

# HUDSON VALLEY WINE GODDESS

Taking the intimidation out of wine — since 2006

MEDIA KIT • 2026

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## ABOUT

Debbie Gioquindo — the Hudson Valley Wine Goddess — is a certified wine specialist, educator, and writer making wine approachable, fun, and regional. Since 2006 she has covered the Hudson Valley wine scene and beyond with the warmth of a cocktail-party chat and the authority of a Certified Specialist of Wine. Her work has been featured in the Poughkeepsie Journal, Hudson Valley Wine Magazine, and Grape Collective.

## THE PROMISE

*I make wine approachable, relatable, and fun—helping curious wine lovers discover new wines, regions, and experiences without intimidation. Through storytelling, education, and real-life wine moments, I connect audiences to the people, places, and bottles worth knowing.*

## AUDIENCE

4	2084	24801	4134
Substack subs	Instagram	Monthly blog views	Podcast downloads

*Female-skewing 35–65, food & travel enthusiasts, Hudson Valley and Tri-State residents and visitors, BYOB-curious wine drinkers who buy 1–4 bottles per week.*

## PRESS & RECOGNITION

- Featured wine writer, Poughkeepsie Journal
- Contributing writer, Hudson Valley Wine Magazine
- Featured guest, Grape Collective — SpeakEasy series
- Author, “Tapping the Hudson Valley”
- #38, Most Influential Wine Bloggers (Excel Wines, UK)

## PAST PARTNERS & FEATURES

Hudson Valley Wine Festival · Whitecliff Vineyard · Millbrook Vineyards · Brotherhood Winery · Hudson-Chatham Winery · Robibero Winery · Hudson Valley Wine, Spirits & Cider Competition · Dutchess Tourism · Visit Hudson Valley · Coastal Wine Experience

- **CSW** — Certified Specialist of Wine (Society of Wine Educators)
- **WLS** — Wine Location Specialist, Port & Champagne
- **CSWS** — Certified Sherry Wine Specialist
- **CCE** — Certified Cava Educator
- **CTC** — Certified Travel Counselor
- **Chairwoman** (17+ yrs) — Hudson Valley Wine, Spirits & Cider Competition
- **Co-host** — Winephabet Street educational wine series
- **Host** — Uncork Your Mind podcast

## CREDENTIALS CONTENT CHANNELS

Channel	Format	Best for
Substack	Weekly newsletter	Reviews, regional features
Instagram	Reels, carousels, Stories	Discovery, tastings
Blog	SEO archive (since 2006)	Evergreen recs, search
Facebook	Facebook Page	Reviews, Discovery, Tastings
Podcast	Uncork Your Mind	Interviews, education
YouTube	Winephabet Street	Grape-by-grape education

## PARTNERSHIP OPPORTUNITIES

- **Winery feature** — Substack feature + 3 IG Reels + Pinterest pins + blog post
- **Sponsored tasting / event coverage** — live + post-event recap
- **Press FAM trips** — regional & international wine travel
- **Brand ambassadorship** — quarterly retainer with deliverables
- **Speaking, panels, judging** — festivals, classes, competitions
- **Wine-marketing consulting** — for small wineries & regional boards

## SAMPLE POLICY

Samples are reviewed honestly and only featured when the wine is worth the reader's time. Coverage is not guaranteed in exchange for samples. Disclosed per FTC guidelines.

## CONTACT

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