

ArnoldIT - Louisville KY
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SNAPSHOT

Company:

Dumante Verdenoce

Location:

Louisville, KY

Type of Business:

Specialty liqueurs

Website:

dumante.com



“Not long after we launched our Augmenttext program we got six calls from sources asking about carrying our brand.”

*-- Howard Sturm,
Dumante Founder
and CEO*

The Client

Dumante is the creator, bottler and marketer of Verdenoce, a premium Italian liqueur made with the infused flavor of pistachio nuts. The liqueur is imported from Italy, sold in a distinctive art-glass bottle and priced at the upper end of the market with competitors such as Chambord, Amaretto, Frangelico and Grand Marnier.

The Challenge

As a small producer with a single brand, Dumante faced a stiff challenge to get the recognition it needed. In order to drive sales, Dumante had to create interest among distributors and key opinion leaders such as mixologists, chefs and writers as well as consumers. Although Verdenoce was well-received by critics, spirits bloggers and the drinking public, there was no consistent and on-going program in place to promote the brand on the Internet and through digital information services.

The Solution

ArnoldIT produced a series of stories published through its information channels that drew attention to the artisan nature of Verdenoce, its unique position in the crowded liqueur field, and the intriguing history of the pistachio nut.

It also created a sophisticated and attractive news service called Gourmet De Ville. ArnoldIT writers filled it with a stream of articles, recipes and profiles designed to position Verdenoce as a high-quality and versatile spirit and to associate Dumante with powerful semantic terms such as “craft,” “gourmet,” and “artisan.”

ArnoldIT also produced content to feed Dumante’s Facebook page and other social media channels.

The Results

As articles created by ArnoldIT were indexed by global search services. After a few months, Dumante’s key product was associated with desired semantic concepts. A Google search for the phrase “pistachio liqueur” returned links to Dumante in the top three positions while Dumante was at the top of search results for “craft liqueur.”

With the Augmenttext program working in sync with the company’s traditional marketing efforts, the Dumante brand and the company’s own digital platforms became more visible and findable.