



United Kingdom
Wine Consultants

THE FULL GLASS REVIEW



EXPERT TASTE.



UNIQUE KNOWLEDGE.



INSIGHTFUL STRATEGY.

VIA



GLASSES ARE FILLED.

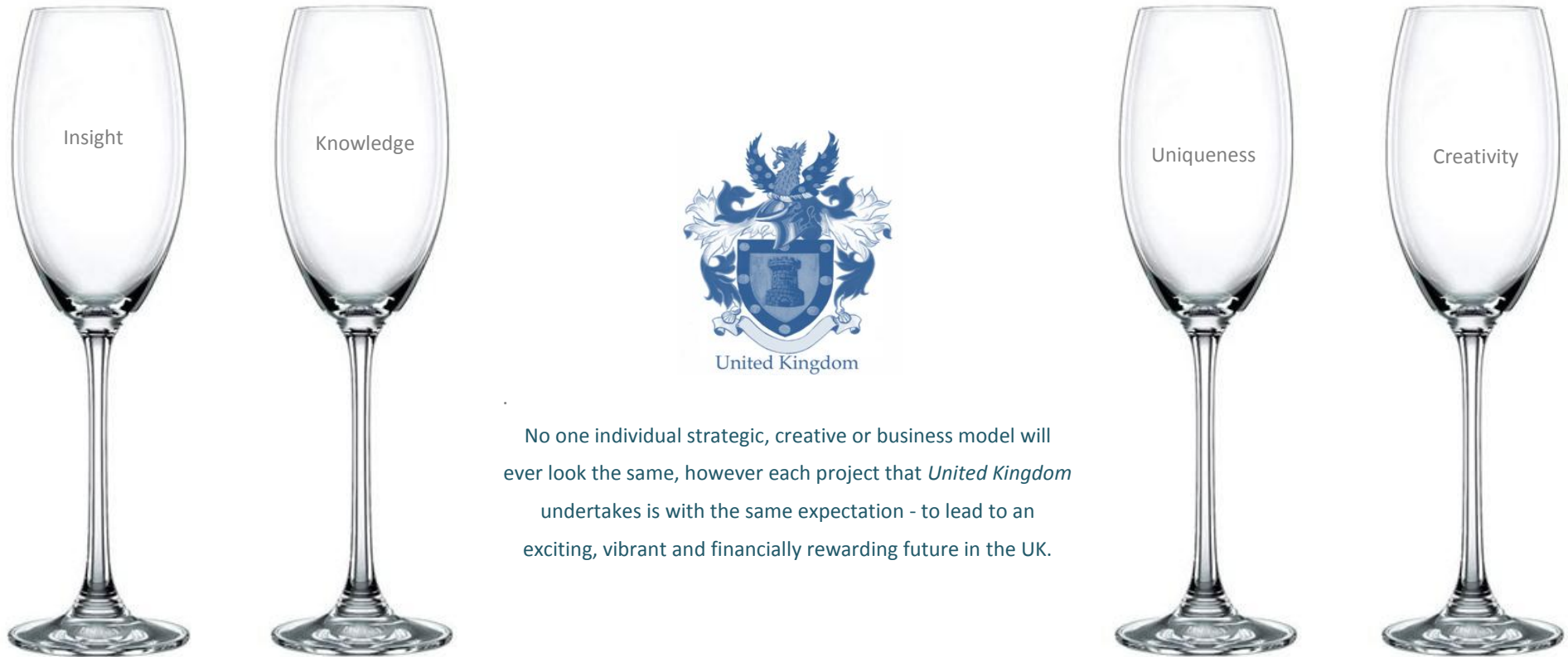
United Kingdom are Wine Business Professionals with a deep understanding of the global wine trade. We use MW's with the capability to evaluate wines in a way that retailers and distributors will listen to. Wine writers who understand how to pitch and position your product for the press. Wine retailers who know how to build a successful retail proposition and are capable of gaining that valuable shelf space. We are drinks business strategists that have a core understanding of the British consumer and as such are able to align product to current purchasing patterns. We are Wine Mavericks who are not afraid to buck a trend and think outside the bottle.



Our reach and reputation within the wine industry is simply as long and fine as you will find. Our friends and clients in Europe are first class and our position in the United Kingdom is both historic and enviable. *United Kingdom* has long had relationships with all the necessary people and businesses of our industry to compose and close any transaction and should we not know the needed company or person our positions within other businesses give us a first class introduction.



The business was formed by Paul and Johanna following their analytical review of the market and the services being offered (or not) to wineries and producers attempting to enter the UK market. With their backgrounds prior to the wine industry being in strategic and analytical structuring, M&A and Investment Banking they decided that *United Kingdom* could bring some real business acumen to producers and assist with the creation of sound business models. Their conjoined creative and business conversations and notable enthusiasm for wine has led to a business that has befriended such grand houses and businesses as *Veuve Clicquot*, *Lynch-Moussas*, *Ken Forrester* and *Martin Meinert Wines* amongst others.



No one individual strategic, creative or business model will ever look the same, however each project that *United Kingdom* undertakes is with the same expectation - to lead to an exciting, vibrant and financially rewarding future in the UK.

By blending together their different skill sets, and adding in those of some talented young MWs, creative's and retail experts, *United Kingdom* offers a 360° degree review of your approach to the British market. Just as a Chef de Cave seeks to create a perfectly balanced, unique and successful wine; so we aim to fulfil the objectives of each of our clients

CONSULTING. STRAIGHT UP...

Knowing your business as well as you do, is where we like to start. Wine making is a passion, and we find that infectious. Understanding your product, your ethos and your desires are paramount to us - we listen to you for as long as it takes to form a true understanding of where you are, why you are and where you wish to go. Then we use our unique skills to get you there.



Tasting & Rating

This is where our work starts, fully and properly assessing your wine but, perhaps more importantly, working out where it sits in the British mix and at what potential price-point. We believe in detail and no analytical stone will be left unturned, no strategic advantage overlooked, no creative idea dismissed and no phone call to all our contacts ever hung up on.



Business & Brand

More wine than ever is being sold on the high-street at the plus £10 price point. Hence this is where we focus, matching your brand to the current mentality of the end user and ensuring that prior to even tasting your wine, business and brand planning is on message with the correct socio-demographic.



Product Placement

Your business model is sound, the brand is right, now is the time for a distributor or high-street outlet to adopt the product. This is where intention meets the market and where we are strongest. Our team is highly respected for its opinions collectively we are a tour de force and are able to reach and teach the most doubting of Thomas's



Support

Having achieved a strong brand and plan, having lined-up a distributor and retail space for you we now need to provide end-user support. The range of work required will always be different but we need not remind you that now you are in the crowd and it is time to stand out.



CRISTAL CLEAR?



United Kingdom is staffed by some of the most influential wine professionals in Britain. Beyond this it has access to wine professionals all around the wine making world. We bring both deep consumer understanding, unique strategic thinking and focused creatives. Add to this our core business acumen and we hope that it is crystal clear that assisting you with your goals is what we do successfully from 9 to 5 daily.

United Kingdom is proud to say that we are already assisting some notable businesses in our world and bringing us all together later this year with the wine industry's biggest global children's charity. It would be a further honor to assist you also.