

LIOCO Does Wine Marketing Right

We have been negligent in our review of the [Anderson Valley Pinot Noir festival](#). Despite being semi-retired, there are consulting contracts and many other distractions. **But one winery we did like (and will review) is LIOCO.** Today we're writing about them because we received a promotional e-mail. LIOCO is having a sale on magnums. Here's the photo:



(click for larger image)

The full LIOCO promo is [here](#) (link will probably expire, be patient). If you want to see a reasonable pdf version of the e-mail, [click here](#).