



Vintners Take Over Miami's Freedom Tower for Annual Simply Italian Tasting

February 7, 2014. Miami, FL.

Hundreds of distributors, vintners, bloggers and wine connoisseurs turned out for the annual Simply Italian Great Wines Americas Tour 2014, hosted by [I.E.E.M.](#) The annual event introduces South Florida distributors to new vintages, allows for face time with Italian growers, pairs tastings and wine education seminars and, well, wine tasting.

Measured by the noise level and full room at the Freedom Tower, this year's attendance and exposure for brands was a success. Most notably, there were several vintners displaying signs that mentioned needing a distributorship, hinting that the international South Florida market is a hotbed for introducing new lines.

Socially Engaged team members attended with blogger and wine instructor Thaddeus Buggs from [The Minority Wine Report](#). Brenda Mallett, CEO of Socially Engaged Media noted, "The wine industry in Europe is slower to adapt online marketing strategies, despite the high numbers of fans and wine enthusiasts seeking out their products. We hope that by continually engaging with wine brands we will bring a greater awareness to the value of utilizing social media in promoting the wine industry."

A few favorites from the event:

Best Sparkling Italian Wine: [Ricci Curbastro Brut](#), 2009 from Franciacorta Region

Best Red: Masciarelli Montepulciano d'Abruzzo [Marina Cvetic](#) 2008

Biggest Surprise: Dessert consisting of [Rock Kat Ice Cream](#) drizzled with [Founders Reserve Extra Virgin Olive Oil](#) and Maldon Sea Salt.

Socially Engaged Media team members will be attending [VinItaly](#), Italy's premier international event showcasing thousands of wines produced in Italy. The event is held annually in Verona, Italy and will be from April 7-10th, 2014. For more information on promoting your wine company or vineyard at this event, please contact us.

Socially Engaged Media

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