



## Cornichon Communications

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Fresh, Crunchy Words  
for Clients in  
Hospitality & Tourism

**Public Relations & Marketing:**

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## IT'S BACK TO THE TYPEWRITER FOR FRENCH WINE-TOUR GURU

### HOLDEN TO LAUNCH P.R. CONSULTANCY FOR FOOD, BEVERAGE, HOSPITALITY CLIENTS

PARIS—After 15 years of elegant travel through the most prestigious vineyards of France, hosting hundreds of curious and thirsty wine lovers from around the world and earning honors from the French government and wine societies alike, wine journalist **Ronald Holden** is hanging up his tastevin.

He's returning to home base in Seattle and shifting his focus to a new public-relations venture, **Cornichon Communications**.

"Ronald's upscale trips opened privileged doors at the top estates," notes British wine authority Michael Broadbent, who regularly participated in private weekend seminars for Holden's international guests.

So why did he quit? "The world changed after 9/11 and Iraq," says Holden. "More reasons than ever for people to stay home, plenty of reasons to avoid going overseas, let alone France. Time for an adjustment."

His new venture, Cornichon, is named for the French gherkin. "So much corporate food and beverage writing is simply dull. My aim is to be fresh and crunchy," Holden riffs. "Words you can taste. Text that bites back. Prose with relish."

His target clientele is small business owners in the food and beverage industry who offer an alternative to fast food chains but can't afford giant ad agencies.

"The folks who provide quality and taste, who go up every day against the Big Macs of the world, deserve professional help when it comes to communications."

Holden certainly has the background.

He spent 20 years in journalism, as a TV reporter, anchorman, news director; as editor of an urban news-weekly, and as a restaurant critic. He worked in corporate PR for a number of years, and ran his own agency, Holden Pacific, before turning to wine and travel writing.

He published a series of wine-country guidebooks, then launched France In Your Glass, a boutique travel company that pioneered the concept of luxury trips hosted by international wine experts.

"I know what it's going to take," Holden says with a smile. "Solid credentials and fast typing. Bring it on."