

BREAKING BREWS

Marketing & Media

About Breaking Brews

Breaking Brews started as a craft beer blog in February 2014 and has grown into a full-service media organization specializing in marketing, advertising, content creation, social media management, sales, consulting, branding, and enhancing customer experiences. With BreakingBrews.com serving as the hub, my mission is to push libations and service culture forward by connecting enthusiasts to destinations and information through education, conversation, commentary, and entertainment.

I am committed to driving brands forward by any means necessary. I offer an array of initiatives designed to boost your presence and enhance your visibility, allowing your business to flourish through consistent effort and constant adaptation to market demands.

Connect with Jason

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- jason@breakingbrews.com
- facebook.com/breakingbrews
- Twitter: @breakingbrewsco
- Instagram: @jasoncercone
- YouTube: bit.ly/breakingbrewstube



Jason Cercone

I have been an avid supporter of the craft libations movement for over 10 years and have combined my passion for this diverse industry, writing, and creative marketing into my life's work. I love all adult beverages...but I love the moments and experiences they generate more. I have over 20 years of experience in customer service, sales, marketing, content creation, and business management.

Social Influence



3,245

Page Likes



2,669

Followers



1,127

Followers



3,500+

Monthly Hits

Discover More

Learn about my professional background, peruse my writing portfolio, and stay up-to-date on current projects at www.jasoncercone.com.



Client Feedback

“Jason is one of the most dedicated individuals in the libations business in Pittsburgh. He's done great things promoting Caliente and I really enjoy working with him. What he does with the industry goes hand-in-hand with bars, distributors, wholesalers, distilleries, and local breweries. His efforts are transforming the way Pittsburgh learns about events. I highly recommend working with Jason and the Breaking Brews brand.” — **Nick Bogacz | Owner – Caliente Pizza and Draft House**

“Jason is a craft beer fan first and it's reflected in the way he treats his clients and their products. Breaking Brews is all about spreading the news that the Pittsburgh local beer scene has arrived.” — **Steve Ilnicki | Head Brewer and Co-Owner - Spoonwood Brewing Company**

“Partnering with Jason and Breaking Brews has helped us maximize our social media exposure and has also helped reach out to a wider range of craft beer enthusiasts. The adult beverage community in Pittsburgh is growing more and more every day and Jason is providing an avenue for collective conversation on that growth and all the major happenings in the community as well. This is definitely something we want to continue to be part of.” — **Stephanie Dickson | Bar Manager - Blue Dust**

“Breaking Brews is the next step in Pittsburgh's libations Renaissance: a common watering hole for customers, brewers, and retailers to interact and share information. For the Pittsburgh scene to continue to grow and mature, it will require more interaction and communal goals. Jason has positioned himself as the hub for adult beverage communication in Western Pennsylvania through his tireless efforts to pound the pavement and form relationships within the industry.” — **Pete Kurzweg | Owner - The Independent Brewing Company**

Services & Initiatives

Innovative Content Creation - blogs, press releases, special features, website and social media content, event promotion

Comprehensive Social Media Management

Brand/Event Marketing, Advertising, and Promotion

Local Craft Beer Sales & Brand Management

Podcast and Video Production

Promotional Graphics and Image Creation

Logo/Branding Creation

Consulting - Marketing, business concepts, beer tap management, customer experience enhancement, and more

The Breaking Brews Experience

Our partnership creates an effective double-edge sword for you and your initiatives. In addition to professional, fully-managed content, marketing, and social campaigns on your existing networks, all efforts to promote your business and events will be amplified through Breaking Brews. Our established and growing presence on Facebook, Twitter, Instagram, and other social media platforms will be utilized to present focused content to a thirsty fan base looking for the best destinations, beverages, foods, and experiences around!

Experience Breaking Brews for yourself:

www.breakingbrews.com



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Promotional Partnership Campaigns



Promotional Blog Feature - \$100

Have your business, event, product release, or educational commentary featured on BreakingBrews.com. This blog feature will be up to 999 words (increased word count is available for a nominal up charge) and provide detailed information that is pertinent to the subject or event at hand. The feature will run on Breaking Brews and can be utilized in any manner on your own online promotional platforms.



Promotional Blog Feature + Social Media Campaign - \$225

In addition to the creation of a blog feature, the content will be utilized in a strategic social media campaign covering Facebook, Twitter, and Instagram. A geo-targeted Facebook ad will put your content in front of the proper audience. Twitter and Instagram will be utilized to share the aforementioned feature, as well as drive people towards ticket pages and other promotional media via links and imagery.



Blog Feature + Social Media + Podcast & Video - \$350

With your blog feature and social media campaign in place, your business and event will be featured on the Decent Exposure Podcast and soon-to-launch Word of the Poured video series, as well as a short promotional video posted on the Breaking Brews YouTube channel and all relevant social media. You will sponsor an episode of the podcast + have a live on-show read carried out during the same episode.