

2023 Special Offer for Ontario Craft Wineries

Lithica

April 2023

OCW Special Offer

Winery members can benefit from one hour of free consultation on the following topics:

01	Email Marketing	<ul style="list-style-type: none">• Improve online sales and experience• Save time while optimizing results through workflow automations
02	Media & Public Relations	<ul style="list-style-type: none">• Connect with new and existing audiences• Extend brand reach and reputation through partnerships, media, and trade relations
03	Digital Advertising & SEO	<ul style="list-style-type: none">• Drive tasting room traffic• Improve winery recognition and visibility• Attract interest, engagement and sales
04	Wine Club Program	<ul style="list-style-type: none">• Build loyalty, retain members, and maximize the lifetime value of your customers• E-commerce recommendations

Contact osiu@lithica.wine to book your consultation



Customer journeys reimagined

Lithica is a boutique marketing firm that specializes in wine



Geoffrey Moss MW

Principal at Lithica Wine Marketing

Geoffrey Moss earned his Master of Wine in Fall 2020, an achievement that tops his exploration of many facets of the wine industry. He was awarded the Villa Maria Award for his outstanding knowledge and understanding of viticulture and the Robert Mondavi Winery Award for the best performance across all the theory papers in the MW exam.

His resumé includes working with Don Triggs and family at Culmina Family Estate Winery and then as part of the team at the ambitious Phantom Creek Estates project, seeing the brand and winery emerge from start to completion.

Geoffrey founded Lithica Wine Marketing in 2019, a boutique agency that helps wineries develop effective, customer-centric business and marketing strategies. He runs the wine consulting business from Penticton in the heart of the Okanagan Valley.

Olivia Siu

Manager, Strategic Accounts

With over a decade of experience in marketing and communications, Olivia spent the first seven years of her career between Canada and the USA, specialising in advertising, customer journey design, and brand development.

A new-found obsession with wine led her to pursue a new career chapter in luxury wine sales and hospitality in the Okanagan Valley. She then relocated to Toronto and dove into the world of trade marketing, public relations, and events for an extensive portfolio of international wine brands at three leading wine and spirits distributors.

In 2022, Olivia joined Lithica to help wine businesses grow their brand health and revenue. After completing WSET Level 3 and French Wine Scholar, Olivia is now working towards her WSET Diploma. She is also co-founder of a non-profit industry organisation, Vinequity, and a contributing author in multiple food and drinks journals.



contact us

To book your free consultation with the
Lithica Team, email:

osiu@lithica.wine

For more information, visit us at lithica.wine