



Messina Hof | Toasting to Media Success

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OBJECTIVE

[Messina Hof](#) is an award-winning Texas winery, located in Bryan, Fredericksburg, and Grapevine. Operating within an increasingly competitive landscape of Hill Country wineries, Pierpont worked with Messina Hof to amplify its brand narrative and highlight its diverse product offering.

APPROACH

Pierpont organized the “Grape Escapes: Swirl, Sniff, Sip” campaign to feature Messina Hof alongside other top Texas wineries and distilleries. The media event was attended by 70 journalists, influencers, bloggers, and guests. Additionally, the event tours, tastings, and food were followed by media seminars with The Wine Curmudgeon, Savor San Antonio, Wine Walk, Austin Food & Wine Alliance, and the Texas Hill Country Wineries Association.

RESULTS

Through this strategic media relations campaign, Pierpont secured more than 50 media placements in local, regional, and trade media outlets, including Good Morning Texas, Dallas Morning News, Fort Worth Star-Telegram, The Examiner, Dallas Culture Map, CraveDFW, Urban Daddy, Indulge Magazine, Texas Wine Lover Magazine, Texas Wine & Trail Magazine, CBS Radio, 360 West Magazine and more.

50+

Media placements