

Press Release: For Immediate Release

Marketing Agency Pen & Tell Us Celebrates Fifth Anniversary with New Client and Additional Staff

Named Public Relations Agency of Record by Delysia Chocolatier

AUSTIN, Texas (September 10, 2019) – At the start of its sixth year of business [Pen & Tell Us](#), a full-service marketing agency that specializes in helping food and beverage companies tell their story, has been named the agency of record by [Delysia Chocolatier](#). In addition, to serve growing client needs Pen & Tell Us has hired two additional team members, Tara Guthrie and Logan Lloyd.

Delysia Chocolatier, an Austin, Texas based artisan chocolatier, selected Pen & Tell Us to provide public relations, influencer relations and digital media. The award-winning chocolatier was recently recognized as a Top 3 Chocolatier in the Americas with a Six Star Award: Grand Master title, the highest honor that can be bestowed on a chocolatier by the International Chocolate Salon Awards and Taste TV.

“In our agency search Pen & Tell Us stood out as a strategic firm with sound business acumen,” says Delysia Chocolatier chef-owner and chocolatier, Nicole Patel. “We need an agency that fully understands that their work can positively benefit our bottom line, and we found that with Pen & Tell Us. The agency has a strong reputation for getting results, and impeccable client service. We’re looking forward to a successful partnership.”

Pen & Tell Us, founded in 2014 by marketing veteran Matt McGinnis, gets its mojo from a talented team of creative and marketing experts with significant experience in the food and beverage industry. The agency team is steeped in the details of the culinary scene, and love helping culinary concepts, distilleries, breweries, and wineries reach their customers with compelling campaigns.

“The role of marketing agencies continues to evolve,” says Matt McGinnis, president of Pen & Tell Us. “Our clients count on us to provide integrated marketing services that reach the right audiences to build loyal advocates for the brand. Fostering a relationship between our clients and customers with meaningful interactions and beautiful content is what we do best. We’re excited to have the opportunity to help Delysia Chocolatier grow its business nationally.”

Tara Guthrie joined Pen & Tell Us the staff as a Marketing Director responsible for public relations and digital media strategies for several of the agency's clients. Tara most recently served as Director of Marketing and Public Relations for the well-respected Texas winery [William Chris Vineyards](#) where she built and managed all marketing communications systems and user experience for the company's digital platforms supporting the company's exponential growth. Previously Tara worked as a digital media strategist for the *Austin American-Statesman*, a columnist for *Performer Magazine*, and as a marketing communications manager for Alchemy Solutions. She is pursuing WSET II credentials with the Wine and Spirits Education Trust, serves on the marketing committee for [Texas Hill Country](#)

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[Wineries Association](#), and works on national craft beverage industry policies as an active member of WineAmerica. Tara is a graduate of Hardin-Simmons University.

Graphic Designer, Logan Lloyd, joined Pen & Tell Us to create compelling visual content for the agency's brewery, distillery, and winery clients. Logan, a native Austinite turned San Antonian, is a talented designer, packaging artist, merchandise expert, and Texas booze enthusiast. She has previously created stunning graphic design, package design, and advertisement for Tito's Handmade Vodka, Austin Eastciders, Circle Brewing, Shiner Beers, BridgePort Brewing, and Trumer Brewery. She holds a Bachelor of Fine Arts in Digital and Photographic Imaging from Texas State University-San Marcos.

"Tara and Logan are excellent additions to the Pen & Tell Us team with deep expertise in marketing for culinary and beverage companies," says McGinnis. "We are fortunate to be able to attract top marketing talent with a mix of high-quality clients, kickass campaigns, and a flexible work environment. Our specialization and proficiency in food and beverage is a recipe for success for both clients and staff"

About Pen & Tell Us:

[Pen & Tell Us](#) is a marketing agency that specializes in helping food and beverage companies tell their story. The agency brings brands to life with compelling campaigns, in advertising and online. Our team of seasoned Public Relations, Advertising, Graphic Design, Web Design, and Digital Media pros provide a combination of integrated marketing services and passion for the clientele industries we target. This mix of expertise and sincere appreciation for the brands we represent leads to campaigns that achieve business results.

Clients include: Ben Milam Whiskey, Celis Brewery, Delysia Chocolatier, Fall Creek Vineyards, Fast Eddie's Billiards, Little Woodrow's, Mighty Swell Sparkling Cocktails, Pedernales Brewing Co., Pedernales Cellars, Ski Shores Café, Robert Earl Keen Beer, Ron Yates Winery, Somms Under Fire, Spicewood Vineyards, Stone House Vineyards, Tequila 512, Texas Wine Journal, Treaty Oak Distilling, Uncle Billy's Brewery & Smokehouse, and Wedding Oak Winery.

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