

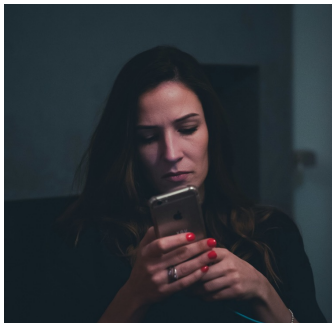
WINE'S CHALLENGER NARRATIVE: THE VALUE PROPOSITION

MONSTER

What needs challenging

In a world of
**CONNECTION
AMNESIA**

New norms and behaviours mean we forget the importance of face-to-face connection



BELIEF

What drives us

We believe
**CONNECTION
NEEDS A
CHAMPION**

This is a huge issue, but wine has millennia of experience that allows us to lead on this



WINE'S ROLE

What we do

Which is why we
**CULTIVATE
TOGETHERNESS**

Wine's superpower is creating the optimal conditions for togetherness



MINDSET OF OUR TRIBE

We're for all
SOCIAL CATALYSTS

We welcome everyone, especially generous, big-hearted hosts, those who get their people together



BEHAVIOUR / VOICE

How we show up
**PLAYFUL, BOLD,
POSITIVE**

Agent provocateur and conversation starter, with a playful POV: bold, positive, and original.

