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DOUBLE FORTE PUBLIC RELATIONS EXPANDS INTO ARTISAN WINE AND FOOD WITH ACQUISITION OF THE BARN GROUP

July 19, 2011 — San Francisco, CA — Double Forte, an independent mid-sized national public relations and marketing services firm, announced today that it has acquired The Barn Group, a specialty artisan wine and food public relations firm located in Healdsburg, Calif. Together Double Forte and The Barn Group bring expertise in large-scale national food and beverage companies as well as in artisan wine and food companies to provide specialized services to clients. The Barn Group will maintain its headquarters in Healdsburg and will also have offices at Double Forte in San Francisco.

“The Barn Group’s demonstrated expertise and stellar reputation with small boutique wineries, wine organizations and food companies is a perfect complement to Double Forte’s food and beverage practice,” said Lee McEnany Caraher, president of Double Forte. “We are excited to be able to offer such deep and solid capabilities to our growing list of clients.”

“Bringing The Barn Group together with Double Forte is the best of both worlds,” said Maggie Zeman, founder and managing director of The Barn Group. “We will continue to build focused and intimate public relations programs for our artisan wine and food clients, with the ability to scale quickly to a broader audience and with a wider range of services. With enhanced resources, The Barn Group can take on even larger projects that require a grounded expertise in promoting food and wine to a national audience.”

With the acquisition, Double Forte also hired key staff to expand the reach and focus of The Barn Group. Laura Shear joined The Barn Group in April and is known for blending her writing and culinary skills to create unique press events and compelling pitches on behalf of wine and food clients. Nicole Arena, vice president at Double Forte, will also bring her vast food experience to projects at The Barn Group. For more information, visit www.barngroup.com.

Double Forte is an independent San Francisco-based public relations and marketing services firm expert at connecting companies and brands with the people who matter to them. Double Forte has a long and exemplary reputation for its work with food and beverage and consumer packaged goods companies and technology and interactive entertainment. Double Forte is recognized for its service orientation and for driving excellent results for its clients. For more information, visit www.doubleforte.com.

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