The Tasting Room *by* BURLINGTON WINE & FOOD

The Tasting Room is a weekly food and wine newsletter for people who care about what they eat, drink, and where they gather.

It was launched in November of 2025 by Tracy and Mike Stolese as a natural extension of what they've been creating with Burlington Wine & Food since 2010. Published every Thursday since November 2025, it brings curated recommendations, wine picks, and local food discoveries to interested readers across Vermont and beyond.

Since its inception, the newsletter has built engagement metrics that far exceed industry standards. Our readers are selective, invested, and trust our many years of relationships and experience in Vermont's food and beverage community.

5,200	**Newsletter Subscribers**	**How We Compare (industry averages)*** **Source: Mail Chimp*
48.0%	**Open Rate**	**35.6%**
6.55%	**Click-Through Rate**	**2.62%**

Who Reads The Tasting Room?

Based on 15 years of engagement through BWF, our audience includes:

- **Educated, upscale consumers with disposable income**
- **Chittenden County homeowners & Vermont residents**
- **Primarily ages 28-65, skewing female**
- **Lifestyle-oriented...interested in food & wine, entertaining and travel**
- **Savvy consumers who invest in quality and support local businesses**

Advertising Opportunities

Partner with Burlington's most engaged food and wine audience through trusted, editorial-quality placements.

PRESENTING SPONSOR: "This Week's Partner"

Premium top-of-newsletter placement appearing immediately after opening note. Fixed, consistent positioning that readers recognize and trust. 100-150 words written in The Tasting Room voice, your logo professionally placed, and one clickable link with tracking. Limited to one sponsor per issue.

Single Send	Seasonal (4 Sends)	Monthly (12 Sends)	Annual (52 Sends)
$350	$325	$300	$275
	Scheduled within 8 weeks	*Scheduled within 6 months*	*52 consecutive weeks*

INLINE ADVERTISING CONTENT

Editorial-style feature integrated naturally between newsletter sections. 100-150 words written in The Tasting Room voice, with clear sponsorship disclosure, call-to-action, and link tracking. Includes weekly performance metric reports. Limited to two per issue. Add optional photo: +$25.

Single Send	Seasonal (4 Sends)	Monthly (12 Sends)	Annual (52 Sends)
$195	$175	$160	$145
	Scheduled within 8 weeks	*Scheduled within 6 months*	*52 consecutive weeks*

EVENT FEATURE

Featured placement in our weekly "What's On" section, with 50-word description, priority positioning, and clickable link. Events must be food, wine or hospitality related. **$75 per event** (add optional photo: +$25)

JOB LISTING

Help wanted placement in our hospitality job board section. **$50 per listing.**