MEDIA KIT

evan roscoe.

(for press and bookings)

Bios, accomplishments, coverage and speaking topics for Evan Roscoe.

WORK WITH ME

Speaking, podcasts and social media for wineries.

Speaking & panels

Trade events, conferences and wine dinners. I talk about how small wineries can sell directly to customers and what most tasting rooms could do better.

Podcasts & interviews

I've been a guest on The Winemakers and Go With Your Palate. I'm glad to talk about wine marketing, small wineries or where the industry is headed.

Social for wineries

Reels, shoots and social strategy for wineries and hospitality businesses.

BIOS

Bios and quick facts

Based in	Napa Valley, California
Instagram	@evan__roscoe (his only platform)
Followers	17K on Instagram
Top reel	5M+ views across Instagram and TikTok
Experience	7 years in wine and marketing
Founder	GoferPost
Board member	Micro-Winery Guild
Coming up	Ask Wines, Nov 25, 2026

One line

Evan Roscoe is a Napa creative strategist who helps wineries, especially small family ones, reach the people who drink their wine.

Short (about 50 words)

Evan Roscoe is a Napa native and creative strategist with seven years in wine and marketing. He does social media for wineries, founded GoferPost and sits on the board of the Micro-Winery Guild. On Instagram, where he has 17,000 followers, he talks about how wine gets sold.

Long

Evan Roscoe is a Napa native and creative strategist with seven years in wine and marketing. His work centers on helping wineries, especially small family ones, reach the people who drink their wine. He does social media for wineries, and he founded GoferPost, social media software that lets wineries and small businesses plan and schedule a month of posts. He sits on the board of the Micro-Winery Guild, which represents Napa and Sonoma family wineries making fewer than 5,000 cases a year and is preparing the first industry survey of wineries that size.

On Instagram, where he has 17,000 followers and a reel with more than 5 million views, he talks about how wine gets sold: tasting rooms, scores, pricing and the way the industry talks to customers. Ask Wines, a free service where 69 wine professionals answer the public's wine questions, opens on November 25, 2026. He also made Crushing It!, a browser game about running a wine business, and a short film that took second place in Wine Spectator's 2025 video contest.

Every holiday season he runs Project Santa, a present drive for the kids of farmworker families. In 2025 one Instagram post raised more than $20,000 and bought presents for more than 300 kids.

ACCOMPLISHMENTS

Selected accomplishments

- Founder, GoferPost: social media software for wineries and small businesses
- Board member, Micro-Winery Guild (launched May 2026, covered by Wine Industry Advisor), about to launch the first industry survey of wineries under 5,000 cases
- Social media content and strategy for wineries and hospitality businesses
- Ask Wines launches Nov 25, 2026 with 69 wine pros signed up to answer, including 2 Master Sommeliers
- 17,000 Instagram followers on @evan__roscoe; top reel 5M+ views across Instagram and TikTok
- Project Santa: $20K+ raised from one Instagram post; presents for 300+ farmworker kids in 2025. Goal for 2026: 350.
- Made Crushing It!, a wine business game with 1,000+ players in its first 48 hours
- Guest on The Winemakers (Radio Misfits) and Go With Your Palate (episode 93, with Joe Wagner)
- 2nd place, Wine Spectator 2025 video contest, for the short film *Bacchus Amat Colles*

COVERAGE

Press coverage and podcasts

Apr 15, 2026

Go With Your Palate, episode 93

Evan with Joe Wagner. The episode description calls it “Honest, unfiltered, and a little controversial (in the best way).”

Sep 24, 2025

Wine Spectator: 2025 video contest winners

Bacchus Amat Colles took second place. Wine Spectator called it “a sort of Rick Steves–meets–Wes Anderson film from Napa-based videographer Evan Roscoe.”

Podcast

The Winemakers: Evan Roscoe and Rethinking the Wine Industry

Podcast on the Radio Misfits network.

May 12, 2026

Wine Industry Advisor: Micro-Winery Guild launches

Report on the Guild's launch. The article doesn't name Evan, who is on the Guild's board.

PHOTOS

Press photos

New press photos are coming. Until then, these are available. Email evan@btvimaging.com for full-resolution files.







TOPICS

Speaking topics

- Why the wine industry is f***cked, and how to fix it
- How small wineries can compete without a big-winery budget
- Tasting rooms people want to visit
- Social media for wineries and small businesses
- Wine snobbery, scores and sommeliers
- Farmworkers and Project Santa
- The first industry survey of wineries under 5,000 cases
- Using AI in marketing, and Ask Wines

CONTACT

Booking and press

Email evan@btvimaging.com, or DM @evan__roscoe on Instagram.