



"You've got to find some way of saying it without saying it." -- Duke Ellington

OFFER

Teplin+Nuss offers boutique public relations services for lifestyle, consumer, culinary and wine brands. Started by Ashley Teplin and Holly Nuss, Teplin+Nuss is not your average PR agency. They are tenacious in establishing brands and creating brand awareness. They are strategic and creative in their approach.

APPROACH

Public relations has changed. Traditional PR is now entwined with social media and new media. It is imperative to get the message to the right press, the top bloggers and the top influencers. Teplin+Nuss knows how to deliver the message.

Ashley Teplin and Holly Nuss come from different backgrounds and their combined experience gives you an un-matched team. Ashley's background in the culinary, art and wine media world, combined with Holly's experience in high-tech, business and consumer public relations, brings success to any project or client. They create relationships. They design and execute public relations strategies. They incorporate social media and new media.

They know publicity and they know how to get you the results you need.

WHAT

Teplin+Nuss focuses on traditional public relations combining their expertise in new media.

Founded by Ashley Teplin and Holly Nuss in 2012.

BASICS

- Public Relations
- Media Training
- New Media Advisement
- Event Promotions
- Marketing & Communications Strategy
- Brand Editorial
- Online Brand Analysis

CONTACT

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ABOUT ASHLEY TEPLIN

With years of experience and unlimited connections in the culinary and wine world, Ashley Teplin uses her extraordinary skill set to gain exposure and create virtual and real-world publicity for her diverse client set.

Teplin has built a reputation for professionalism and integrity in working with the media, clients and other professionals. Immersed in the worlds of art, culture, wine and cuisine, she employs her expertise in media relations, media production, photography, culinary arts and fine art to create networks and strengthen relationships among her clients. She holds a Bachelor of Arts degree from the University of California at Los Angeles, along with a culinary arts degree from the Culinary Institute of America in Hyde Park, NY. Ashley spent two years producing trailers, TV spots and reels for top networks and film production companies including Fox, HBO and Miramax.

Ashley has worked with assorted restaurants, wineries and hotels, playing an integral role in the opening of Bocanova in Jack London Square, the opening of Bardessono in Yountville and the launch of Paul Martin's American Bistro in Roseville. Most recently she has worked on marketing for the Artisan and Estate Brands of Jackson Family Wines: Cardinale, Lokoya, Freemark Abbey, La Jota and Mt. Brave in Napa Valley and Verité, Arrowood and Farrier in Sonoma. As well as working with Mutineer Magazine, launching ToutSuite Social Club, launching French Blue's and Kitchen Door's social networks as well as an Urban Winery, Qualia Wines.

In the past, Melissa Welles Public Relations has sought Ashley's expertise as a consultant for Michael Chiarello-Bottega, Gott's Roadside, Bardessono Restaurant, Swanson Vineyards, Scaggs Vineyards and Tasting Room.com. And with Pamela Hunter of Studio-707, a few of her winery clients included Krupp Brothers Winery, Stagecoach Vineyards, Bounty Hunter, Seven Stones, Meteor Vineyard, Quintessa, Bonny's Vineyard, Meyer Family Cellars and Quixote Winery.

RECENT HIGHLIGHTS

- Launched a national media company to the media and online sources, ToutSuite Social Club. Localized blog coverage and national coverage on Restaurant Biz, Mutineer Magazine, Yahoo News, etc.
- Created events and managed all Public Relations and all overall logistics for the Mutineer Third Annual Red Carpet Event. Formulated partnerships with Blk Water, DRY Soda, La Saison, Gary Penir Chef and Sara Wurst Pastry Chef and others.
- Launched and created the first King's Ginger Cocktail Competition showcasing the top Napa Valley Bartenders. Obtained localized blogger and media coverage for the event.
- Develop, Wrote and created two \$100K plus Auction Napa Valley lots for wine brands, Lokoya and Freemark Abbey. Worked on numerous events leading up to the Auction to help develop brand awareness and overall sales.
- Launched major social networking campaigns for @LaJotaWines, @ArrowoodWinery, @KitchenDoorNapa, @FarrierWines, @QualiaWines, @FreeFlowWines, @FrenchBlueNapa, @MtBraveWines, @CardinaleWinery, @GalerieWines, @GreyStackWine, @FreeFlowWine @ToutSocial. Building longterm brand and online editorial presence on various social platforms.

THE SKILLS

Media Relations
Event Promotions + Marketing
Social Networking Campaigns
Online Brand Analysis

Communications + Marketing Strategy
Photography
Culinary Arts
Partnerships + Circle of Influence

ABOUT HOLLY NUSS

With eighteen years of experience in marketing and public relations, Holly Nuss has a wide range of experience. From wine to consumer brands to high-tech and wireless products, she believes branding should always be the driving force in communications whether through a press release, media interview, or online media outlets and social networks.

Nuss creates focused media strategies for clients to secure the most targeted exposure. She loves the thrill of securing press coverage and she has garnered client coverage in everything from local newspapers and blogs to national news outlets like CNN, *The Associated Press*, *The Today Show*, *People Magazine*, *O Magazine* and *The Wall Street Journal*.

Holly spent over ten years in the high-tech industry working with companies like Stamps.com, (NASDAQ: STMP), Half.com (now part of eBay), Aptimus, Inc. (NASDAQ: APTM) and Hewlett Packard. She has assisted in taking several companies public and has worked with well-known CEO's like John Sculley (the former CEO of Apple and Pepsi). While in San Francisco, Holly worked at Alexander Ogilvy, the technology PR firm of Ogilvy Worldwide and then moved on to serve as Partner at McLean Public Relations.

In 2005, Holly moved to Napa and began working at her family's winery, Twenty Rows. While at Twenty Rows, she helped build traffic to their Downtown Napa tasting room. She also started and promoted the Twenty Rows wine club. Eventually, Holly started her own consulting business and brought on wine clients like MommyJuice Wines and The Vegan Vine.

When she is not working on a client account, Holly is a freelance reporter for the *Napa Valley Register* where she covers business news and trends.

RECENT HIGHLIGHTS

- Widespread news coverage of MommyJuice led to distribution in over half the U.S. in just six months. Recent consumer press coverage included: *The Today Show*, *People Magazine*, *OK! Magazine*, and *The Associated Press*. Secured coverage in newspapers across the country.
- Over 50+ bloggers reviews that included Twitter mentions as well as Facebook posts. Coverage at www.mommyjuicewines.com/what-people-are-saying
- Produced a viral YouTube video for MommyJuice that to date has 21,441 views. www.youtube.com/watch?v=tVwkUDRVmsA
- Developed and executed a vertical outreach strategy targeting vegan press and bloggers for The Vegan Vine. Lead to coverage in the top vegan and natural foods publications and coverage on over 25 blogs. Coverage at www.theveganvine.com/news - <http://theveganvine.com/news>
- Created and managed events brand-sponsored events including a Mom's Night Out (MommyJuice), a Vegan blogger dinner in NYC, sponsorships for mommy-blogger events (MomTrends) and the leading vegan tradeshow (Vida Vegan).

THE SKILLS

Media Relations
Business Relations
Broadcast Media Relations
Media Training

Communications + Marketing Strategy
Social Networking Campaigns
Writing
Online Web Content Development