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## FutureWorks PR Creates New Division To Publicize Wineries and Gourmet Foods and Announces New Account

[FutureWorks Inc.](#), an award-winning Silicon Valley public relations agency, announced that it has established a new portfolio of services aimed at creating national and local visibility for wineries, winemakers and of course, wine, as well as gourmet foods. Kicking off FutureWorks' new Gourmet Food and Wine Division comes the announcement of Treppaux Winery as the newest client to join the FutureWorks client roster.

FutureWorks made a name for itself in Silicon Valley by developing new and innovative approaches to marketing events, national magazines, and high tech companies, technologies, and products.

"As wine and gourmet food enthusiasts, we're bringing a new set of proven, grassroots Silicon Valley strategies and tactics to wineries and gourmet food producers to significantly increase visibility and branding opportunities," said Brian Solis, president of FutureWorks, Inc. "There are several target audiences for any given strategy, which includes wholesale, retail, hotel and restaurant buyers, consumers, influencers and of course industry peers. FutureWorks understands all of the necessary channels required to create a push/pull scenario in each avenue to expedite brand resonance, create demand, and enhance loyalty."

As testament to its creative, cost-efficient and aggressive approach, FutureWorks has already generated tremendous visibility for its newest client, Treppaux Winery.

"As our winery begins to flourish, we realized that we needed to increase our visibility and extend our reach to multiple audiences," said Treppaux wine maker Markus Strunck. "We selected FutureWorks for its innovative and affordable approach to marketing and public relations. In a short time FutureWorks has raised our visibility with our target audiences. We've already seen a surge in orders." [top](#).