

Fabulae

Who we are

Funded in 2010 with the purpose to innovate and create a unique, exclusive and customized vision of European wines.

WINES & COMPANY, SL has a team of international experts in sales and production which allows us to have a deep knowledge of all the actors of the industry from growers to the final consumer ensuring to match perfectly its taste and expectations.

This expertise leads to obtain the best ratio quality/price in the main producing countries and to create high quality blends in the entry/medium segment with stunning differences in regards with our competitors.

We are proud to see our efforts rewarded with successes of innovative brands like Toro Bravo with multiple awards.



Respect is at the core of what we do:

RESPECT FOR OUR CONSUMER:

We listen to our customers, care about what they want to drink, and how much they want to spend. Our primary goal is to bring them enjoyable experiences at affordable prices. Our shared values are embodied in all our wines:

- Safety: Our wines meet the highest quality standards and food grade certifications.
- Environment: We use the lightest packaging available, produce vegan products as a minimum and reduce our carbon footprint by using local producers for our dry goods.
- Authenticity: We focus on wine growing regions, terroirs and grapes that are not necessarily the most popular or fashionable but that are rooted in history and tradition instead.

RESPECT FOR OUR GROWERS:

We establish long-term contracts with the cooperatives we partner with, giving them an alternative from selling their wines on the domestic markets. We also share our technical winemaking expertise with them, and they share theirs with us, so we're always learning from each other like partners do.

RESPECT FOR OUR WINES AND COMPANY STAFF:

At Wines and Company, each person is important. We respect and welcome each coworker's background, opinions and approach to achieve their individual goals as well as the objectives we have set as an organization.

RESPECT FOR ALL THE PEOPLE BEHIND THE SCENES THAT MAKE EACH PROJECT POSSIBLE:

There are so many hardworking folks behind every project: grape pickers, on-site production workers, plant workers, logistic coordinators, truck drivers and many more. We want to celebrate each and everyone of these contributors without whom our projects would not be possible.

Sustainability is on everybody lips and can seem like a meaningless buzzword. Our goal is making sustainability profitable:

Showing respect to consumers by delivering a product that is sustainable has an economic value. It is not costly to be sustainable; it simply requires more planning but at the end it makes good economic sense.



Fabulae

Means once upon a time in Latin. It offers a wonderful journey to your senses.

Presentation of the brand

The F of Fabulae shows the door to a world of fantasy, a little moment of escape during the day making every sip enjoyable. It evokes the memory of the childhood stories and the destination of each product.

Blends that bring to the wine world the sophistication of the cocktails mixes, the celebration of the sparkling bubbles and the attraction of a product that is easy to identify for the consumer. Each blend corresponds to a different customer profile:



Start your own story.

The Fabulae experience

When was the last time you had a real first experience?

With Fabulae, everytime you open a bottle it happens.

How?

We created a versatile drink with multiple layers of experience :

- Change of scenary at home : simply open a bottle and enjoy, every sip offers a cherished memory.
- Sophistication at home : with a choice of recipes from our website or DIY recipe, create a unique drink.
- Even better in a cocktail, specially designed with the most knowledgeable bartenders, Fabulae is meant to be the base or a component of glamorous cocktails at bars or restaurants.

Perfect bridge between the wine industry and the spirits industry, we have the ambition to create a new category of wine-based drinks.

100% customizable or ready to drink, a new experience inside each bottle is guaranteed.



6 distinctive points that make Fabulae unique

WE USE PURE AND HIGH QUALITY INGREDIENTS TO CREATE OUR PRODUCTS:

Usually alcohol free cocktails are made from the addition of water, dealcoholized content and artificial flavors. We take it to the premium section. We use varietal wines only, the winemaking process is what allows us to obtain a low alcohol content, we use only natural aromas to enhance the flavors of the product and give a different dimension.

NO ALCOHOL AND LOW CALORIES CONTENT:

Free of alcohol and less than 40Kcal/100ml, it is lighter than most soft drinks.

HIGH QUALITY AROMAS FROM NATURAL EXTRACTS ONLY. OUR AROMAS ARE FDA-GRAS AND FEMA -GRAS CERTIFIED:

FEMA is the Flavor and Extract Manufacturers Association, the mission of the FEMA Expert Panel is to protect the public health through the effective safety evaluation of flavor ingredients using the best available scientific procedures and information. Over the years, members of the FEMA Expert Panel have included many prominent expert scientists. Most often, members of the FEMA Expert Panel are scientific experts from academia. Members of the Expert Panel have never been employees of FEMA member companies or employees of companies in the food industry. The general recognition requirement for GRAS (Generally Recognized As Safe) status is perhaps the most important factor. The FEMA Expert Panel only evaluates substances for GRAS status that are used to formulate flavors to be added to human foods. The Expert Panel does not evaluate food ingredients with functions other than flavoring nor does it evaluate flavorings for use in products other than human food. For example, the Expert Panel does not evaluate flavor ingredients for use in tobacco products, cigarettes, or other products that involve routes of exposure other than ingestion.



6 distinctive points that make Fabulae unique

5 DIMENSIONS EXPERIENCE

Fabulae offers you a unique five-dimensional experience to awaken your five senses...

- Sight: you will be enchanted by the beautiful natural colours of the drink and by the appearance of a premium bottle but with a big difference... an affordable price. Fabulae is an invitation to travel, beautiful light bubbles and lots of details to make this cocktail easy to recognize and pronounce. A unique visual experience awaits you...
- Touch: we have created an elegant bottle with a round form to welcome our quality product. In three words: softness, sensuality and lightness.
- Smell: you will have no trouble recognising the natural flavours we have chosen for each experience. A delicious aroma that makes you want to taste it immediately.
- Taste: The taste of Fabulae is very surprising. It is an adult drink, not sugary. We have made sure that the balance is perfect. Refreshing with a touch of sophistication, it is straightforward but complex.
- Hearing: Fabulae is much more than just a cocktail... it's a whole experience based on sharing and conviviality. It is a unique accompaniment evoking memories to share and stories to tell...

SUITABLE FOR VEGAN:

A vegan product is free from the use of ingredients from animal origin during its process. The main difference with a traditional product lies in the clarification process where the use of ingredients such as egg albumin, casein, ichthyocola (which comes from the swim bladder of fishes) and gelatin are allowed. Instead, we use ingredients such as peas or potatoes proteins, or more commonly bentonite (clay powder). Therefore, people who follow a vegan diet cannot consume traditional cocktails.

HIGHEST CERTIFICATIONS OF QUALITY AND FOOD SAFETY:

IFS and BRC certified ensures both safety and quality control by external companies of the producing facilities.

