



O'Dwyer's PR Report March 2007



Trevelino/Keller is such the enthusiast for all things food and beverage, it's making its own wine in 2007. Employees weigh in on a grape of choice, then the wine making process begins and the winecam goes live as they watch Trevelino/Keller Reserve grow from vine to wine. Beyond winemaking and weekly elixir tastings at the firm's office loft, the agency serves up concept strategy, concept to market launches, industry relations (restaurant, beverage and franchise), local store marketing and community relations.

Trevelino/Keller represents Raving Brands, Planet Smoothie, Shane's Rib Shack, PJ's Coffee, Doc Green's, Boneheads and Flying Biscuit. Historical experience includes Starbucks, The Coca Cola Company, Avado Brands, Chick-fil-A and Allied Domeq.