



community.co

DEDICATION TO CREATION
from Alchemy Wines Ltd.

www.alchemywines.co.uk

We chatted with
the younger generation
and have listened!

We organised a GenZ (18-25) and Millennial (25-35) focus groups, and learnt "Community" resonates with everything they do. It's tribal, its inclusive, its togetherness it's in their DNA, a way of thinking and communicating.

We reacted to their taste profiles and de-mystified the world of wine for them-the key to engaging with them in this new age of wine.



Potential Flavours

Mango
Lemon
Strawberry
Peach

We learnt that giving something back is exceptionally high on their agenda (watch this space) and drinking more responsibly, taking ownership of our environment being fair at all levels of the process.

This is why Community.Co Wine Coolers have been developed. 5.5% in alcohol, natural fruit infusions, and a slight spritz in the most environmentally friendly single serve format to date. Sugar levels that are kept low, fruit that is the fresh and full of natural sunshine-being healthy and fit both physically and mentally for the future is an important element of the proposition.

So please come and join our "Community.Co" journey!

IT'S NOT JUST US.

Lulie Halstead, CEO of Wine Intelligence, said the report should be seen as a "wake-up call" to the industry's biggest and most exciting wine market:

"As a category we need to realize we are in a pitched battle for the hearts and minds of the next generation. They are becoming less connected with alcohol generally, for a variety of health and lifestyle reasons. When they do choose alcohol, they now have diverse

and interesting offers in spirits, beer and cider."

"This report should be seen as a wake-up call to our industry's biggest and most exciting wine market."

"The anecdotal information coming from the trade in the past year or so has suggested that the wine category might be losing traction with its younger drinkers, and the data for this report supports this view."

Further standard options using varietal and blended still wines also available

Community.co
Red Wine, 1 L
TEMPRANILLO / CABERNET

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White Wine, 1 L
VIRUA / CHARDONNAY



Community.co
White Wine, 3 L
CHARDONNAY



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Red Wine, 3 L
MERLOT



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Established in 2002 Alchemy Wines offers our customers not only exceptional quality, good value wines but also the opportunity to produce their "own" wine by style and label. We are agile in all elements of winemaking, blending, export, retail and trade.

Alchemy Wines has some solid history. From making and developing over 1 million cases (during a 10 year supply agreement) for a major UK supermarket on the volume extremity, to creating the House Wine for the Burj al Arab (first 7* Hotel in the World) for over 4 years when it first opened. Developing, creating and blending wines for different international markets is Alchemy's strength! Flexibility and agility is key!

We aren't necessarily aiming to be the biggest, but we are certainly aiming to be amongst the best. We want to work closely with you - our customers - to bring you closer to the source of production. We can deliver huge value, with high quality service and so ensure satisfied customers, re-ordering on a regular basis.

Please contact us for our up to date price list and more information on these and other wines.

Managing Director

Alchemy's Community.Co Litre and Bag in box options will be created in partnership with Fernando Castro, located in the heart of the Designation of Origin Valdepenas, south of the Iberian Plateau but defined by the plains of La Mancha to the north, the fields of Montiel to the east, Calatrava to the west and the Sierra Morena to the south. Located 705 metres above sea level with outstanding low yielding organic soils - this is the truly perfect location for quality grape growing!

The above is snap shot using 250 ml cans, Litres and Bag in Box – we can also produce in standard bottles (cork and screwcap) magnums and 5 litre boxes. Being flexible is key!



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