



**Making wine easier and affordable!**

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***Company profile:***

WINE+™ is an education, brand management and distribution company established in 2018 in Singapore.

It is the child project of Italian Wine & Food™ launched in 2009 in Shanghai to suit the need of a fine selection of Italian wines in the ever-growing Chinese wine market.

WINE+™ was created with the intention to make wine easier to understand, select affordable wines, promote systems to ensure a perfect taste at any time.

WINE+™ 3 fundamental pillars:

**1. Wine education**

*Wine could be challenging and, at times, intimidating for consumers.*

*WINE+™ intends to make wine easier to understand through education. In order to increase knowledge and learn to navigate the Italian wine world with confidence, it provides regularly:*

- wine classes*
- wine tastings*
- wine workshops*
- roadshows*
- staff trainings*
- Italian wine tours*

*WINE+™ partners with ONAV Italy, one of the major and the oldest certified Italian association of wine professionals, to promote official Wine Courses and Diploma.*

**2. Wine selection**

*Picking a quality bottle of wine at a reasonable price is rather problematic.*

*On a constant quest to source and partner with the greatest wines Italy has to offer, WINE+™ works directly with wineries bypassing intermediaries in the supply chain and passing on all cost-saving to its customers.*

*Independently selects labels by focusing on the best tasting wine at the best possible price. Proudly brings*

*wines from passionate Italian winegrowers, hidden gems, exclusive terroir and prestigious Italian appellations.*

### **3. Wine preservation system**

*Storing, protecting and serving quality wines is a very challenging task.*

*WINE+™ strongly promotes wine preserving systems to avoid wine waste and to ensure the perfect taste at any time.*

*WINE+™ partners with WINEFIT Italy, a leading quality wine dispenser manufacturer, whose core technology lies into its special caps, a revolutionary system for a professional wine by the glass service of constant quality.*

Our customers range from private consumers to online retailers to wine professionals, which all have one thing in common: a need for consistency, quality and superior customer service.

Passionate about wine and experienced in the F&B industry, WINE+™ is determined to become the greatest ambassador for Italian wine culture in the growing Singapore market.

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#### **Company details:**

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