



# INTRODUCING WINE SMASH



Wine Smash is a **new entertainment concept** based around wine tasting.

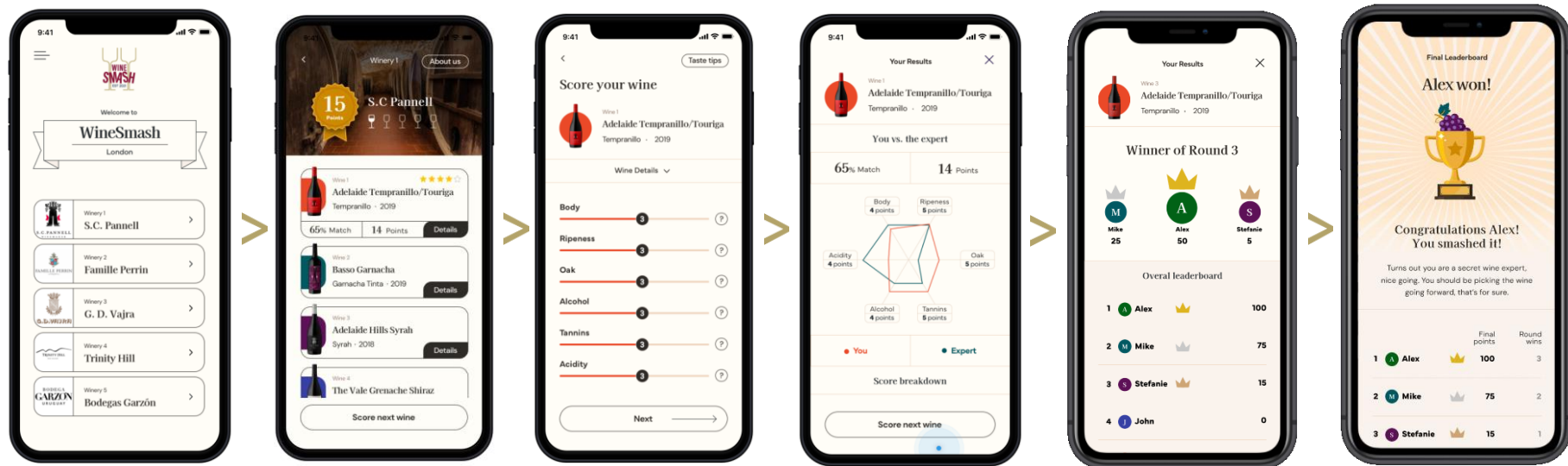
- While often viewed as snobbish, wine tasting should be a great activity when the experience is designed to be fun. By aiming the experience at groups and combining with an App-based game, we have turned wine tasting into a social competitive activity
- In our game, 'Taste Like a Pro', participants compete in groups, with the winner being crowned the Champion Taster. As well as being fun, every tasting session improves the player's skill and knowledge
- During the game, players rate each wine allowing the App to build personal taste profiles. It uses this data to suggest wine purchases
- Starting as an 'At Home' experience to test the impact of gamification, we will then license the App to wineries to further establish the brand
- With time, there will opportunities to open social competitive destinations around the UK based around wine tasting



# 'TASTE LIKE A PRO' GAME

(patent applied)

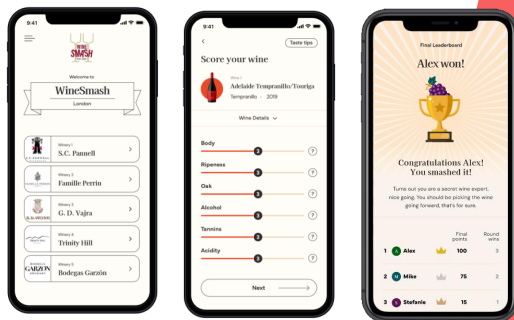
Accessible via our App or mobile web, our game allows you to compare your tasting skills with our **Expert** and to compete against your friends, with a weekly national leaderboard awarding prizes for the highest scores. Users can achieve different levels of 'Wine Smash Taster' leading to discounts in the e-shop.



**From Oct** - A prototype of the App, along with instructions on how to order the wines, will be available for a demo of the tasting game – email [info@winesmash.com](mailto:info@winesmash.com)

# AT HOME EXPERIENCE - PHASE II

- To play the 'Taste Like a Pro' game, players will download our App and pre-order our wine tasting boxes
- The tasting boxes will feature 5 wines from an individual winery and showcase the people who produce the wine
- Starting with a tester wine (Eye Wine), the players will taste and record their guesses on the App. The closer they are to our Expert's rating, the more points they score. The player with the most points is crowned 'Champion Taster'
- Launching with 5 wineries (Famille Perrin, Orin Swift, S.C. Pannell, G.D. Vajra, Bodega Garzon), new wineries will be added quarterly
- Wine Smash can be enjoyed by:
  - a couple on a date
  - a friends get-together
  - Hen/Stag parties
  - work places' 'Wine Down Wednesday'
  - work events



A two-player tasting box  
of wine





# WINERY LICENSING – PHASE III



- We will build partnerships with wineries' tasting rooms, licensing our App to improve their customer experience
- The winery will offer its own product range and expert scores to use with the game and for e-commerce
- The App will be branded as the winery but "powered by Wine Smash"
- Wine Smash will share data on customers preferences and perform benchmarking between winemakers & wines



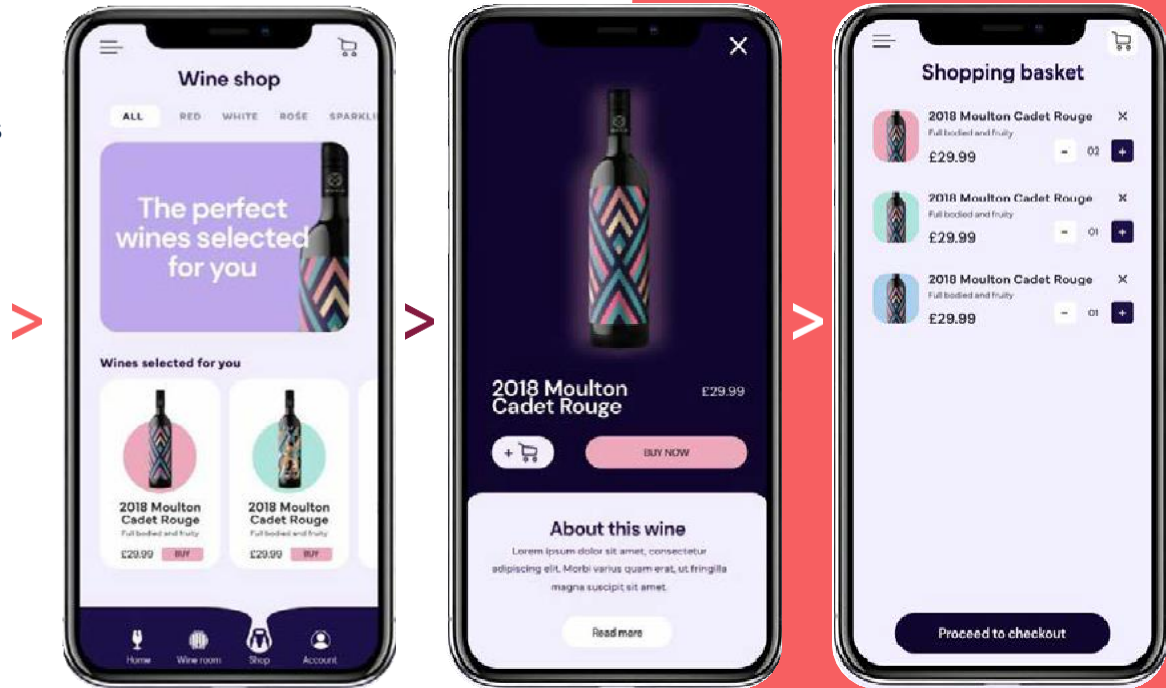
## NO OF WINERIES BY COUNTRY

U.S.A.	11,000
France	27,000
Italy	45,600
Germany	3,000
Spain	4,300
U.K.	800

# E-COMMERCE



- Using data gathered from the 'Taste Like a Pro' game and a recommender engine the WS e-shop compares wines to each user's personal flavour profile and makes recommendations, helping them to understand why a wine is recommended or rejected
- A monthly subscription Wine Club will be built for launch in year 2
- Patrons can also share their list of favourite wines and personal flavour profile with friends, to ensure they never receive a type of wine they do not like as a gift again!



# PROTECTING OUR IPR

We have identified two potential Patents to protect Wine Smash's IPR



## TASTING REVENUE

WS Tasting Packs

WS Tasting Boxes

Licencing Tasting

WS Sites

**Patent 1:  
The Game**

Taste Like a Pro Game

User Taste Profile

Wine Taste Profile

**Patent 2:  
Taste Profile**

Recommendation Engine

**MERCHANDISE REVENUE  
(BOTTLES)**

Fun and competitive nature of the game creates repeat tasting sessions

Playing the game improves the gathered data and the recommendation engine which is used to encouraged the purchase of bottles of wine

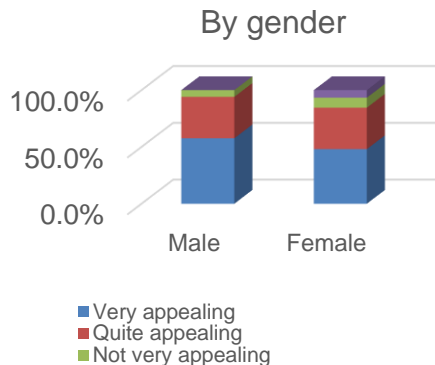
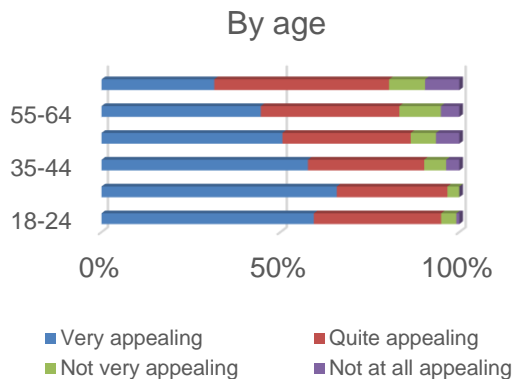
# INITIAL MARKET REACTION

- Online survey of 1,020 participants in the UK were shown an explainer of concept, CGIs of building design and were asked questions on demographics, leisure habits and reaction to Wine Smash concept
- The appeal scored very highly across the board with over indexing in target 18-45 market



Overall –  
Appeal factor  
score: **87.9%**,  
In key 18-44  
group – **93.9%**

## Q. (After seeing concept) How appealing is it to you?



“I think this is an amazing idea and would definitely book this with a group of girl friends. I think it’s so different and also accessible as I would normally feel a bit embarrassed as I don’t know much about wine. This looks like a really fun day/night out. Also visually looks stunning in the pics.”

**A participant**  
**March 2022 survey**

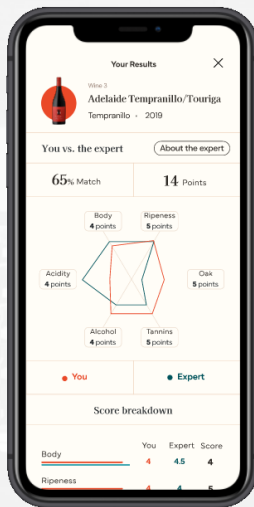


# USER FEEDBACK FROM TESTING



*"Firstly - it's brilliant. Really enjoyed learning about the wine (I know nothing and learned more in 30 mins than I have in the last 30 years), app is very slick and well presented and game is great fun in general! I was very impressed."*

**Host Tester – Age: 26-35**



*"I did it with a couple of family members on Saturday and we had a cracking time.....I have to say, I learnt a lot more than other wine tasting sessions I've done. The explanations and factors to mark the wine on explained a lot to me."*

**Host Tester – Age: 26-35**

*"I was really apprehensive and thought I would not like it, but it was so much fun. And I won."*

**Host Tester – Age: 36-45**

*"The concept is brilliant and so much fun! I played with a close friend and it got quite competitive, probably more on my side than her side. She won the first 4 rounds I had a lot to make up in the last round, but did it, much to both of our surprise and my delight"*

**Host Tester – Age: 46-55**

*"Our high level thoughts are that it's a brilliant concept....It's special and fun, and just the right amount of competitive"*

**Host Tester – Age: 26-35**

*"Can I have a case of No. 3?"*

**Host Tester – Age: 65+**

# FUTURE OPPORTUNITY – THE DESTINATION LOCATION



As we build our brand with both consumers and wineries there will be opportunities to open social competitive sites offering tasting experiences to be used alongside the App.

## THE DESTINATION LOCATION

*A site will house 5 - 8 wine tasting rooms offering high-quality wines from around the world*

*Each tasting room is staffed by the WS team with **exclusive use by an individual winery, offering wines from their range for 3 months***

*Digital screens in each room tell the winery's story*

*Each winery takes residency for 3 months, then another winery takes over*

*All sites will include a **chef-curated food and drink offering**, an Executive Tasting Room, a beer/spirit tasting room, corporate events space and live music, all set within a lively ambience*

This future opportunity is not included with the financial model and would be a future licensee of Wine Smash. Early stage discussions have taken place with an operator for such a licence in the U.S.A.



# MANAGEMENT TEAM



## EXECUTIVE TEAM:



**Neil Allen, Founder**

- President, COO, CFO Topgolf International (2000-18)
- Exec Chairman of Toca Social (2018-)



**Matt Walls, Director of Wine**

- Contributing Editor and Panel Chair of World Wine Awards for Decanter
- Wine Author

## NON-EXECUTIVE TEAM:

**Eric Wilkinson,  
Director**

- Founder Topgolf
- Principal Beacon Group
- Hambro Perks, CIO

**Steve Jolliffe  
Director**

Inventor Topgolf  
Founder & Inventor of  
Putt Shack

**TBA  
Director**