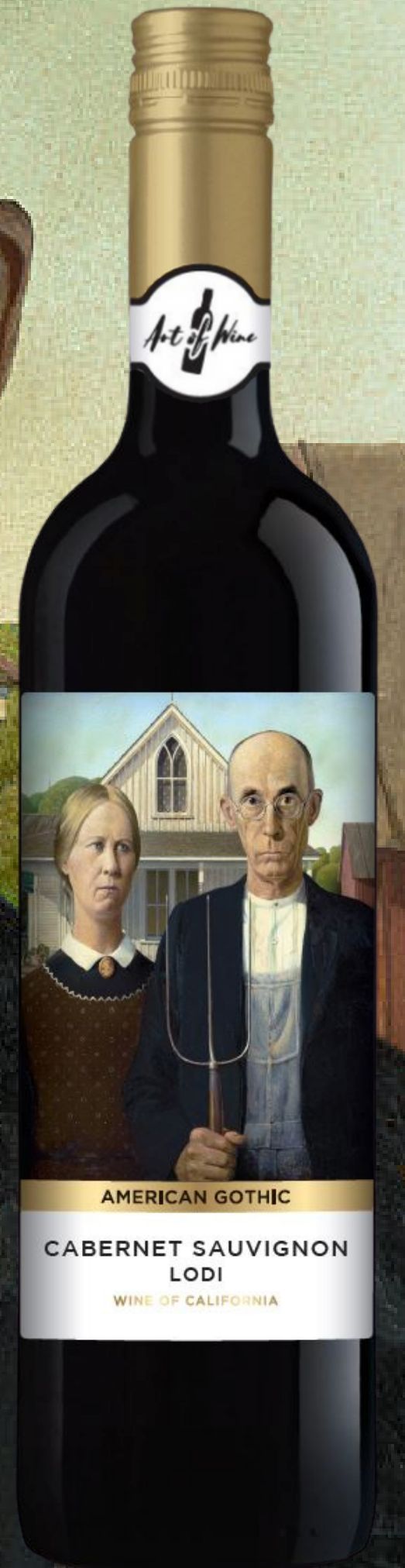


The Art of Wine

Life's too short to drink ugly wine





BOOSTING WINE SALES

A brand which broadens your categories appeal

Consumers buy labels

Overwhelmed with choice, many consumers are attracted to familiar labels.

Great winemakers aren't great marketers

We help their wonderful wines reach a wider audience.

Art needs supporting

The royalty fee's we pay help ensure that these wonderful images are available for future generations to enjoy.



BENEFITS

For both on and off trade

Rate of Sale

By boosting consumer confidence to trial, shoppers are encouraged to move away from price promotions.

Wines

Consumers are excited to try something new, outside of their normal repertoire of brands.

Repeat Sales

Highly memorable images increase repeat purchase.

The Great Wave Chilean Sauvignon Blanc has grown to become (UK Nielsen Dec '21) the best selling Chilean wine in the premium Chilean category (>£6.30). This category has frequently been overlooked by shoppers despite excellent quality.



STANDARDS



We work to the highest standards:

- Wines from world class wineries
- A huge range of possible wines to suit local tastes
- BRC and IFS technical accreditation

ELEMENTS OF DESIGN

A simple focus on consumer value:

- Uncluttered labelling
- No brand name - just the name of the painting
- A simple explanation of the wine
- Quality, heavy weight glass bottles
- High quality paper with matt varnish



DESIGNED AROUND THE IMAGE

High quality packaging values:

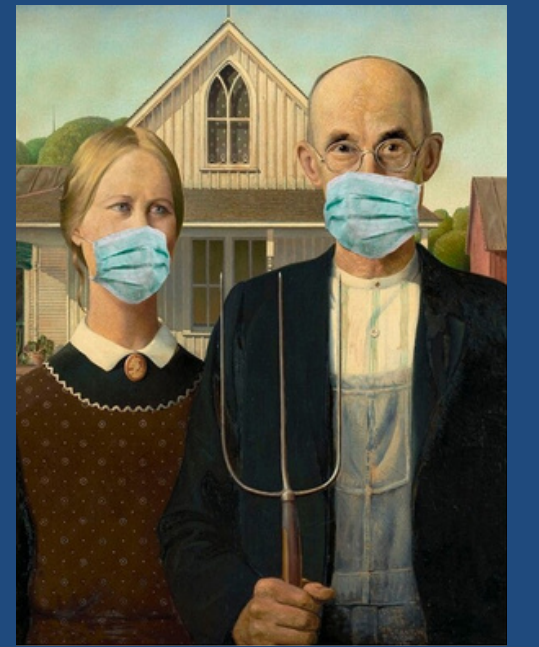
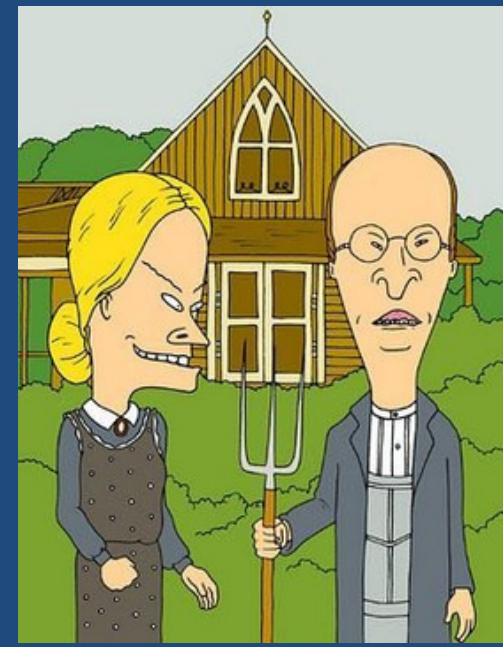
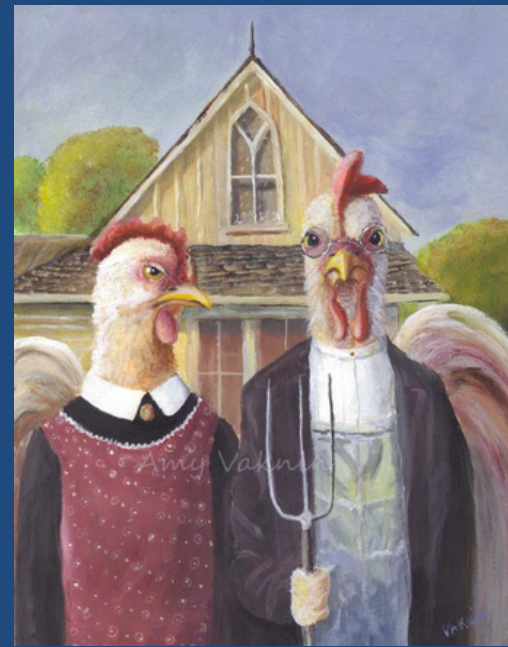
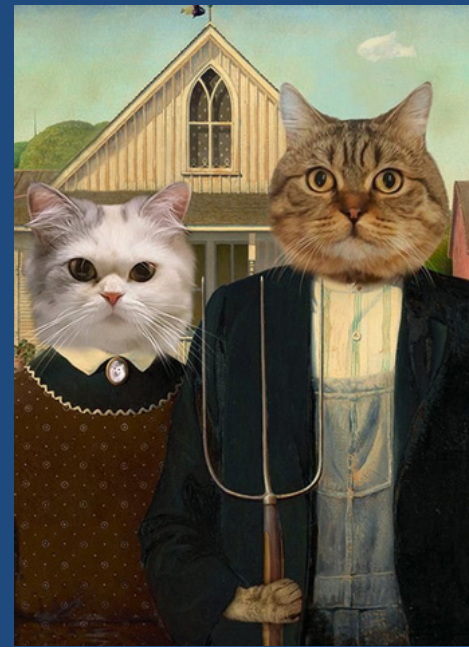
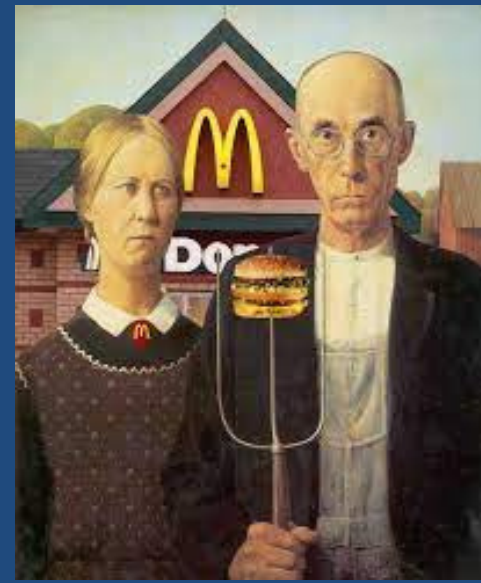
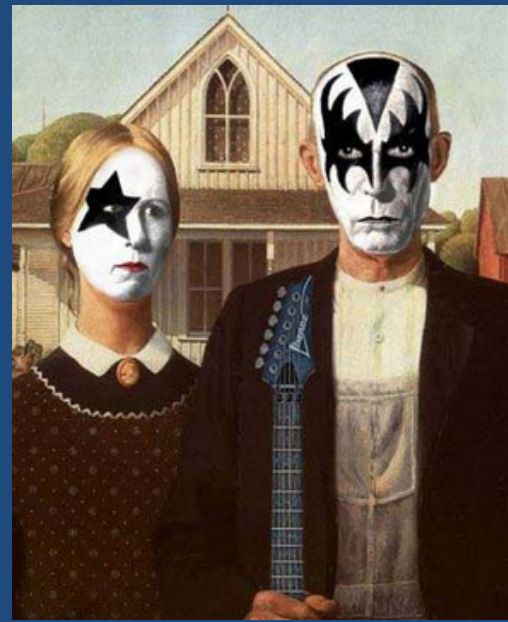
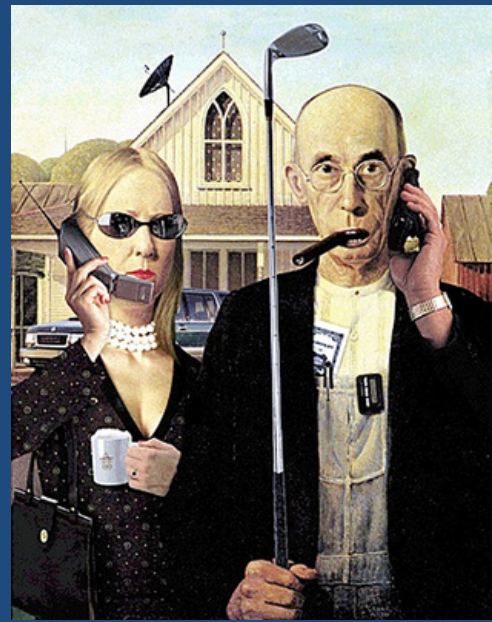
- Back label text written by Dr. David Hemsoll (a leading Art Historian and one of the founders of the Barber Institute)
- Branded cartons for in-store display
- Branded neck labels to reinforce the consumer's perception of quality



GIRL WITH A PEARL EARRING,
C.1665 (Detail)

Johannes Vermeer, 1632 – 1675

In an unusual portrait, Vermeer captures the moment, as if by chance, when a young woman attired in blue and yellow glances over her shoulder, and we are struck by her innocence and beauty. In one of his most accomplished paintings, the light foreground tones contrast with the blackness behind, and make the figure appear to glow from within.



AMERICAN GOTHIC

New development - Summer 2022

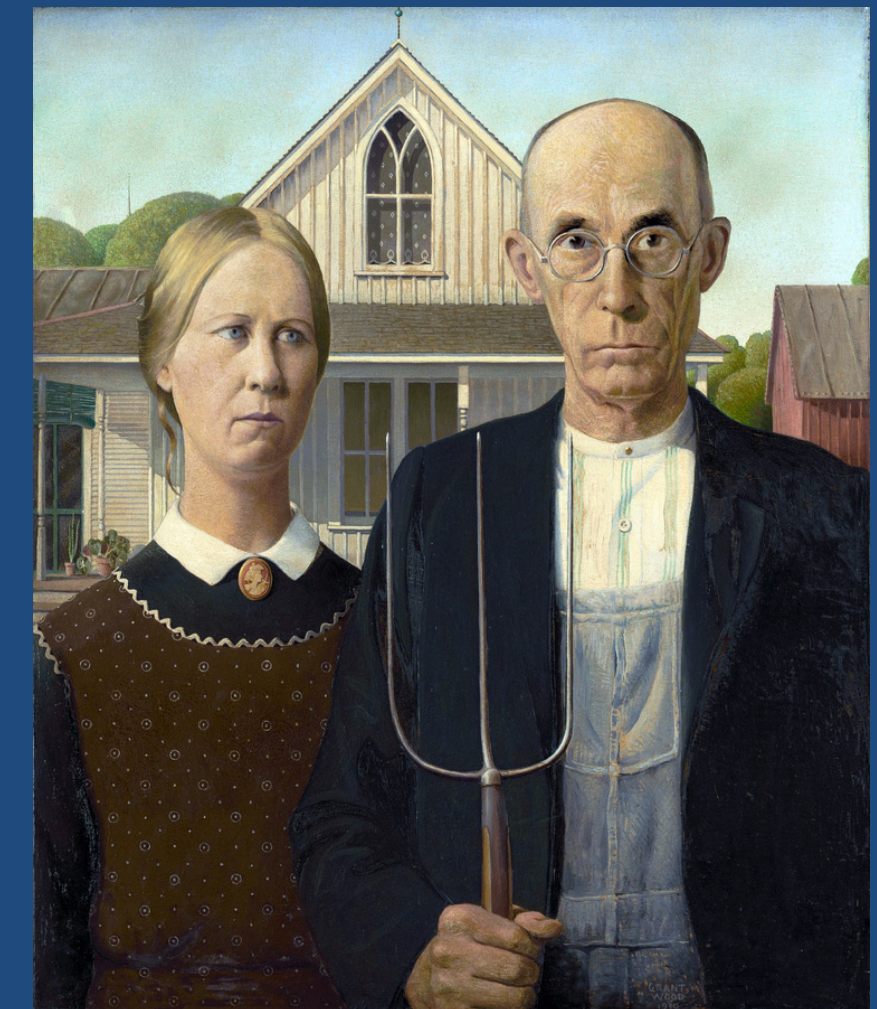
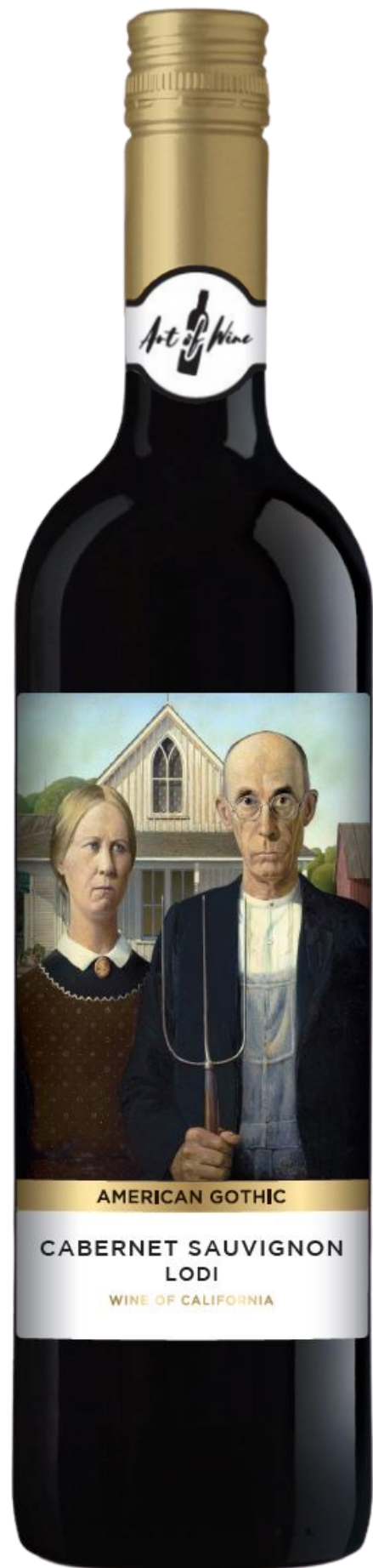
American Gothic was painted in 1930 by Grant Wood and is held in the collection of the Art Institute of Chicago. Wood was inspired to paint what is now known as the American Gothic House in Eldon, Iowa, along with "the kind of people I fancied should live in that house." It depicts a farmer standing beside his daughter - often mistakenly interpreted to be his wife.

The figures were modeled by Wood's sister Nan Wood Graham and their dentist Dr. Byron McKeeby. The woman is dressed in a colonial print apron evoking 20th-century rural Americana, and the man is holding a pitchfork. The plants on the porch of the house are mother-in-law's tongue and beefsteak begonia, which are the same as the plants in Wood's 1929 portrait of his mother.

American Gothic is one of the most familiar images in 20th-century American art and has been widely parodied in American popular culture.

Kindly licensed to the Art of Wine by the Art Institute of Chicago. Each sale helps ensure that future generations can enjoy these works of art as we do today.

Available Summer 2022





STOCKED AROUND THE WORLD



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