



Lucie Rhoades

Food & Drink Copywriter

2026 Portfolio



A bit about me

I'm a copywriter, specialising in food & drink.

I help brands shape their personality and offer full service support from brand strategy & messaging through to web copy & packaging.

I'm a creative copywriter with an understanding of SEO to craft impactful copy & I'm truly passionate about the world of food & drink.



COPYWRITER
BRAND
CONSULTANT

My Background



↳ **Brand Consultancy & Communications**

- I've worked in brand communications for 15 years, supporting independent distilleries through to global household names

↳ **The Work I Love**

- I do my best work in partnership with food & drink brands and organisations that are born out of a real love for the industry

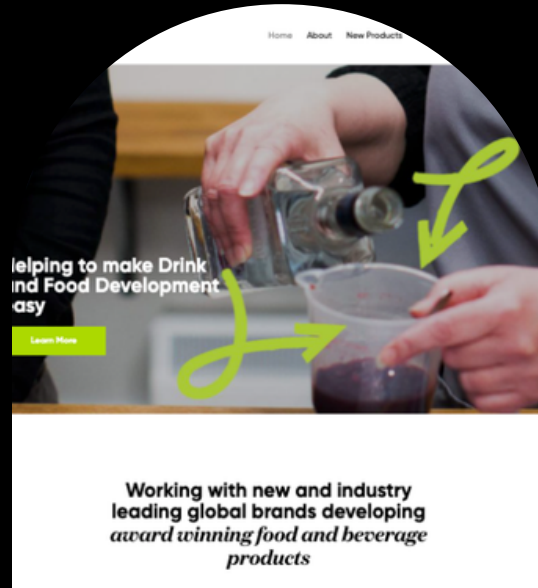
How I Can Help

BRAND DEVELOPMENT



↳ Brand messaging & tone of voice, content creation inc. photoshoots

DIGITAL & MARKETING



↳ Websites, blogs, social media, newsletters, content and press material

PRODUCT COPY



↳ Packaging copy, tasting notes and product descriptions



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HUNDRED**

Who I've Worked With

A collaborative approach based
on strategy & insight

From social strategy to newsletters to creative
content, brand development and more, I've worked
with a variety of brands across the food & drink
spectrum.

Whether you're in need of thumb-stopping content
or strategically developed copy I operate as a
seamless extension of your team.



[Visit Website](#)

Where To Find My Work



↳ Brand articles & creative copy



↳ Social strategy & copy



↳ Optimised web copy & blog posts



↳ Long-form content

Along With...



↳ Press releases



↳ Newsletters



↳ Packaging



↳ News articles

Client Love



HARRIET EVANS

Penrhos
Spirits

She is the best of the best.
Over the years Lucie has been
so helpful with Penrhos. Very
grateful for all her support.



SUSAN VAUGHAN

Celtic Marches, Pulp &
Radlow Hundred

In addition to her strategic
approach, Lucie is an
outstanding wordsmith. Her
ability to craft compelling
messages, press releases, and
blogs is unmatched.

And Lastly...



↳ Level 2 WSET in
Wine & Spirits
Distinction



↳ Level 3 WSET in
Spirits
Merit



↳ Ongoing judging
role

Reach Out to Me

Find me online
lucierhoades.com
[@scenicsipping](https://www.instagram.com/scenicsipping)

Email
lucie@rhoadescomms.co.uk

Phone
07818 451626



↳ Let's collaborate