



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: 389 / ~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 18+ years of experience, DipWSET & German Wine Scholar certified, an SEO specialist, and an award winning photographer. Angie hold WSET Level 2, Sake Level 3, and is an avid 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

- 15,000–20,000 website pageviews/month Q3 2026
 - 4–6 new articles published monthly
- Instagram: 2,374 followers
- Facebook: 1,729 followers
- Email: 365 subscribers



Availability & Content Preferences

- 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)
- **WSET Level 3 Sake w/Distinction** – Angie (2025)
- **German Wine Scholar** – Jeremy (2026)



For more information, contact us at:



<https://thegrapepursuit.com>



World of Discovery Media LLC



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CASE STUDY

The Grape Pursuit is a Trusted Resource for Wine Tourism

Website Traffic

- Top wine region guides traffic July 1st to September 30, 2026 (total across ~3 targeted articles per region):
 - **Finger Lakes:** 12,300 pageviews
 - **Sicily:** 2,100 pageviews
 - **Piedmont:** 1,150 pageviews
 - **Douro Valley:** 7,640 pageviews
 - **Napa/Sonoma:** 2,600 pageviews



Hotels & Tour Bookings

- 106 unique hotel stays booked July 1st to Sept 30, 2026
- Average two nights booked per sale in each region.
- 14 day tours booked July 1st to Sept 30, 202
- Approximately \$15,000 gross tour value total after cancellations (estimated).
- We also have a nominal number of short-term rental bookings; however, data tracking on these is limited.

Available for FAM Trips

It is our goal on The Grape Pursuit to create destination guides for every major wine region in the world, and Jeremy is available for group and/or private FAM trips to create guides to your region including planning guides, where to stay guides, winery guides, and more.



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