

BEER TALK RADIO

SHOW DESCRIPTION:

Las Vegas "Beer Chick" *Jenny the Greek* explores craft beer culture with industry experts, micro-brew misfits, foodie friends, and ale enthusiasts. This interactive show combines wit, lifestyle, storytelling and tasting for a weekly hour-long buzz!

PURPOSE:

To facilitate craft beer appreciation, celebrate breweries, promote small businesses and educate listeners on the joys of beer drinking for flavor. To taste/critique various beers and interact with listeners via Twitter™ and Facebook™.

EXECUTION:

The *BTR* podcast is streamed via iTunes™, Google Play™, and Stitcher™. During production, the show is also streamed LIVE on Twitter™ so listeners can watch the fun and see the guests using the Periscope™ feature. The host encourages the guests to follow on both Twitter™ and Facebook™ platforms to post pictures of their own favorite beers (tagging the manufacturers). This will create a network of interaction between the show, the guests, the fans, and the breweries themselves. Listeners can also download official *BTR* Tasting Cards to leave their own feedback and recommendations.

FREQUENCY:

Available for download 24/7.

SHOW TOPICS:

Home brewing 101
Beer Buying (*for retail*) Beer Buying (*for restaurant*)
Beer Pairing 101 (*gatsropubs*) Beer Pairing 102 (*chocolate*)
Beer Pairing 103 (*fine dining*) Beer Event Management
The History of Meade Beer Drinking Christians
The Perfect Pour Beer + Crossfit
A Day in the Life of a Professional Brewer
and many more...

HOST GOALS:

- Gain local employment as a beer buyer or *beer-tender*
- Gain creditability as a cicerone and as a chef
- Create portfolio for potential voice over work
- Develop journalism & interview skills
- Network throughout Las Vegas community

SHOW GOALS:

- Gain affiliates & sponsorships
- Partner with beer event managers to expand audience
- Monetize show via commercials & promotions
- Pitch show to niche networks

#TAGS: Bier, beer, ale brewery, lager, foodie, keg, brew, microbrew, craft, beer, suds, hops, draft, pairing, pint, culinary, grains, brewmaster, etc.



BEERTALKRADIO



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