



# PRESS KIT

MyWinePal.com

**Abstract**

***Drink Good Wine. That is my motto and I really want to help you drink good wine. What is good wine?***

Karl Kliparchuk

contact@mywinepal.com

Twitter & Instagram @mywinepal



## MyWinePal's Motto



Karl MyWinePal at the Shine a Light Kidney Gala (Photo Courtesy Tracy Riddell Photography)

**Drink Good Wine.** That is my motto and I really want to help you drink good wine. What is good wine? That can be a different thing for each people. Some people prefer red wines. Some only like Cabernet Sauvignon.

Some people are very price sensitive, while others have near unlimited budgets. There is good wine at all price points and for red/white/sparkling/fortified wines. I want to help find these wines for you, and post them on MyWinePal.

## Who is MyWinePal?

**MyWinePal** was started by **Karl Kliparchuk**. I have been the president of the South World Wine Society in Vancouver, BC since 2003 and an executive member since 2002, but now retired from that post so that I can spend more time on **MyWinePal**. The inaugural South World Wine Society tasting was held on February 17, 2000. Ever since, the SWWS has showcased the wines of **Argentina, Australia, Chile, New Zealand** and **South Africa**. By being part of this Society, I attend many Trade events, trying wines that are not yet available to the general public, as well as wines just coming to market. I also have made wonderful relationships with agents and consulates here in Vancouver. I also helped bring in guest speakers from the wine Trade, hosted our events, wrote reviews and managed the SWWS website, and lead some tastings. I have worked for the Mark Anthony Group, which represents the [Mission Hill Estate Wines](#), Ganton and Larsen Prospect Winery, and Sonora Ranch, to name a few.



I also have taken the internationally recognized wine education courses offered by the **Wine and Spirit Education Trust (WSET)**. The UK-based WSET is recognized as the pre-eminent professional wine and spirit educational institute and is the gold standard in wine education. I have passed the WSET Foundation, Intermediate, and Advanced certificate courses. With the Advanced course, I received a “*Pass with Distinction*”, which is the highest level for this particular certificate. I am serious about wine and love to share my experience with you.

My expertise is in southern hemisphere wines, but I am also increasing my knowledge in wines from British Columbia (Okanagan), Washington, Oregon and California, and have made trips to France and Italy, to give you better advice and insights to the wines from these regions.

### What Others Have Said About MyWinePal

I am glad to have met many people that have become friends in the food, wine, and travel trade here in BC and beyond. One of my friends, **Richard Wolak**, aka [@vanfoodster](#) talked about my wine curation abilities on [The Best and the Foodiest on CKNW January 27, 2015 Part 1](#).

From [Norma Rosenthal](#), Public Relations & Marketing, Freelance Writing, Wine Columnist

“Karl is one of the most knowledgeable, skilled and well informed writers that I have worked with. His passion for wine, food and travel is clearly reflected in the articles he produces.”

[Dana Lee Harris](#) from *Dana Lee Consulting Ltd.* says

“I have known Karl for many years and he truly loves tasting wine and sharing his knowledge. He takes the process of tasting wine very seriously and it shows in the depth that he covers in his articles. He comes prepared to interviews with wine makers, showing them he is interested in them, and they respond in kind. I recommend Karl not only for his skills as a wine reviewer, but as an individual who has experience meeting with wine makers and visiting wineries to learn more about them.”



## Site Stats on MyWinePal

My server stats for MyWinePal.com for September 2016 are shown below. MyWinePal gets on average 1100 visits/day.

<b>Monthly Statistics for September 2016</b>		
Total Hits	229237	
Total Files	200103	
Total Pages	126999	
Total Visits	33470	
Total KBytes	9145765	
Total Unique Sites	8046	
Total Unique URLs	9901	
Total Unique Referrers	1740	
Total Unique User Agents	1766	
	<b>Avg</b>	<b>Max</b>
Hits per Hour	318	2286
Hits per Day	7641	14264
Files per Day	6670	10186
Pages per Day	4233	11028
Sites per Day	268	1078
Visits per Day	1115	1498

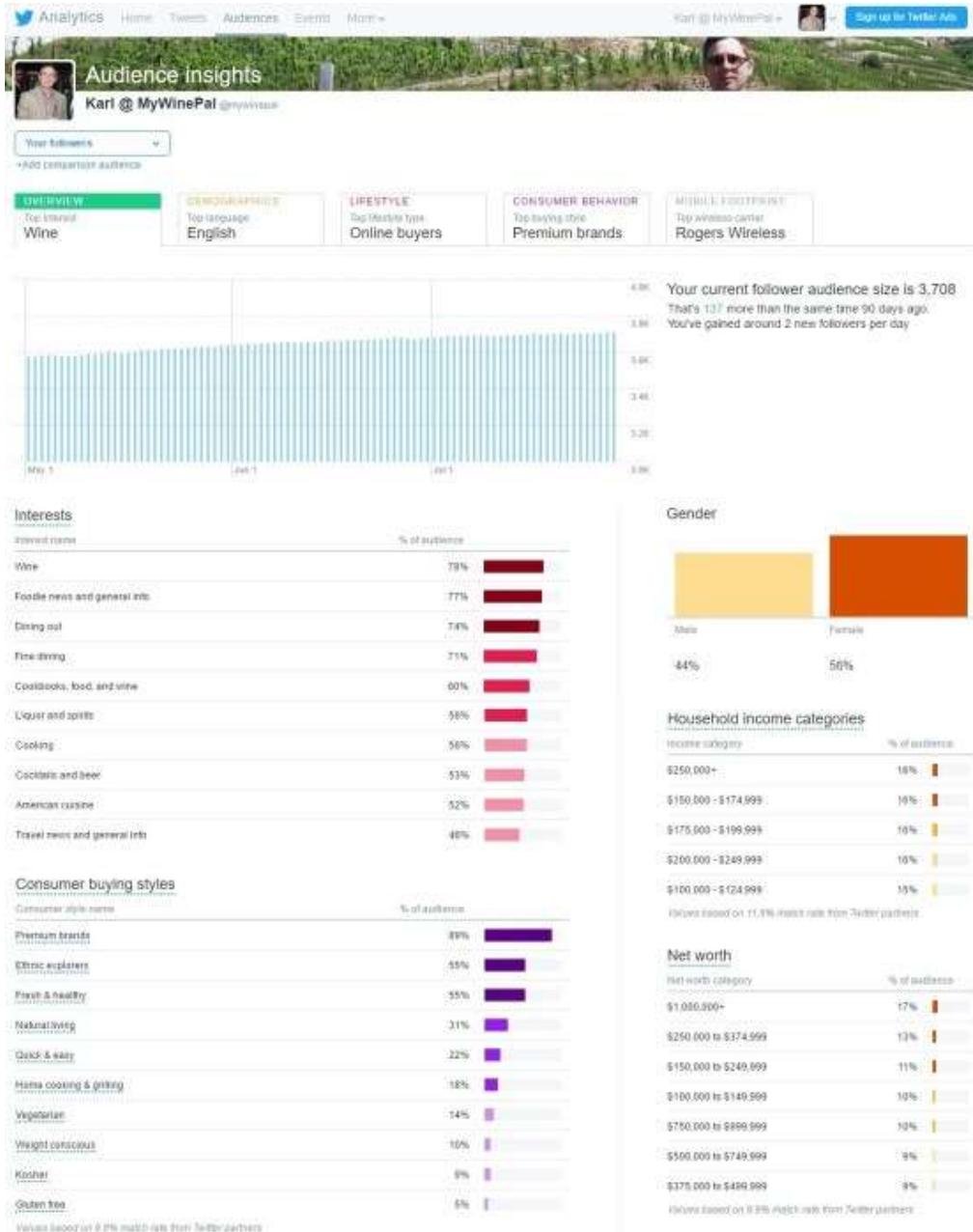
MyWinePal Monthly Statistics for September 2016

I curate wine, food, and travel information, as well as post my own articles, through Twitter, where I have 3,800+ followers as of October 29, 2016.



## Twitter Insights for MyWinePal

Click the image below to enlarge.





## What I Offer

I love talking and writing about wine, food and travel. If your company is considering new opportunities to advertise your products or services, please consider me for:

### 1. Wine Tasting Reviews

MyWinePal posts wine reviews here in the **MyWinePal** website, on [MyVanCity.com](http://MyVanCity.com), and via [Twitter](#) / [Instagram](#) / [Facebook](#). Wine reviews are a **free** service I offer to wineries.

If you would like to increase the exposure of your wines, or your latest vintage to the wine enjoying public, please email [contact@mywinepal.com](mailto:contact@mywinepal.com) .

Please provide the following information:

- your contact details and winery address
- the names of the wines you would like me to review
- any information that you have on that particular vintage
- the price of your wines, and if you are selling through local wine shops, government stores, and/or through your winery

MyWinePal will respond with the address to courier your wines to, and will advise you when the reviews are complete. The reviews will be tweeted, put on the MyWinePal website, and Facebook. Let MyWinePal promote your wines. There is NO charge for this service.

Email [contact@mywinepal.com](mailto:contact@mywinepal.com).

### 2. Advertising on MyWinePal

The **right hand side bar** on MyWinePal is available for monthly and yearly advertising of your brand, whether it is food, wine, or travel-related. The ad space is on the right side of the website, currently where the Twitter feed is located. Your ad would be placed above the Twitter feed and the Twitter feed would be reduced in size. I have space for 3 ads. Once all three slots are filled, one above the other, my Twitter feed will be removed.

The standard ad space size is a 350x350 pixel image (e.g. same size as the pic of me on the left hand side of the website with Bruce Tyrrell.), with a link back to your website, or a particular page on your website, for C\$30/month (~\$1/day). If you sign up for a year and pay upfront it is C\$330 (no taxes). This option basically gives you one month of free advertising.



You supply me with the picture that you want to use for the ad. I post it and add the link to your web page of choice. Within the one year you can change the ad graphic once a month. 12 changes per year. A new ad each month showcasing a winery, region, or special theme, e.g. sparkling wine for Christmas, would be quite reasonable.

Email [contact@mywinepal.com](mailto:contact@mywinepal.com).

### 3. Writing Wine, Food, and Travel Articles – Sponsored Posts



Karl MyWinePal at Viu Manent winery in Chile.

I love to write, especially about wine, food and travel. I can contribute content for your magazine, newspaper, and/or website. I travel extensively around the world, as well as am very familiar with my own backyard, beautiful British Columbia. Let me share my travel enthusiasm with your readers.

Your readers may be interested in wine, and would appreciate information about a wine region (e.g. Paso Robles, Loire Valley), a type of grape (e.g. Malbec, Pinot Noir), a wine style (e.g. sparkling, fortified, still), or all combined, plus a few wines they may want to buy.

Give me a try. Let me get your readers as excited about wine as I am.

Email [contact@mywinepal.com](mailto:contact@mywinepal.com).



#### 4. Aerial Image and/or Topographic Map of Your Winery

Sometimes a picture is worth a thousand words, and sometimes more. An **aerial image of your winery** and vineyards printed and framed in your tasting room can help your customers better understand your vineyards and terroir. To help you or your viticulture manager with terroir, MyWinePal also can provide you with a **detailed topographic map** of your vineyard(s). With this digital terrain model, you can use computerized mapping technology, such as a **Geographic Information System** (GIS) to calculate the slope and aspect of your land, to help identify microclimates or potential frost pockets within your vineyard. Helping you to better understand your unique **terroir**. Email [contact@mywinepal.com](mailto:contact@mywinepal.com).