete information coming from companies and organizations from around the world which only correspond to your line of business and to your centres of interest.

=> *Thanks to DMW, your results improve!*

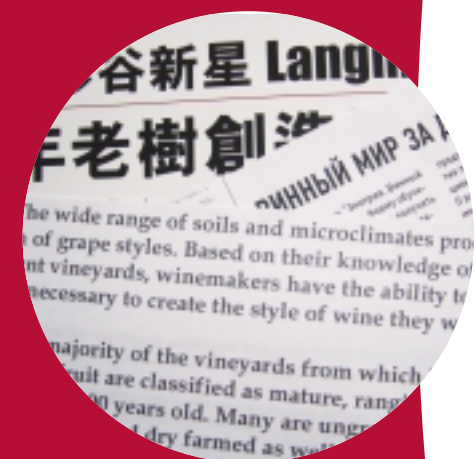
• An **efficient** promotool

As a journalist, DMW promotes your work.

=> *Thanks to DMW, your audience increases!*

> You have **nothing to lose**

- You have access to **all electronic international information** sent to DMW:
 - All received press releases (including those with added multimedia material) are available, either immediately and directly on your computer desktop or on the DMW site or else in your reserved personalized space; DMW translates and stores them for you (during two years);
 - Your subscription (free of charge) and confidential enables you to pre-select the type of press releases you wish to receive by sector, language, country or geographical area;
 - You can use (and download) all information given by transmitting companies and organizations: *files and press reviews, logos, photos and videos, condensed articles and presentations, contact details, etc.*
- You can enjoy easy and rapid usability, having access to the desired information through **your own personalized area** (my DMW desktop);
- Research and consultation of press releases by company, key-word, economic sector, country, language, time-stamping etc.
- Translation of information in several languages: Dutch, English, French, German, Italian, Spanish;
- Grouping of transmitting companies and organizations which interest you (*my DMW sources*);
- Grouping of press release as per your selection (*my DMW information*);
- Possibility of an information alert system (on your computer screen) and modification of profile (your pre-selection criteria) at any moment.





> Additional **benefits**

- DMW **publicizes your own press releases free of charge**, sending them to your colleagues, professionals and Internet users on the DMW site:
 - Your works are thus made known and promoted (*books, essays, news coverage, guides, directories, webzines, sites, newsletters, etc.*)
- DMW **promotes your works** (*Library column*) on the reception page of its site.



> **Save time, energy and money**

- All information submitted by companies is immediately at your disposal.
=> *You won't miss a thing!*
- Through your selection criteria, you will only receive relevant information.
=> *No more unwanted ads taking up your precious time!*
- Each category of information is filed in its repertory for later reference.
=> *With no more litter, your electronic mail will only be a contact tool!*
- All information will arrive electronically – no more worries regarding printing and faxes.
=> *You can just concentrate on your main activities!*

www.drinksmediawire.com



> The way it works

1. Those working in the drinks and drink-related market send DMW information concerning their development policy: *launchings of products, strategic operations, competitions and rewards, commercial and public events, appointments of managers, etc.*
2. DMW immediately deals with the press releases (translation, selection, indexing, etc.) before forwarding them on to you;
3. If you have subscribed and according to the desired frequency, you receive directly on your computer the titles and opening lines of the press releases. Visuals-News (press releases accompanied by visual multimedia backing) are indicated by a pictogram;
4. When clicked on, your personal page (*my DMW desktop*) opens immediately. Any releases of interest (as per your selection criteria) then appear in full;
5. They can be used as desired: you can store them for later use in *my DMW information*, they can be intercrossed or supplemented with extra information taken from *my DMW sources* or you may contact those concerned;
6. You can later consult DMW to receive additional information, download photos or videos, announce a self-related occurrence (publication of a book, etc.)

> DMW, your **EXCLUSIVE** partner

A multifaceted service:

- A source of international facts grouping companies and organizations from throughout the world: producers and traders, manufacturers and agricultural cooperatives, distributors and importers, corporative committees and interprofessional unions, organizers of contests and trade fairs, sommeliers and retailers, communication and PR agencies, colleagues and media, etc.
- Professional processing of information: documentation management (*storing, classification, selection*), translation, correction, re-writing, re-mailing, advice, supplementary services, etc.
- Discerning experience and knowledge of the market and the inherent field of the press: wines, spirits, beers, soft drinks (*waters, fruit juices, coffees, teas, sodas, milk drinks, etc.*), cigars, gastronomy, press and PR agencies, drinks media (*TV, press, radio, Internet*), portals and sites, publishers and advertising agencies, etc.
- A pioneer as regards drinks and related products: the first and unique News Wire specialized in the drinks and drinks-related sector, DMW has no direct competition.
- An efficient promotool: DMW enables you to refocus on your line of business and you benefit from extra time and efficiency.
- An additional opportunity of personal promotion: DMW enables you to strengthen the coverage and impact of your credo.



48, rue Thiac | F-33000 BORDEAUX | T 33 (0)5 57 14 46 46 | F 33 (0)5 56 44 06 81
E-mail : dmw@drinksmediawire.com | www.drinksmediawire.com