



Photo: R. David Duncan III

Wine lover Frank Britt plans to launch a magazine in the coming year to tout Virginia Wines. (Britt is Holding Barboursville Sparkling Wine)

Marketing guru plans to launch wine magazine in 2006

By Casey Gillis
Lynchburg News & Advance
December 28, 2005

Wine and good spirits tends to be on our minds as we get ready to celebrate New Year's Eve, but Frank Britt wants us to think about wine all the time.

The wine enthusiast and owner of Britt Marketing, a marketing and advertising firm in Lynchburg, is launching a new magazine, the *Official Virginia Wine Lover*, in 2006.

"The purpose of the magazine is to promote Virginia wines and Virginia's finest products," he says.

And with 107 wineries in Virginia, there's a lot to choose from.

"Right now, I think Virginia wines are as good as you can get anywhere," Britt says.

Two years ago, Britt went to several wine festivals across the state, and "I just thought they were so much fun," he says. "I was so proud of Virginia for having all these wineries.

"I checked," he continues, "and there are really no magazines about Virginia wine."

The goal is go get the quarterly magazine out before the festival season starts in June, and Britt says he plans to distribute it in all 107 wineries. Plus "we're looking for more distributors," he says. "We'd love to get it in one of Virginia's large grocery chains."

The magazine will cover pretty much any wine-related topic imaginable, he says - including tips, trivia, recipes from chefs at wineries, wine pairing suggestions, maps and festival details. "I want to do a really nice, quality magazine that's of the caliber of 'Bon Appetit,'" he says. "That kind of look."

Britt says it's hard for him to choose a favorite wine, but he's partial to a dry, white one or Pinot Grigio.

"The nice thing about wine," he says, "is it's such a personal thing."

But, "I will always try something new," he adds.

As a member of the Virginia Wine of the Month Club, he gets two bottles a month from vineyards throughout state, which allows him to broaden his love affair with wine. It started, he says, when he spent two years in Paris studying at the Sorbonne.

After his time in France, Britt returned to the U.S. and graduated with a degree in advertising from Virginia Commonwealth University.

He moved to Lynchburg in 1969 to serve as director of promotional marketing for the Chap Stick Company, a position he held for 12 years. He founded Britt Marketing in 1981.

Britt is also a founding member of the Sister City of Lynchburg-Plus program, which sponsors exchanges between residents of the Hill City and those of Rueil-Malmaison, France. Rueil, which is located 10 minutes from Paris and is on the Seine River, selected Lynchburg to be its sister city over New Orleans, Chicago, Petersburg and Fairfax.

Since its inception almost 10 years ago, the two cities have had more than 100 exchanges; and now Lynchburg is looking to add another sister city in Italy or Germany.

For more information call 434-385-0600 or visit www.VaWineLover.com