

PIEDMONT ON
D. 2024

PIEDMONT

Media Kit





C O R P O R A T E P R O F I L E

Our Mission

For the lovers of good wine, handmade pasta, and unhurried conversation — Piedmont on Piedmont is a space where Italian soul meets Southern hospitality. Here, every glass poured and plate served is an invitation to slow down, stay longer, and savor what really matters. Because life's sweetest moments are meant to be shared — and never rushed.

About Us

Piedmont on Piedmont is a locally owned Italian restaurant and wine bar in the heart of downtown Opelika, created for people who want to slow down and really enjoy a night out. Inspired by both the Piemonte region of Italy and our own Piedmont region here in the Southeast, we bring together old-world flavors and a strong sense of place in a space that feels polished but never stiff, somewhere you can settle in, stay awhile, and feel at home.

What Makes Us, Us?

What truly sets Piedmont on Piedmont apart is our approach to wine, built on direct relationships with small producers in Italy's Piemonte region. Our owners personally travel to meet these winemakers and source wines directly from them, often purchasing entire small-batch productions that you won't find anywhere else. Paired with our focus on thoughtful, slow dining and genuine hospitality, it creates an experience that feels rare, personal, and unlike anything else around.



Meet the People Behind Piedmont on Piedmont



John Marsh

John Marsh is the Co-Founder of Marsh Collective and a serial entrepreneur focused on redemptive real estate and community revitalization. Over the past 25 years, he and his wife Ashley have launched and guided more than 40 startups across construction, real estate investing, advertising, and hospitality.

John has helped steward over \$1 billion in redemptive real estate projects in nine small towns across America. Together, John and Ashley have led the renovation of 220+ buildings within a 10-block radius of downtown Opelika, Alabama, playing a key role in the city's transformation.

As host of the Redemptification Podcast, John equips leaders to bridge vision and execution, creating measurable, generational impact in their communities.

Co-Founder

Ashley "Ash" Marsh

Ashley Marsh is the Co-Founder of Marsh Collective and leads real estate development, management, and hospitality design initiatives. Over the last 25 years, she has co-guided 40 startups with John, helping build businesses rooted in beauty, excellence, and long-term community value.

She has been instrumental in the revitalization of downtown Opelika, leading development efforts that restored over 220 buildings and helped reestablish the district as a vibrant destination. Ashley also oversees hospitality design projects and The Southerly event venue and community platform.

Ashley is known for curating people, places, and spaces that foster belonging and generational impact.



Co-Founder



Fact Sheet

Founded: January 2024

Address: 1007 Ave B, Opelika, AL 36801

Hours: Tuesday - Thursday 5-9 p.m.

Friday - Saturday 5-10 p.m.

Website: <https://www.piedmontonpiedmont.com>

Phone: (334) 610-1477

Customer Focus

Adults, professionals, couples, and visitors seeking a higher-end dining experience

Menu Highlights

Antipasti: Burrata Pesto

Primi: Seasonal Risotto, Cacio E Pepe

Secondi: Lasagna, Giant Ravioli

Scale

Single-location, locally owned business

Unique Selling Proposition

Combines authentic Italian cuisine with Southern hospitality and a “slow dining” experience focused on atmosphere and connection. Serves specialty wines from Italy.

Social Media Presence



@piedmont.on.piedmont



Piedmont On Piedmont



@piedmontonpiedmont



Media Pitch

Subject: From Italy to Opelika: The Rare Wine Story Behind Piedmont on Piedmont

To whom it may concern,

I'm reaching out to propose a feature story on Piedmont on Piedmont, a local restaurant in Opelika offering a one of a kind wine experience that sets it apart from any other dining establishment. What makes this story especially compelling is the restaurant's exclusive relationship with small wine producers in the Piedmont (Piemonte) region of Italy.

Owners Ash and John Marsh have traveled to Piedmont multiple times, building personal relationships with local wine farmers. Rather than purchasing wine through traditional distributors, they buy directly from these producers and often purchase the entire batch. Whether a farmer produces six bottles or thirty in a season, Piedmont on Piedmont acquires all of it. As a result, these wines are not available anywhere else in the world, making the restaurant a destination for truly exclusive, small batch vintages.

This story matters because it highlights a unique approach to sourcing in the restaurant industry, while also giving readers insight into a hyper personal and global connection between local business owners and international artisans. It is uncommon to find a restaurant of this caliber in a town like Opelika, and it provides a distinctive perspective on dining by emphasizing not only the cuisine, but also the elements of rarity and craftsmanship.

I can provide multimedia elements including photos of the restaurant and wine selections, as well as potential video or audio interviews with the owners discussing their travels and partnerships. Ash and John Marsh would be available for interviews, along with staff who can speak to the customer experience and demand for these exclusive wines.

This story is timely as consumers are increasingly interested in unique dining experiences and transparent sourcing, especially in a competitive restaurant landscape.

Please let me know if you're interested, and I'd be happy to follow up with additional details or set up interviews.

Thank you for your consideration.

Sincerely,

Georgia Krodel

(615) 938-0446 | gpk0007@auburn.edu



Relevant News Outlets

Outlet: Auburn Villager

Contact: Brian Woodham,
brian@auburnvillager.com

Submission through: Email

Outlet description: A lifestyle newspaper focused on Auburn culture, businesses, and community stories. Works well for my pitch because it has a strong lifestyle and human-interest angle, especially with the owners' international relationships and exclusive wine sourcing.

Submission guidelines: pitch should be 200-250 words

Outlet: AL.com

Contact: David Holloway,
Dholloway8177@gmail.com, @eatingdude

Submission through: Email/twitter (X)

Outlet description: A major statewide digital news outlet covering Alabama news and culture, this includes food. This outlet works well for my story because AL.com is far-reaching and will share the unique-ness of piedmont on piedmont all over Alabama. They frequently feature restaurants and dining trends across Alabama, and this story is distinctive enough for state-wide interest.

Submission guidelines: none

Outlet: Southern Living

Contact: Hanna Raskin,
editors@southernliving.com

Submission through: Email

Outlet description: Southern Living is a nationally recognized lifestyle magazine based in Birmingham that covers food, travel, and culture across the Southern United States. It has a massive audience and focuses heavily on Southern dining experiences. My story fits well because it combines Southern dining with an international twist, which is exactly the kind of elevated, unique food story they feature.

Submission guidelines: none

Outlet: The Auburn Plainsman

Contact: Katelyn Smith, kes0211@auburn.edu

Submission through: Email

Outlet description: The Auburn Plainsman is Auburn University's student-run newspaper, covering campus life, local businesses, and student-focused stories. My story directly impacts Auburn students, especially those interested in dining, lifestyle, and unique local experiences. A restaurant offering exclusive wines is a strong feature angle for their audience.

Submission guidelines: none

Outlet: Opelika-Auburn News

Contact: Newsroom, editor@oanow.com

Submission through: Email

Outlet description: A daily local newspaper covering news, business, and lifestyle in Auburn and Opelika. This outlet is helpful for my story because it is a local news source that is bringing information to Auburn/Opelika locals daily. They are the people most likely to dine at Piedmont on Piedmont because they live in the same city as the publication.

Submission guidelines: none





SOCIAL MEDIA POST

Come join us at Piedmont on Piedmont Tuesday - Saturday nights.

Channel: Facebook and Instagram

Caption: Join us at Piedmont on Piedmont for your next date night, a laid-back evening with friends, or a special event. No matter the occasion, there's always a seat waiting for you -- and a bottle of wine.



Piemontese Winemaker Dinner



THURSDAY

FRIDAY

SATURDAY

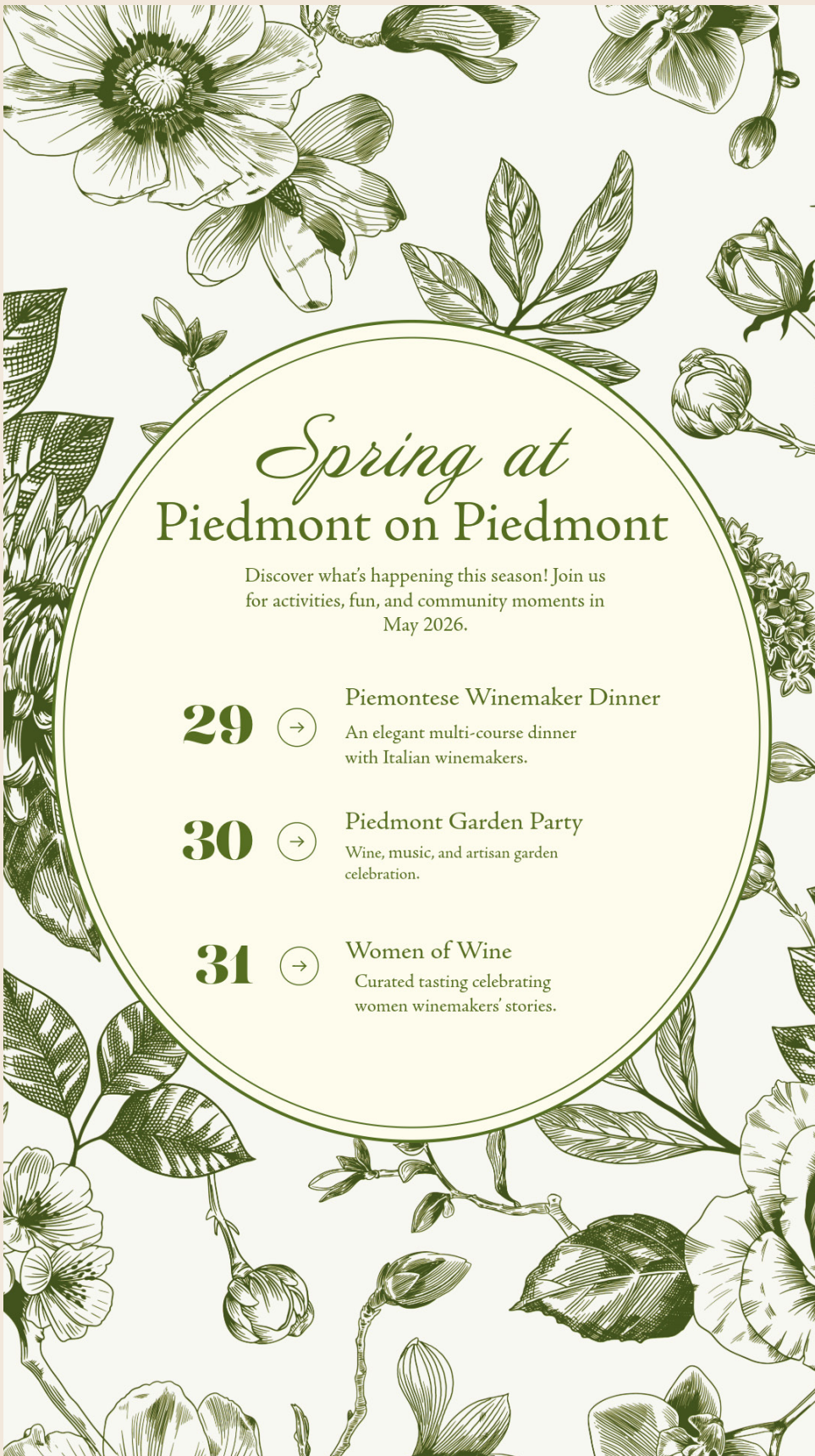
28 29 30

Channel: Instagram and Facebook

Caption: On Friday, May 29, from 6 - 9 p.m., join us for an evening of refined hospitality at our Piemontese Winemaker Dinner Experience! Featuring a cocktail hour, a thoughtfully curated multi-course dinner with six professional Piemontese winemakers, and an after party to top off the night.

SOCIAL MEDIA POST





SOCIAL MEDIA POST

Channel: Instagram story

Caption: N/A - words within post are enough



Three-Week Social Media Strategy

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
					Menu item spotlight - Lasagna	Post May Schedule graphic
15	16	17	18	19	20	21
	Wine of the Week	Piemontese winemaker Dinner	Menu item spotlight - Burrata	Women of Wine	We Saved a Seat for you graphic on FB	Customer highlight
22	23	24	25	26	27	28
	Wine of the Week	Menu item spotlight - Giant Ravioli	Half-off glasses	Piemontese winemaker Dinner	We Saved a Seat for you graphic Insta	Customer highlight
29	30	31				
Piemontese winemaker Dinner	Piedmont Garden Party	Women of Wine				

Start date: May 13, 2026

Objective: Increase in-store traffic by promoting events, specials, and menu items.

Platforms: Instagram and Facebook

Posting frequency: posting six to seven times per week



AI Usage Statement

I got all of my information from online research and through speaking with John and Ash Marsh - the creators the restaurant.

I asked AI to help me brainstorm news outlets tailored to my media pitch, but I found all the journalists on my own.

Lastly, AI helped me draft an outline for my media pitch, and then I wrote it myself.

