





# *About Angela Aiello?*

**1**

AWARD-WINNING  
COMMUNICATOR

**2**

EDUCATOR, HOST  
AND WRITER

**3**

BRAND  
ADVOCATE





SWG

## *About Super Wine Girl*

Known as @SuperWineGirl, Angela brings adventure, fascination and excitement to the world of wine. She is a respected industry expert, journalist and writer, Influencer, host and is tapped into the influencer market in Toronto.

She loves to taste, talk and teach and is the regular on-air expert for CTV Your Morning across Canada as well as hosts regular segments on CHCH Morning Live.

With owned and earned channels to share wine brand stories, she has her finger on the pulse and the rapt attention of key players in the industry. Leveraging her network, writing and production talent across her platforms she helps wine brands and regions tell their stories to captive audiences in fascinating, fun and emotional ways through TV, writing publications and social media.



Making wine accessible, *fun,*  
*authentic* and full of *adventure.*



## PROFESSIONAL ACCOLADES

Top Candidate for IWSC Wine Communicator of the Year 2021

Recognized in View the Vibe magazine's Top 60 inspiring women in Toronto, 2021

Brock University Distinguished Graduate Award Winner, 2021

George Brown College Industry Partner Award 2019

Top 40 under 40 Award winner for Business Link Magazine, 2015

Ontario Hostelry Institute Top 30 Under 30

The Promoter of the Year Award for Journalism/Media for VQA Ontario

George Brown College Sommelier Certificate Program 2015

Spanish Wine Specialist Certificate 2020

Women in Wine Harvest Scholarship program 2018

For more, visit Angela's LinkedIn profile [here](#)>>



# Telling Your Story

# 1

## MEDIA

Your brand story can be shared with consumer groups on various media platforms, from TV, magazines and radio and social networks.

# 2

## EDUCATION

SWG can educate about your brand or region with rich conversation and storytelling around key messages in articles and social campaigns.

# 3

## PROMOTION

SWG will promote your brand or region and promotions to align with consumer trends and interests through wine, travel, food and drink.





# Sharing the Magic

1

## TELEVISION

Leveraging traditional media, SWG brings to life key messages around taste, travel, unique wine regions and value propositions.

2

## WRITING

Using all of her regular editorial partnerships, SWG communicates key messages authentically and truthfully across a range of media platforms.

3

## CONTENT

Using the power of digital platforms, SWG can leverage premium photography, stories and brand partnerships to increase brand awareness.

4

## EXPERIENTIAL

With decades of experience SWG creates memorable, educational and content forward experiences that are built around wine.



# Television

ANGELA IS A REGULAR ON-AIR HOST SPECIALIZING  
IN WINE SEGMENTS ON MORNING SHOW  
TELEVISION STATIONS ACROSS CANADA

## **STATIONS:**

CHCH TV MORNING LIVE

CTV MORNING LIVE

VAN / CAL / EDM / OTTAWA / ONTARIO

## **DEMOGRAPHICS:**

CANADIANS AGED 25-55

SUBURBAN FAMILIES

INCOME - PER CAPITA OF \$75K

50% FEMALE / 50% MALE

AVERAGE 350K IMPRESSIONS

[CLICK HERE TO VIEW SAMPLE SEGMENTS](#)



# Writing

ANGELA IS THE DRINKS EDITOR AND REGULAR  
COLUMNIST FOR THE STAMINA GROUP  
PUBLISHING COMPANY.

## **MAGAZINE PUBLICATIONS:**

[VIEW THE VIBE](#)

[WANDEREATER](#)

**VIEW**  
*the* **VIBE**

**WANDER****EATER**





# STAMINA GROUP

As of July 2021, STAMINA partnered with Bai Communications, the provider of the Toronto Transit Commission (TTC)'s Wifi portal, to be the exclusive provider of media content syndicated LIVE to their. TCONNECT portal, from across ALL our media platforms. Offered on all TTC subway stations and over 600+ buses on select routes, as of Summer 2022 and being rolled out across all buses by the end of 2023.

[Click here for TTC Content Feed](#)

FIND US ON THE TTC

**6M+**

AVG. AUDIENCE/MONTH

**11M+**

AVG. PAGEVIEWS/MONTH

**25-34**

AVG. AGE

**50/50**

GENDER SPLIT



# VIEW *the* VIBE

THE  
LEADING VIBE  
AUTHORITY.

## LIFESTYLE + CULTURE

A well recognized digital Toronto-based lifestyle authority, producing fun, edgy, trendy and informational editorial content. Establishing itself as a voice for the hottest in hospitality and rising lifestyle / cultural stories, expanding from Toronto to key Metropolitan city centres like Vancouver, Montreal, and New York in 2023.

## AUDIENCE

Female	<b>59%</b>
Male	<b>41%</b>
Key Age	<b>25-34</b>
Avg. HHI	<b>\$112K</b>
Target	<b>Toronto</b>

UV*	Views
Monthly	Monthly
<b>120K+</b>	<b>500K+</b> Direct
<b>6M+</b>	<b>11M+</b> TTC

Facebook	<b>5K+</b>
Instagram	<b>130K+</b> 
Twitter	<b>5K+</b> 
Newsletter	<b>18K+</b>

### FOOD/DRINK + TRAVEL

WanderEater provides first-hand insight on the latest and greatest products that #WETested, while also providing readers with everything culinary, design, travel and mixology related to keep them busy, in good spirits and entertained, now more than ever before.

### AUDIENCE

Female	<b>54%</b>	
Male	<b>46%</b>	
Key Age	<b>25-34</b>	
Avg. HHI	<b>TBC</b>	
Target	<b>National + US</b>	
UV*	Views	
Monthly	Monthly	
<b>5K</b>	<b>11K</b>	Direct
<b>6M+</b>	<b>11M+</b>	TTC
<b>3M+</b>	<b>8.5M+</b>	Other
Instagram	<b>10k+</b>	
TikTok		
Pinterest		
Newsletter	<b>13K+</b>	

# Content

Angela is leader in the social media and digital space producing creative content for her followers and brands.

## **Platforms:**

25.3K Followers on Instagram [@SuperWineGirl](#)

2,977 Friends on Facebook [@AngelaAiello](#)

1.2K Followers on FaceBook Page [@SuperWineGirl](#)

1,000 followers on TikTok [@SuperWineGirl](#)

200 Subscribers on [YouTube Channel](#)

500+ Connections on [LinkedIn](#)

1,150 Subscribers to SWG Eblast Newsletter



# Experiential

Angela can coordinate influencer tastings that offer organic impressions through social media and experiences.

Experiences are customized and can include, casual, structured tastings or winemaker dinners. Using the art of education SWG crafts undeniably fascinating experiences built for wine, food, drink and lifestyle influencers to bring them into the world of wine.

Angela is a translator between the sometimes obtuse world of wine and those who want to become educated but don't know how or where to start. She knows how to make wine accessible for all to enjoy, and she's opening the door to new and exciting voices in the industry.



BRINGING  
*Adventure*  
TO THE  
*Business*  
OF TASTE.



[www.AngelaAiello.co](http://www.AngelaAiello.co)  
[www.SuperWineGirl.com](http://www.SuperWineGirl.com)

