

# THE GRAPE PURSUIT

MEDIA KIT

## WHAT WE DO

### On a Quest to Try Every Grape Varietal in the World

The Grape Pursuit follows Jeremy and Angie's quest to try every grape varietal in the world- from Abbuoto to Zweigelt and everything in between.

Along the way we publish wine reviews, wine region guides, certification course reviews and tips, wine product reviews, and more!

**Current Varietal Count:** 354 / ~1,500

### Who Are We?

Hi! We are Jeremy and Angie! We founded this site in 2020 during the global shutdown as a means to travel the world via wine and to try new and exciting varieties beyond the international favorites.

Jeremy is a full-time blogger with 17+ years of experience, DipWSET certified, an SEO specialist, and an award winning travel photographer. Angie is a passionate foodie, home cook, and gardener.

The Grape Pursuit is part of World of Discovery Media LLC which features several blogs including Living the Dream (travel), Discover the Burgh (Pittsburgh), and Hipster Homesteaders (home & garden).



For more information, contact us at:



# SITE STATS

## The Grape Pursuit is Growing Rapidly

- 20,000-25,000 website pageviews/month Q3 2025
  - 5-8 new articles published monthly
- Instagram: 2,236 followers
- Facebook: 1,000 followers
- Email: 370 subscribers

## Availability & Offerings

- Wine Bottle Reviews
  - New varietals prioritized, all accepted
  - [Click here for our varietal checklist](#)
- Wine Product Reviews
- Wine Course Reviews focusing on:
  - Reviews
  - Study tips and advice
- Wine Destination Guides focusing on:
  - Region guides
  - Winery summaries
  - Where to Stay articles
- ...and more!

Both website and social coverage available.

## Certifications

- **WSET Level 2 w/Distinction**- Jeremy and Angie (2020)
- **WSET Level 3 w/Merit** - Jeremy (2021)
- **WSET Diploma w/Merit** - Jeremy (2023)

Currently enrolled in Wine Scholar Guild's German Wine Scholar program. Anticipated Q1 2026 completion.



For more information, contact us at:



<https://thegrapepursuit.com>



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# CASE STUDY

## The Grape Pursuit is a Trusted Resource for Wine Tourism

### Website Traffic

- Wine region guides traffic July 1<sup>st</sup> to September 30, 2025 (total across ~3 targeted articles per region):
  - **Finger Lakes:** 14,611 pageviews
  - **Sicily:** 2,957 pageviews
  - **Piedmont:** 2,162 pageviews
  - **Douro Valley:** 12,984 pageviews
  - **Napa/Sonoma:** 2,499 pageviews



### Hotels Bookings

- 74 unique hotel stays booked July 1<sup>st</sup> to Sept 30, 2025
- Average two nights booked per sale in each region.
- Hotels booked in published wine regions or adjacent areas within the same country:
  - **Finger Lakes:** 12 hotels
  - **Sicily:** 12 hotels
  - **Piedmont:** 11 hotels
  - **Douro Valley:** 36 hotels
  - **Napa/Sonoma:** 3 hotels

### Day Tour Bookings

- 109 unique day tours booked July 1<sup>st</sup> to Sept 30, 2025, on Viator
- Approximately \$26,000 total gross tour value sold after cancellations in three months.
- Tours booked in published wine regions or adjacent areas within the same country:
  - **Finger Lakes:** 1 @ \$1,700 value
  - **Sicily:** 6 @ \$1,004 total value
  - **Piedmont:** 13 @ \$2,294 total value
  - **Douro Valley:** 89 @ \$21,563 total value



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