



Lori A. Budd



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BASIC INFORMATION

My passion in wine is multifaceted providing a pulse on the industry through a variety of different channels. My love of all things Spain brought me to the Spanish Wine Scholar Program. Being a Champagne Specialist through Comité Champagne and WSET L2 (with distinction) certified improves my ability to describe and compare various styles of wines while my Sommelier Service certification provides me with an extensive background in service skills. I have a formal MS degree in Education and Microbiology; have taught for 25 years, and have graduated from the UC Davis Enology program. My social media presence is extensive; founding the internationally recognized wine holiday, Cab Franc Day and successfully creating a social identity that is considered to be an influencer in the industry. I also write an award winning weekly blog and produce a top rated weekly podcast.

INFLUENCER STATS

- 1- Winner Millesima Blog Awards
- 2- Finalist for the Born Digital Blog Awards
- 3- Ranked in the top 100 wine blogs
- 4- Ranked as top five influential wine podcasts
- 5- Ranked in the top 40 of wine influencers on social media.
6. Founded #CabFrancDay and organize events which last year had 2,562,792 reach and 18,103,051 impressions
7. KRED score: 957/1000 Influence and 11/12 Reach
8. Top 15 Most Influential Wine Bloggers in the USA -(USA Wine Ratings)

The Numbers

Average engagement rate: 6.45%

Twitter: 3.6K

Facebook: 370

Instagram: 8.9K

Podcast: 1,700 downloads per month

Pinterest: 13K monthly viewers

Alexa: 1,975,000