



Media Kit

2026

PROVI

SevenFiftyDaily

The business and culture of drinks

Our values and vision

Our mission is to better connect the processes and people across every tier of the beverage alcohol industry, empowering better decisions and greater business success.

Our job is to make the lives of buyers, distributors, sales reps, and suppliers easier.

Dining:	Bar/Nightclub:	Recreation:	Lodging:	Liquor Store:
49%	14%	13%	5%	3%

1,000+

33
States

NY, TX,
IL, GA,
CO, CT

On-Premise:
83%

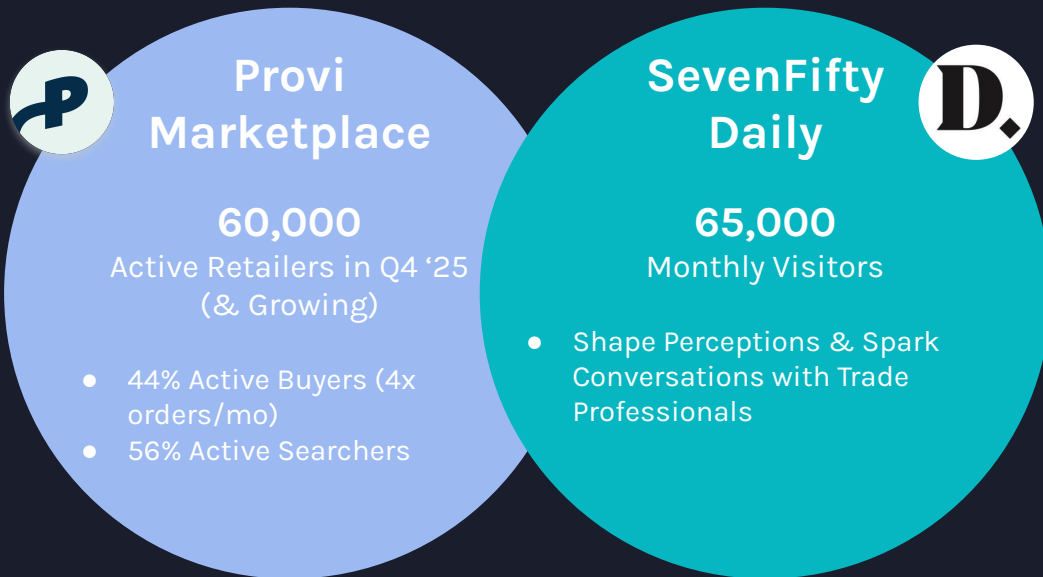
Off-Premise:
13%

Combo:
3%

500+

Provi's Powerful Ecosystem

Provi's comprehensive ecosystem currently empowers your brand to **generate awareness, drive sales, and influence the trade.**



Total Reach: Over 125,000+ Buyers

Provi 360: The Power in Numbers

Reach engaged trade buyers seeking to discover and order the brands their customers will love

Reach

128k

Sessions Across the Provi
Network Each Month

Engage

140

Average Monthly Page
Views Per Retailer

Discover

1.6m

Monthly Searches for
Brands and Products

Convert

97%

Add-to-Cart to Order
Conversion Rate



Sponsored Content

by SevenFifty Daily

Tell a story that shapes perceptions, sparks conversation,
and influences purchasing decisions in the industry

The Power of Content

Take control of your brand's narrative within the trade

Leverage our team of beverage insiders that understands how to speak to the industry and craft stories that will:



Build awareness on a global scale
using a discoverable, search-friendly media platform



Positively influence the market's perception of your products
by spotlighting your key messaging points



Generate momentum for exponential business growth by
stimulating persistent curiosity



Trusted by the trade
to publish vetted, relevant content,
for nearly 100 years



Award-winning journalism with
decades of trade experience
to position your brand alongside



Sponsored Features

Reach a global audience of drinks professionals on *SevenFifty Daily* to position your brand alongside award-winning editorial content that sparks the conversations and trends shaping the industry.

- ★ **Long-form Feature** : Work with our team to create a compelling, long-form story that resonates with trade professionals, including quotes and original reporting. (1,000 words)
- ★ **Short-form Feature** : Share news, insights, or education in a concise, easy-to-consume format for the trade. (400 words)

Story inspiration : Company or Brand Profile, New Releases, Category Leadership, Winemaker/Distiller Spotlight—or let our team curate an idea just for you.

PARTNERSHIP

The Prestige Cuvée Champagne That Buyers Can't Miss This Holiday Season

At this all-important time for Champagne sales, sommeliers and retailers are looking for the luxury Champagnes that consumers most demand—and the La Grande Dame 2018 from Veuve Clicquot is at the top of their lists

LA
GRANDE
DAME
Veuve Clicquot



Top center from an incredible vintage, the La Grande Dame 2018 is ready to meet the demand for premium Champagne this holiday season. Photo courtesy of Veuve Clicquot.

This advertising content was produced in collaboration with our partner, Veuve Clicquot.

Year after year, the holidays prove to be the most important time of year for sparkling wine sales, and there's simply no sales substitute for Champagne. The U.S. remains the number-one export market for Champagne in both value and volume, with 37.4 million bottles exported last year—an increase of 500,000 bottles over 2023.

While wine consumption habits have shifted in recent years, premium Champagnes remain important on wine lists and in retail establishments—particularly the prestige cuvées for which top Champagne houses are known. During a 2023 press conference, the Comité Champagne shared that prestige cuvées were one of the top three Champagne segments shipped according to both volume and value.

There are few better-known prestige cuvées than La Grande Dame, the iconic top release of bestselling Champagne house Veuve Clicquot. Debuted more than 50 years ago to

Long-form Feature

PARTNERSHIP

Why This Rioja Is a Restaurant Bestseller

As the top-selling Rioja worldwide, Campo Viejo crafts food-friendly, approachable wines with options for every restaurant or wine bar guest



Campo Viejo



Three of Campo Viejo's Riojas for every guest. Photo courtesy of Campo Viejo.

This advertising content was produced in collaboration with our partner, Vintery and Campo Viejo.

What's the secret to finding red wines that readily drive sales for a restaurant or bar program? Choose a well-known brand that delivers trusted quality, overdelivers at multiple price points, and pairs with a wide range of dishes. The secret, in short, is [Campo Viejo Rioja](#).

A leader in one of the world's most dynamic wine regions, Campo Viejo has crafted wines that deliver authentic Spanish character with a modern, vibrant edge for more than six decades. Rooted in old-world craftsmanship yet driven by innovation, the winery's dedication to producing high-quality and accessible wines has made Campo Viejo the top-selling Rioja globally and the number one Spanish table wine in the U.S.

There's a Campo Viejo Rioja for every guest and every budget, each one meeting the rigorous standards of the Rioja DOCa, which sets a benchmark for quality. Guests looking for an approachable red will love the vibrant and aromatic Tempranillo, with its intense red fruit character, soft, fresh mouthfeel, and hint of spice from four months of aging in American oak barrels. The Campo Viejo Tempranillo's inviting, food-friendly character and approachable price point make it an easy and fast-moving by-the-glass selection.

Short-form Feature

Sponsored Picks

within Buyer Picks editorial

Feature your brand within *SevenFifty Daily's* monthly Buyer Picks editorial features, which showcase SKUs selected by top buyers within seasonal or top-of-mind categories.

★ **Trusted Selections** : Sit alongside vetted product selections by top on- and off-premise buyers.

★ **Editorial Placement** : Buyer Picks articles are editorial features that sit above the fold on our homepage and in the Dispatch newsletter.

2026 Buyer Picks categories : Agave spirits (tequila/mezcal), rosé, RTDs, bourbon, sparkling wine, and more.

The 8 Best Brut Nature Champagnes to Pop During the Holidays

Champagnes made with no dosage are gaining in popularity and regularly appearing on wine lists across the country. These are sommeliers' top recommendations



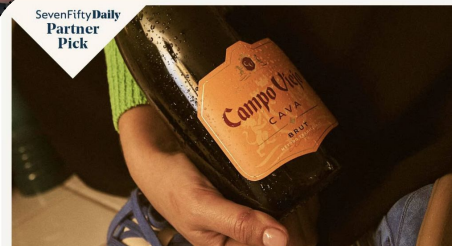
On-premise buyers share their favorite brut nature Champagnes to serve this season. Photo credit: Adobe Stock

While Champagne is a year-round staple at many bars and restaurants, the celebration of bubbles makes this classic French wine a perennial holiday favorite. To boost the busy festive season, it's important to be well stocked with the most in-demand categories. Increasingly, that category is the driest style available: non-dosage Champagne.

Once a niche offering, more and more Champagne producers are exploring low dosage. Legally, a non-dosage (or brut nature or brut zero) Champagne, though, must have less than three grams per liter of residual sugar. While higher levels of sugar are needed to balance the very high acid levels found in grapes from cool-climate regions, that's not always the case these days. As temperatures rise and winemaking becomes more fine-tuned, many Champagnes simply don't need the extra sugar to reach balance.

With so many interesting non-dosage options now available, *SevenFifty Daily's* on-premise Champagne-focused wine buyers from around the country for their top category. Their selections highlight the exciting diversity and quality of this increasingly popular Champagne style. (All wines are listed with suggested retail price per bottle.)

SevenFiftyDaily
Partner
Pick



Campo Viejo Cava

For those looking for traditional-method sparkling wines at an approachable price point, Campo Viejo Cava Brut is the ideal solution. It's made with 30 percent less sugar than most Proseccos, and spends nine months aging on the lees for added complexity, making it the perfect choice for both by-the-glass (BTG) lists and cocktail programs. For guests, this high-quality, versatile sparkler performs across any occasion and budget.

For on-premise programs in particular, Campo Viejo Cava Brut offers several benefits. Its premium quality elevates sparkling lists without price resistance. Beverage programs can achieve high-velocity sales when it's incorporated into BTG lists and spritz programs. Operations are streamlined thanks to the Cava's persistent bubbles, which remain through service, reducing waste and improving margins. It also appeals to bartenders as the Cava easily works into any sparkling cocktail. In short, Campo Viejo Cava Brut excels in both casual and premium settings, helping on-premise venues deliver a Champagne-quality experience that keeps guests coming back.

[Shop Campo Viejo on Provi](#)

Regional Guides

Shape buyer knowledge and awareness of your region with a comprehensive guide. As some of SevenFifty Daily's top-performing pieces, regional guides serve as authoritative trade references with a set format:

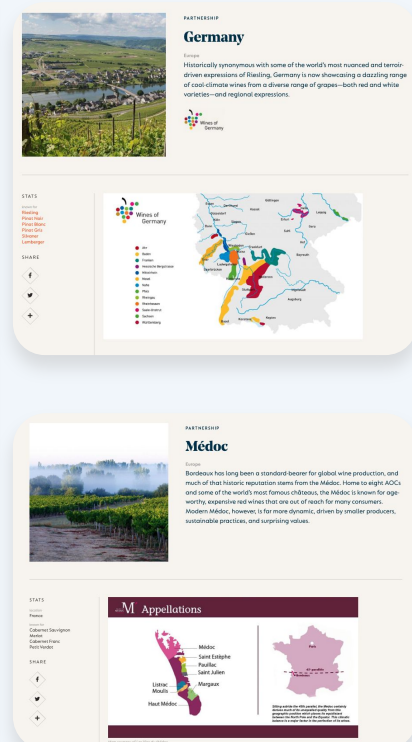
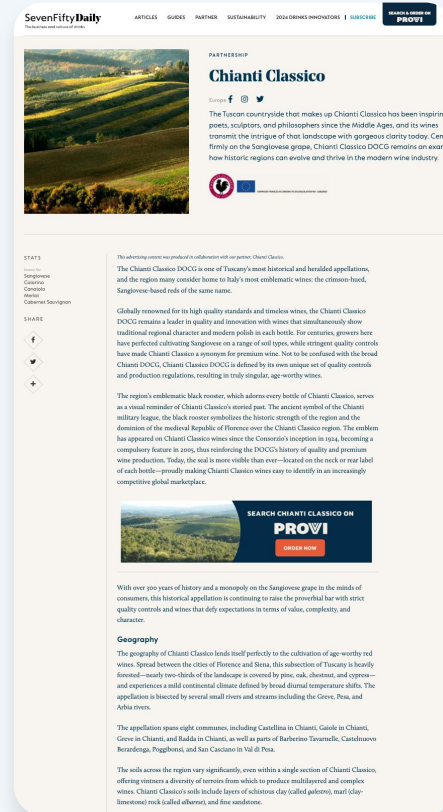
★ **Geography:** How climate and terroir shapes the region

★ **History:** Cornerstone events in the region's journey

★ **Key Grapes:** Varieties that characterize the wines

★ **Key Regions:** Important appellations or subzones to know

★ **What's Happening Now:** A chance to share what's current and reinforce key messaging



*Option to run in Beverage Media

Content Amplification

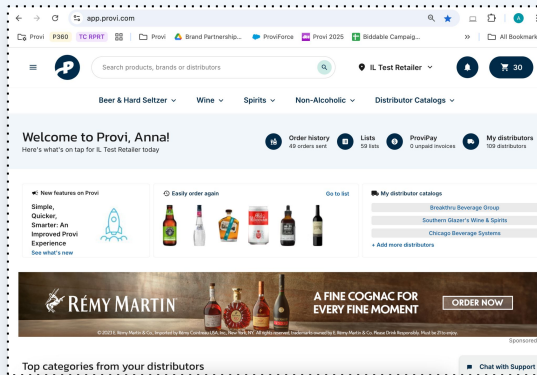
Unlock the full potential of your sponsored feature with a full-network promotional strategy. Each piece of sponsored content includes:

★ **SevenFifty Daily Dispatch Newsletter:**

Feature block with link to sponsored content piece in our weekly Dispatch newsletter (14k+ subscribers).

★ **Social Media:** Unparalleled exposure to over 25k highly engaged beverage professionals and enthusiasts on @SevenFiftyDaily's Instagram, plus an accompanying social media ad.

★ **Provi Marketplace Ads:** Boost market share with Provi marketplace ads that reach buyers when searching and ordering.



SevenFiftyDaily Dispatch

Tuesday,

April 29, 2025

Hi Vivian,

Just five years ago, the TTB created the agave spirits category, and for the first time, tequila and mezcal, long a catchall for agave spirits, became part of a broad and diverse category in the U.S.

Since then, 500 domestic agave spirits brands have been registered in the market. While most rely on imported Mexican agave or agave syrup, some U.S. distillers are now sourcing from local farmers, fueling demand for domestically grown agave, which has led to a small but burgeoning industry in California.

Right now, domestic agave spirits still represent a tiny fraction of the tequila-dominated market, but, as N.C. Stevens reports this week, some producers are betting on changing that. As Adam Goldberg of Sargazer Spirits proclaims: "Within my lifetime, I have no doubt, there will be a California agave spirit on the shelves at Costco."

Cheers,

Tyler Wetherall
Senior Editor
SevenFifty Daily

The Latest from SevenFifty Daily



Can Non-Mexican Agave Spirits Go Mainstream?

Domestically produced agave spirits are currently a tiny percentage of the U.S. market, but as the category grows, producers are betting there's room on the shelf



Sponsored Messages

Reach the right buyers with the right message at the right time.

Sponsored Messages

Reach the right audience at the right time and captivate buyers at every stage via email through Provi's Sponsored Messages offerings:



The Craft Newsletter: Sponsor Provi's monthly newsletter reaching 65k subscribers focused on recent industry trends.



Stock Up Newsletter: Sponsor Provi's occasion-based newsletter reminding Retail Buyers to stock up before and after major events



Custom Branded Email: Own the moment by targeting custom audiences based on past ordering behavior with **Brand Recipe** or **Brand Education** content



Elevate Your Experience

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium

[View Recipe](#)

La Madera Mate Paloma

Ingredients

1.5 oz Wild Common Tequila

0.75 oz fresh lime juice

.5 oz cranberry juice

.5 oz rosemary simple syrup

Garnish Fresh Cranberries and Rosemary sprig

Directions

Combine Wild Common Blanco, fresh lime juice, cranberry juice, rosemary simple syrup, and ice in a shaker.

Shake well and strain over ice.

Garnish with fresh cranberries and rosemary sprig.

[Order Tequila](#)

PROVI



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium

[Learn More](#)

Sponsored

Additive-Free Tequila

Raised a Glass to Excellence!

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed

[Request a Sample](#)



The Truth Is in the Taste



Wild Common Still Strength Tequila Blanco

Tequila - Blanco

Mexico

[Maverick Beverage Company](#)

Reach the Right Buyers, at the Right Time, to Drive Results.

Generate momentum with a vast network of buyers.

Sponsored Message(s)

- › The Craft Newsletter
- › Stock-Up Newsletter

**Relevant
Retailers**

**Category
Browsers**

Educate buyers seeking brands in your category.

Sponsored Message(s)
› Sponsored Recipe Newsletter

Convert brand engaged buyers.

Sponsored Message(s)

- › Brand Education
- › Brand Recipes

**Brand
Curious**

**Your
Customers**

Boost retention & loyalty.

Sponsored Message(s)

- › Brand Education
- › Brand Recipes

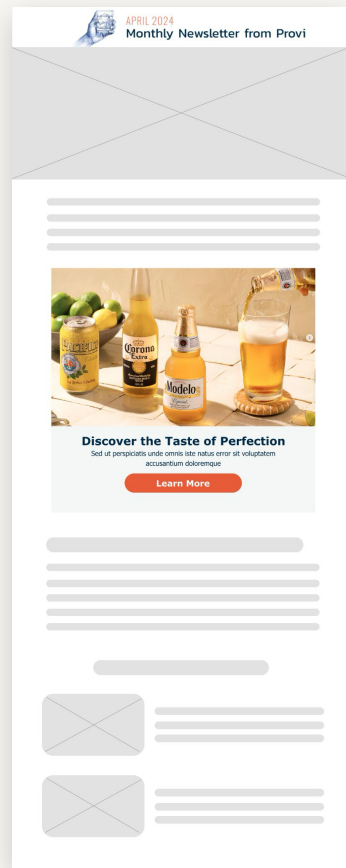
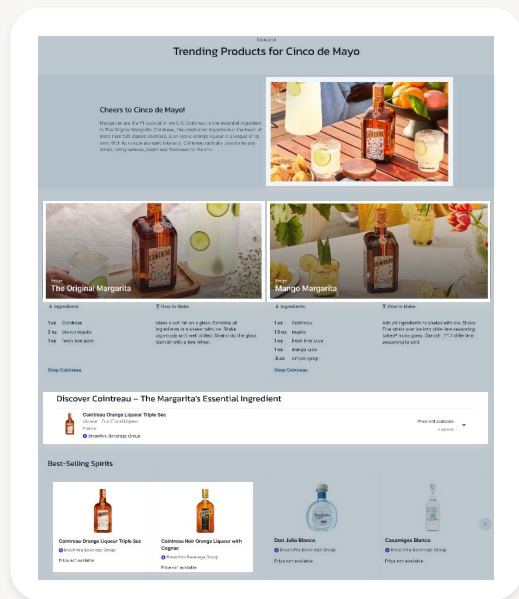


The Craft Newsletter

Broaden Your Reach & Stay Top of Mind

Cast a wide net and get your brand in front of our largest audience to captivate new customers or enhance visibility with existing ones.

- **Reach a Broad Audience:** Expand your reach and attract new customers.
- **Boost Brand Recognition:** Gain visibility to build brand recognition and trust.
- **Remain Top of Mind:** Remain top of mind to encourage and enhance campaign performance.
- **35k Subscribers**



Drive Sales with Timely Trends

Get ahead of the curve and ensure your brand is front and center right when buyers need to restock for major holidays and events.

- **Drive Immediate Sales:** Capitalize on timely reminders that prompt immediate purchasing decisions.
- **Elevate Brand Status:** Position your brand as a must-have for key occasions and elevating your market status.
- **Maximize Impact:** Align your marketing efforts with high-traffic times to boost visibility and sales.

Trending Products for Cinco de Mayo

Cheers to Cinco de Mayo!

As you gear up for the traditional Cinco de Mayo celebration, it's time to stock up on the essential ingredients to throw the perfect margarita. Cointreau, the versatile orange liqueur, is the heart of every great margarita. Whether you prefer a classic or a twist on the classic, Cointreau is the perfect ingredient to elevate your drink. Discover the top trending products for Cinco de Mayo, including Cointreau, and ensure you have everything you need to celebrate in style.



The Original Margarita

Mango Margarita

Discover Cointreau – The Margarita's Essential Ingredient

Best-Selling Spirits

Cointreau Orange Liqueur Triple Sec

Cointreau Non-Orange Liqueur with Orange

Don Julio Blanco

Casamigos Blanco

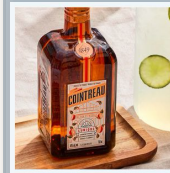
PROVI



Cheers to Cinco de Mayo!

This Cinco de Mayo, we celebrate Mexican heritage by honoring the rich tradition and craftsmanship behind agave spirits and cocktails. Whether it's tequila shot straight or mezcal mixed in a margarita, discover trending agave spirits and liquors on Provi.

SEE WHAT'S TRENDING



The Original Margarita

Originating in Mexico, the margarita has since become the #1 cocktail in the U.S. With the perfect balance of bright citrus and a touch of sweet it's no wonder this classic cocktail climbs to the top of menus, especially as the weather gets warmer around Cinco de Mayo.

[See Recipe](#)



Mango Margarita

Mango makes everything a little better and the margarita is no exception. What grows together goes together and the tropical mango perfectly compliments a margarita's main ingredient, lime. Combined, this twist on a classic is irresistible.

[See Recipe](#)

Brand Education

Transform Interest into Loyalty

Drive conversions with brand education by telling your audience everything they need to know to buy your brand.

- **Differentiate Your Brand:** Educate buyers on why your product is better than your competitors.
- **Nurturing Interest:** Retarget buyers who fit your audience criteria to keep your brand top of mind.
- **Enhance Brand Recall:** Sustain engagement during the sales cycle by without applying pressure.

BALANCED, CLEAN, AND ARTISANAL GIN



Sed ut perspiciatis unde omnis iste natus error
sit voluptatem accusantium Sed ut perspiciatis unde
omnis iste natus error sit voluptatem accusantium

Tasting Notes

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

[Learn More](#)

PROVI

1 N Dearborn St, Chicago, IL 60602

[Unsubscribe](#)

Brand Recipes

Increase Retention with Recipes

Increase loyalty by showcasing the versatility of your brand to current and potential customers.

- **Inspire Menu Innovation:** Provide fresh ideas that encourage your audience to feature your brand in their menus.
- **Strengthen Brand Loyalty:** Keep your brand top-of-mind with unique recipes that highlight your products' versatility.
- **Enhance Customer Experience:** Suggest memorable drinks that elevate customer satisfaction and drive repeat business.



Sed ut perspiciatis unde omnis iste natus error
sit voluptatem accusantium

[Learn More](#)

TNT

Ingredients

1.5 Parts Milagro Silver

2 Parts Club Soda

2 Parts Tonic

2 Dashes Grapefruit or Orange Bitters

Lime wheel and Grape wheel (Garnish)

Directions

Fill a Collins glass with ice.

Add Milagro Silver and bitters.

Top with club soda and tonic.

Garnish with lime wheel and grapefruit
wheel float.

Prickled Pink

Ingredients

2 Parts Milagro Silver

1 Part Fresh Lime Juice

2 Parts Pink Agua de Tuna*

3/4 Part Agave Nectar**

Lime wheel (Garnish)

Directions

Pour all ingredients into a Boston shaker.

Shake and strain over fresh ice in a rocks
glass.

Garnish with a lime wheel.

*To make Agua de Tuna: Peel and roughly
chop 3 prickly pear fruits (green and red),
add to a blender and puree until smooth.
Pour through a fine mesh strainer to
remove the seeds and pulp; discard. **Tip:
Substitute with Simple Syrup.

[Check it Out](#)

PROVI

1 N Dearborn St, Chicago, IL 60602

[Unsubscribe](#)

Tasting Requests

Increase purchase conversion by allowing buyers to request a sample of your product.



Generate leads

to build relationships with buyers who have expressed interest in your brand.



Mitigate risk

by allowing businesses to test products before committing to larger orders.



Increase satisfaction

by educating your potential customers about product differentiators.



IL Test Retailer



Sponsored

Additive-Free Tequila

Raised a Glass to Excellence!

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed



[Request a Tasting](#)

The Truth Is in the Taste



Wild Common Still Strength Tequila Blanco

Tequila - Blanco

Mexico

 Maverick Beverage Company

Contact Us

Monica Caron

VP, Supplier Partnerships

monica.caron@provi.com





PROVI