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Hospitality Marketing & Public Relations Leader, Parker Sanpei, Recognized with Prestigious Platinum MarCom Awards for Individual Achievement and Public Relations
2022 MarCom Awards Honors Excellence in Marketing and Communication

December 9, 2022 (San Luis Obispo, Calif.) - [Parker Sanpei](#), a leader in hospitality and lifestyle public relations and marketing, is the recipient of multiple 2022 Platinum MarCom Awards. Since its establishment in 2004, [MarCom Awards](#) has evolved into one of the most prestigious and respected international competitions for marketing and communications professionals. Platinum Awards, earned by the most notable entrees, celebrate excellence in terms of quality, creativity, and resourcefulness. A mere 18% of the 6,000 entries from 45 countries earned the coveted award.

Linda Parker Sanpei, Founder and CEO of Parker Sanpei, earned an Individual Achievement Platinum Award for Public Relations and Marketing strategies on behalf of the [Paso Robles CAB Collective](#). Parker Sanpei was granted a second Platinum Award for Strategic Communications and Public Relations Program for the [Allegretto Vineyard Resort](#).

“I am exceptionally honored to have our work recognized by the esteemed Association of Marketing and Communications Professionals. We are overjoyed to receive these awards,” said Parker Sanpei.

Parker Sanpei won the Individual Achievement Platinum Award for integrated marketing and communications initiatives on behalf of the [Paso Robles CAB Collective](#) (PRCC), a group of 25 top Cabernet Sauvignon and Bordeaux varietal wine producers in Paso Robles, California. Parker Sanpei hypothesized that in order to gain consumer awareness for the quality of these wines, the PRCC would first need to garner the endorsement of stakeholders and thought leaders in the wine industry. The campaigns focused on hosting media and wine trade to the region for immersive experiences, educational market visits and tastings, digital marketing campaigns, earned media, and securing grants to expand awareness. Per Nielsen Data, sales of premium Cabernet Sauvignon from Paso Robles is now outpacing sales of other regions nationally.

Parker Sanpei was granted the second Platinum Award for Strategic Communications and Public Relations on behalf of the Allegretto Vineyard Resort. The winning program was built on a variety of campaigns, garnering impressive earned media, accolades and exposure for the resort. By positioning the Allegretto's brand message and developing a sequence of creative initiatives to capture the attention of the media, and ultimately the consumer, Parker Sanpei helped the Allegretto Vineyard Resort achieve its first AAA Four Diamond Award, Condé Nast Traveler Readers Choice Award, Platinum Choice Award by Smart Meeting and recently recognized as the #3 Best Winery Hotel in the United States by *USA Today 10Best Readers' Choice Award*. In 2021, the resort earned 1.8B+ media impressions through some of the most respected publications including *Condé Nast*, *Apple News*, *Robb Report*, *SF Chronicle*, *Los Angeles Times*, *Wall Street Journal*, *Travel+Leisure*, *Forbes*, and *Sunset Magazine*, to name a few.

For more information on the MarCom Awards, visit <https://marcomawards.com>. For information on Parker Sanpei, visit <https://www.parkersanpei.com>.

About MarCom Awards

MarCom Awards honors excellence in marketing and communication while recognizing the creativity and hard work of industry professionals. Since its establishment in 2004, MarCom has evolved into one of the grandest and most respected marketing competitions in the world. Each year roughly 6,500 print and digital entries are submitted from all around the world. Entries receiving scores of 90-100 are Platinum Winners. Scores of 80-89 are Gold Winners and 70-79 are Honorable Mention Winners. AMCP is the industry's preeminent third-party evaluator of creative work. The organization has judged over 300,000 entries since its formation in 1994. For more information on the MarCom Awards, click [here](#).

About Parker Sanpei

Parker Sanpei provides innovative marketing and communications solutions to forward leading brands in the hospitality, tourism, wine, culinary, and luxury product industries. By shaping engaging narratives and comprehensive marketing plans, Parker Sanpei elicits lasting positive impressions to targeted audiences. Its reputation is a testament to creating and shepherding successful brand building campaigns that further clients' ambitions. For additional information, visit ParkerSanpei.com, or call 805.543.2288.

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