



“The Fred Minnick Show” Podcast Launches on the new KMG Utopia Studios

*Worldwide Bourbon expert, co-producer of “Bourbon & Beyond”, and Ascot Wearer
Launch Podcast on KMG’s Utopia Podcast Studios platform in January 2020*

*Minnick talks Bourbon & Music with the biggest artists who performed at all the major the
Festivals, including Lindsey Ell, LIVE’s Ed Kowalczyk, Flaming Lips’ Wayne Coyne and others.
More to be announced.*

*Michter’s Distillery and San Francisco World Spirits Competition are among the
first sponsors to sign on.*



FOR IMMEDIATE RELEASE: New York, NY – January 13th, 2020 - KMG Utopia Studios, a division of **Krantz Media Group (KMG)** today announced that Bourbon expert **Fred Minnick** will launch **“The Fred Minnick Show”** beginning January 17th, 2020. The show will feature the biggest artists in music talking bourbon, music, and a wide range of topics with best-selling author, editor-in-chief of *Bourbon+ Magazine*, personality on the Spirits Network and the curator (with **Danny Wimmer Presents**) of the annual **Bourbon & Beyond** music festival. More superstar artists will be announced in the coming weeks and months. **Michter’s Distilleries** and **San Francisco World Spirits Competition** are the first sponsors to sign on.

“Bourbon and music are art”, remarked Minnick, this podcast combines the artistic minds of musicians with the rich flavors of American whiskey. I interview artists, who open up about their lives, perhaps inspired by good drink, and delve into their favorite styles of drink. Sometimes, they don't even know what their favorite flavors are, but I help them discover”.

*“Through his work with **Danny Wimmer Presents** Country’s Hometown Rising, Rock’s “Louder than Life”, and as Bourbon curator of “Bourbon & Beyond” festivals in Louisville, Fred has serious credibility with the music artist community, and he is amazing storyteller, said **Gary Krantz, CEO of KMG/Utopia**. “He brings out a side of the artists that is not revealed in a traditional interview which they love to be a part of.”*

The podcast will be produced in conjunction with the newly launched KMG Utopia Podcast Studios, via the Triton/Omny Studio platform, and will be available on all podcast platforms including **Apple iTunes, iHeartradio, Spotify, Stitcher, and Tunein**. More partnerships to be announced shortly

Sponsorships are being handled by KMG. Contact Alison Woods, Director of Sponsorships & Revenue at Alison@krantzmediagroup.com




About Fred Minnick




Wall Street Journal-bestselling author Fred Minnick loves his bourbon so much that he's written three books on the subject: *Whiskey Women*, *Bourbon Curious* and *Bourbon: The Rise, Fall and Rebirth of An American Whiskey*, which *Smithsonian Magazine* recognized as one of the best food books of 2016 and won *Tales of the Cocktail's Spirited Awards' Best Book*. That's right, bourbon is a food. So is rum. Oh yeah, he wrote *Rum Curious*, which *Atlanta Journal Constitution* named one of the best drinks books of 2017. Fully admitting that he has a book writing addiction, Minnick wrote *Mead: The Libations, Legends, and Lore of History's Oldest Drink*. He also stars on the new OTT network the *Spirits Network* and the Amazon Prime show, *Bourbon Up*, and is the editor-in-chief of *Bourbon+ Magazine*. His literary agent is New York-based Linda Konner. Learn more about Fred Minnick's seven Books, magazine and more at FredMinnick.com. He also wears Ascots.

About KMG Utopia Studios:

 In 2019, KMG launched KMG Utopia Studios, a full-service Podcast Studio. 2019/2020 projects Utopia will be involved with include *The Politicon Podcast*, *The Fred Minnick Show Podcast*, Peter Greenberg's "Eye on Travel" Podcast, Chris Hahn's "The Aggressive Progressive" Podcast, and *Ditty TV Americana Podcasts*. Several more podcasts are planned for 2020.

About Krantz Media Group/KMG Networks:

 KMG is a leading New York City based advisory business development and content syndication firm that provides critical direction on issues of content syndication, marketing, advertising, media, entertainment, and digital technology. KMG provides strategic marketing and brand development, implementation roadmaps, technology solutions for media, media sales and revenue generation, business development, organizational planning, and competitive analysis for many brands and companies such as CBS Radio Networks, iHeartmedia/Premiere Radio Networks, Westwood One, and Studio Center Total Production, 2012, KMG launched KMG Networks - an independent, multi-platform content and services syndication company. Its services and products include, AXS TV's "The Big Interview with Dan Rather, Studio Center Total Production, and a suite of broadcast products created by respected news broadcaster Lee Harris (mornings on CBS's 1010

K M G



UTOPIA STUDIOS

WINS). For more information on Krantz Media Group/KMG Networks, visit:
www.krantzmediagroup.com.

Fred Minnick Management:

Clay Busch
shelter music
los angeles
clay@sheltermusic.com

Media & Sponsorship:

Krantz Media Group
Gary Krantz, 646-573-6800
gkrantz@krantzmediagroup.com