

Spicy
WINGS

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.



PRESENTATION OF THE BRAND

Only for the brave

Real surprise occurs when it is least expected.

What if I told you that we've taken our wines to the next level by adding a new flavor profile that complements modern cooking and lifestyle preferences?

Wine is an alcoholic beverage made from the fermentation of grape juice, and Spicy Wings wine adds a surprising and tasty kick to the beverage. Spicy Wings has a robust flavor to match its unusual and unexpected aroma. It's great both with and without food.

Spicy Wings is much more than just a wine. It's a whole experience based on sharing and conviviality. It is a unique accompaniment evoking memories to share and stories to tell.



5 DISTINCTIVE FEATURES OF SPICY WINGS

1 *What is Spicy Wings?*

The idea for Spicy Wings originated from **research into consumer preferences**. Its initial concept is the artful orchestration of all **5 senses** into a single, **unforgettable** adventure.

Today, it's not uncommon to eat a dish that combines elements from two or more distinct **cuisines**. But the wines are still old-fashioned; they haven't changed much to suit the modern tastes that are driving the shift in **consumption patterns**. The concept behind Spicy Wings is to provide customers with a serious, **cheerful** beverage that pairs well with spicy snacks and meals, and which can stand on its own as an intriguing **cocktail**.

3 *A unique taste*

Another **mind-blowing adventure** awaits when the initial one is completed. It has a velvety balance of **soft tannins** and **slight acidity** enhanced with a **touch of spices** that will tickle your tongue and leave you refreshed and eager for the next sip. The **flavors** met in the nose will melt in your mouth and give way to a gentle and **round finish**. Each product has a different **intensity** from initiation to expert level.

2 *An original nose*

Aromas that are both delicious and unusual will pique your interest. By combining both **common and unusual flavors**, we've created a wine that will appeal to both seasoned wine lovers and those who are just starting out with wine. While **oenophiles** are well-equipped to pick up on a wine's scents, the average consumer isn't as well-versed and is therefore more likely to be drawn to things they can either immediately grasp or that pleasantly surprise them. We put in a lot of time and effort to make sure the Spicy Wings blends appeal to both seasoned wine drinkers and **novices**.

Starting with the aroma of Spicy Wings, we provide consumers with a multi-sensory experience.

There is a **distinctive style** to each wine.

5 DISTINCTIVE FEATURES OF SPICY WINGS

4 *A versatile sustainable packaging*

The label's **bold colors** and **clear layout** make for an eye-catching introduction to the product. Our goal, as a result of our work together with a street artist, was to ground it in principles as close to nature as possible. As our mythological bird flies over the globe, spreading its **wings**, it also holds tightly in its claws a **fiery pepper** that it offers to us.

The bottle we've chosen to store our precious liquid is one that's **consumer friendly sized**, and the label's **tactile** quality is sure to appeal to yet another of your senses.

Following our values, all our products should also be sustainable.

What do we actually do?

Packaging is essential at this stage as glass represents 40% of the carbon footprint of the product. We use bottles with a very **light weight**. The closure is made of **recyclable** materials and guaranteeing conditions of transport and optimal storage. Our cases are **100% recyclable**, in addition their extreme resistance allows us to load without pallets and reduce weight in the container.

The suppliers are very close to our production centers which guarantees **low transport costs, reduced CO2 emissions** and they have high quality certifications, **optimized plants** and are efficient in their use of energy.

We make sustainability an economic reality that participates in the success of the brand.

We prove our respect to our consumers with a sustainable product with an economic impact, it is not more expensive to produce, it simply requires more planning.

5 *Commitment*

The Commitment of Wines & Company SL is total for this brand. We share with our importers Digital contents that will allow them to build marketing campaigns and have a distinctive brand in comparison to the competition.

Wines & Company SL commits with the education of your sales team taking into account the channels and public that you are aiming to.