



The Relentless Pursuit of Results

FOR IMMEDIATE RELEASE

Contact:

Jim Miller
Publicity Works
248.691.4466

Vinology Wine Bar and Restaurant goes social with a new media campaign meant to reach the masses

October 13, 2009, Ann Arbor, MICHIGAN – Ann Arbor’s Vinology Wine Bar and Restaurant opened its doors with the intention of offering a memorable dining experience suitable for both the wine-savvy and those interested in learning more about wine and food culture. That educational aspect lends itself perfectly to the recent addition of social media tools.

Beyond Vinology’s own Web site, www.vinowinebars.net, the Ann Arbor-based restaurant recently created social media accounts to reach a wider clientele. Online users are already taking notice, seeking out Vinology Wine Bar and Restaurant as fans on Facebook and following VinologyA2 on Twitter.

“Even before we created these accounts for Vinology, we noticed users of these sites were visiting and then posting enthusiastic mentions of the restaurant,” said Kristin Jonna, an owner of Vinology. “We wanted to become part of the conversation.”

While social media is a useful way of branding and monitoring most any business, Jonna considers it an accessible format to lend her expertise as a wine educator. She and her father, John Jonna, provide tips for choosing the appropriate wines, creating food and wine pairings and much more.

By incorporating these social media tools into the business strategy for Vinology Wine Bar and Restaurant, Jonna is able to reach a wider audience. With tweets and updates ranging from wine suggestions to event announcements, photographs, menus and more, Vinology has caught the attention of customers familiar with the restaurant as well as curious newcomers.

Area business owners or individuals seeking the perfect spot to host a meeting or social gathering can opt in as a fan on Facebook and benefit from Jonna’s event planning expertise. And anyone, anywhere interested in wine culture can reach out for advice or information on the latest wine industry trends. For the Jonna’s, wine has long been the family business. Now it’s possible for anyone to connect with them instantly, and benefit from years of expertise.

Vinology is located at 110 S. Main Street, south of Huron, in Ann Arbor. Call (734) 222-9841 or visit www.vinowinebars.net.

To schedule an interview with Kristin Jonna and learn more about Vinology, contact Jim Miller at millerj@publicityworkspr.com or Stephanie A. Casola at scasola@publicityworkspr.com or call Publicity Works at (248) 691-4466.

###