SevenFiftyDaily

Pitch Guidelines

About SevenFifty Daily
SevenFifty Daily is an online magazine about the business and culture of the beverage alcohol industry**.** We analyze the issues people are talking about, uncover new insights and innovations, and explore the people, places, and traditions beyond the bottle.

Covering the three tiers of the alcohol industry, we connect a global community of drinks professionals, creating a space that fosters conversation and a platform for showcasing the people and ideas moving the industry forward.

Categories
We publish two stories a week, a mix of shorter (600-800 wd) and longer (1,000+ wds). These are some of the rubrics we cover but the best way to get a sense of what we publish is to read our recent articles.

- Category developments
  - Example: A New Chapter in Oregon's Sparkling Wine Movement
  - Example: South African Wine Has Never Been Better—Have Americans Noticed?
  - Example: Why More Craft Brewers Are Embracing Light Lagers
- Science stories
  - Example: Why Winemakers Are Split on the Benefits of Concrete Eggs
  - Example: A New Way to Pinpoint the Science of Terroir
- Sustainability
  - Example: Could Reuse Be the Future of Wine Packaging?
  - Example: Bourbon, Biodiversity, and the Quest to Save America's Oak Forests
- Trend coverage
  - Example: Functional Beverages Are Big Business—Here's What You Need to Know
  - Example: The Growing Movement Behind 'Long Charmat' Sparkling Wine
- Health and wellness
  - Example: How the Supreme Court Decision Exacerbated the Dire State of Bar Industry Healthcare
  - Example: 8 Health and Wellness Hacks For Drinks Pros
- Ethics and Workers Rights
  - Example: The Drinks Industry Has an Ageism Problem
  - Example: The Wine Industry's Human Rights Challenge
  - Example: The Bars Putting Workers' Well-Being First
- Operations:
  - Example: The Cost of Insuring Against Wine Disasters

    - Example: The New Financials of Running a Restaurant Wine Program
- Sales strategies and marketing:
    - Example: How to Crack the U.S. Beverage Import Market
    - Example: Why Wine Businesses Are Investing in Influencer Partnerships
- Careers:
    - Example: What Are Your Career Options After Life as a Sommelier?
    - Example: So, You Want to Be a Brand Ambassador?
- Education and staff training practices:
    - Example: The Changing Landscape of Wine Education
    - Example: How Viticulture Programs Drive Success for Emerging Wine Regions
- Know This Grape:
    - Example: Reviving Baga, the Star Grape of Portugal's Bairrada Region
    - Example: Why Falanghina Is Winning Over Winemakers
- As well as many others, such as technology, personal essays, and even news, as long as it's a new take with original reporting.

Ethics

SevenFifty Daily is a Provi publication. To avoid perceived or potential conflicts of interest, we always detail this affiliation if we are covering Provi. Customers of Provi, the platform, do not receive preferential editorial placement or treatment in *SevenFifty Daily*. Brands, companies, establishments, and individuals do not need to use Provi to be considered for coverage.

Ethical Obligations for Writers

Before accepting an assignment, writers must disclose all beverage industry sponsorship affiliations, and/or financial arrangements that they may have with any businesses in the drinks space. This includes work performed for trade commissions, private labels/individual brands, and other potential conflicts of interest. We rarely approve stories pitched based on press trips or travel funded by alcohol businesses or industry organizations.

We will consider stories that were inspired by a press trip only if the concept is your original idea and has nothing to do with the agenda of the trip's organizers (it certainly can't be a storyline they've suggested, as we want to avoid running similar stories as other industry publications whenever possible). Additionally, we require that you do independent reporting outside of the press trip and use no more than one single source from the press trip.

We do not accept "pay-for-play" content of any type.

Unless approved by your editor, please do not pitch *SevenFifty Daily* ideas involving any beverage-related products, businesses, or organizations that you are affiliated with or have close connections to (such as through a spouse or immediate family member).

Exceptions are made for industry professionals discussing strategies, tactics, and insights related to their professional experiences.

General Tips

- We want timely, relevant stories. There should always be a hook as to why we're focusing on this topic/category/trend at this time, for this audience.
- We appreciate esoteric bottles but don't limit our coverage to 1,000-case producers. If there's a compelling practice or new technique being spearheaded by a large-scale player, bring us that story.
- We want to hear about professionals and businesses around the country and internationally, not just the left and right coasts. And we want to hear new voices—not the same people and venues that are already covered extensively in the drinks media landscape.
- We go deeper than straight news, analyzing what new products or developments mean in the larger context of a category or the industry.
- Feel free to pitch multiple ideas at once, and please include clips or links to a few of your recent stories when submitting ideas.

Pitching

Please pitch your ideas via email to the editor you're working with. Describe your idea and why it would be good for *SevenFifty Daily*. The ideas you pitch should clearly appeal to one of our three audience segments: buyers (retail/restaurant), distributors, or suppliers (importers/producers). Be concise, specific, and clear. Include a headline that suggests what the story is about, suggested word count, and the approach you'll take in covering the story.

The ideal *SevenFifty Daily* story is insights-driven and based on strong reporting, with relevance to our readership of drinks professionals. A new product isn't a story, but the circumstances around its launch or its place in a broader trend landscape might be.

Business-focused stories **must include numbers** (market research statistics, sales numbers, growth forecasts, percentage growth, and other quantifiable data). Stats and figures must be obtained directly from reputable industry sources (*SevenFifty Daily* does not accept secondary reporting, such as figures or stats published in other journals).

We're also interested in stories focusing on the culture of the industry—health and wellness, sustainability, staff training, technology, and advocacy and activism in the drinks space.

Unless explicitly discussed with your editor, the story you're assigned must be objectively reported and **written in the third-person**. We do feature some first-person narratives, but these are the exception, not the norm.

Rates

Our rates are $0.75 a word for assigned length.

Sources
Stories should include multiple sources with direct quotes from the sources interviewed (*SevenFifty Daily* does not accept quotes that have been repurposed from other journals). You should always interview more than one source—**a 600-word story will have quotes from 3 or more sources; a 1,000-plus word story should have at least 5-7 sources**. Additionally, all facts and figures should be cited within the article (with links provided in the comments and all non-Internet sources footnoted and listed at the end of the article).

Our mission is to represent the full spectrum of diverse voices in the beverage space, therefore we ask our writers to make extra effort to source experts from a wide range of backgrounds and include women, people of color, and people from the LGBTQ community in their stories. We also seek to highlight people and companies from markets both big and small throughout the country—and internationally.