

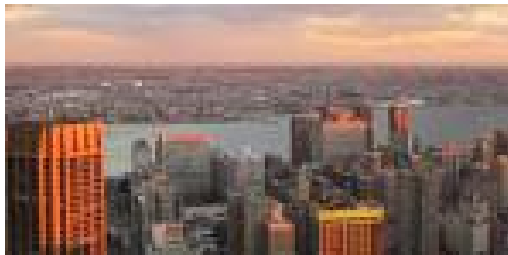
Now you have a marketing partner in America

At MarketCopy we work closely with you to create written marketing materials that sell your fine Pugliesi products. You can count on MarketCopy when you need...

- Translations for product descriptions
- Marketing and press materials that sell your products
- A basic English-language website
- A variety of marketing materials that work nonstop for you in the U.S.

Our creative team offers you...

- Expertise in all things Italian
- Knowledge of the U.S. marketplace
- Affordable prices
- A friendly American partner



Please call MarketCopy for a FREE phone consultation

Please call Lorraine Thompson at MarketCopy at 001.914.478.4773 for a FREE, no-obligation phone consultation. Or email us at Marketcopy@optonline.net.

MarketCopy: New York marketers since 1992

My name is Lorraine Thompson, founder of MarketCopy, a New York marketing copywriting service. Since 1992 I and my partner Michele Micalizzi McCarthy have created written materials that help build business.

Formerly editor-in-chief of *Primo Magazine*, Michele has lived and traveled in Italy for a more than a decade. Her feature stories and press materials help tens of thousands of Americans learn about Italy's art, culture, food and wine.

MarketCopy's clients include:

- American Express
- Primo Magazine
- MetroHouse Magazine
- Packaged Facts
- Continuum Healthcare Partners
- Novartis

Please contact us to learn how we can help you with a market strategy for your foods and wines. Call or email us today: We look forward to speaking with you.

Lorraine Thompson
Michele Micalizzi McCarthy

MarketCopy
300 Broadway, Number C11
Dobbs Ferry, New York 10522 USA
Telephone: 001.914.478.4773
Email: Marketcopy@optonline.net

In Italia, i conoscitori di vini e di specialità gastronomiche amano i vostri prodotti...



E in America?



Your food and wine products are more than a business to you – they are your heart and soul. Remember when a living could be made selling Pugliesi products in your village marketplace and local shops?

Today business is more complicated.

If you want Pugliesi products to succeed today, you must sell them in the global market.

Gain entry into the \$12 billion U.S. market for Italian food.

It's no secret that Americans love Italian food:

- **Twelve billion dollars worth of fresh and frozen Italian foods** were purchased by Americans in 2006. Sales are projected to grow to \$14 billion by 2011, says Packaged Facts, a global market research company.
- **Italian wine sales to the U.S. soared to \$1 billion in 2006**, a growth rate of over 8% - from 2005. Italian wines make up 32% of all U.S. imported wines.

To succeed in the U.S. market you need a "market strategy."

You know your products are excellent. But today you need more than great foods and wines to gain entry into the U.S. market.

"For producers, in order to be successful," says Dr. Aniello Musella, Italian Trade Commissioner, New York, "it is no longer enough to just have a great product, but rather one needs a market strategy and the ability to create a dynamic partnership as well as pursue a continuous collaboration with both the importer and distributor."

U.S. markets are flooded with fine imported foods and wines. To find a place in the lucrative American marketplace you must differentiate your products from the rest. A thoughtful plan – your market strategy – helps you stand out from the crowd.



Get effective marketing materials that sell your products in the U.S.

In the U.S., customers are busier and more impatient than ever. To get their attention and persuade them to try your products you need powerful marketing tools:

- **Brochures** that tell customers who you are, what you produce and why your product is different – and better – than your competitors.
- **Catalogs and product descriptions** that use action-driving language.
- **Web content and SEO copywriting:** If you want to do business in America, you need a basic website – and strong email communications.
- **Press releases** that attract editors' eyes and get you media attention.
- **Newsletters** that help you build relationships with wholesale and retail customers.
- **Direct mail**, white papers, advertising and other marketing materials that help you build an **integrated marketing communications strategy** across media.