

WINE SMASH

Teaser 2024

INTRODUCING WINE SMASH



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

While often viewed as snobbish, wine tasting is a great activity when the experience is focused on being fun.

By gamifying the experience, aiming at groups and adding competition through an App, we have turned wine tasting into a competitive social activity

In our game, 'Taste Like a Pro', participants compete in groups, with the winner being crowned the Champion Taster.

During the game, players rate each wine allowing the App to build personal taste profiles to be purchased via the App



I would rather entertain and hope that people learned something than educate people and hope they were entertained.
Walt Disney

INTRO VIDEO

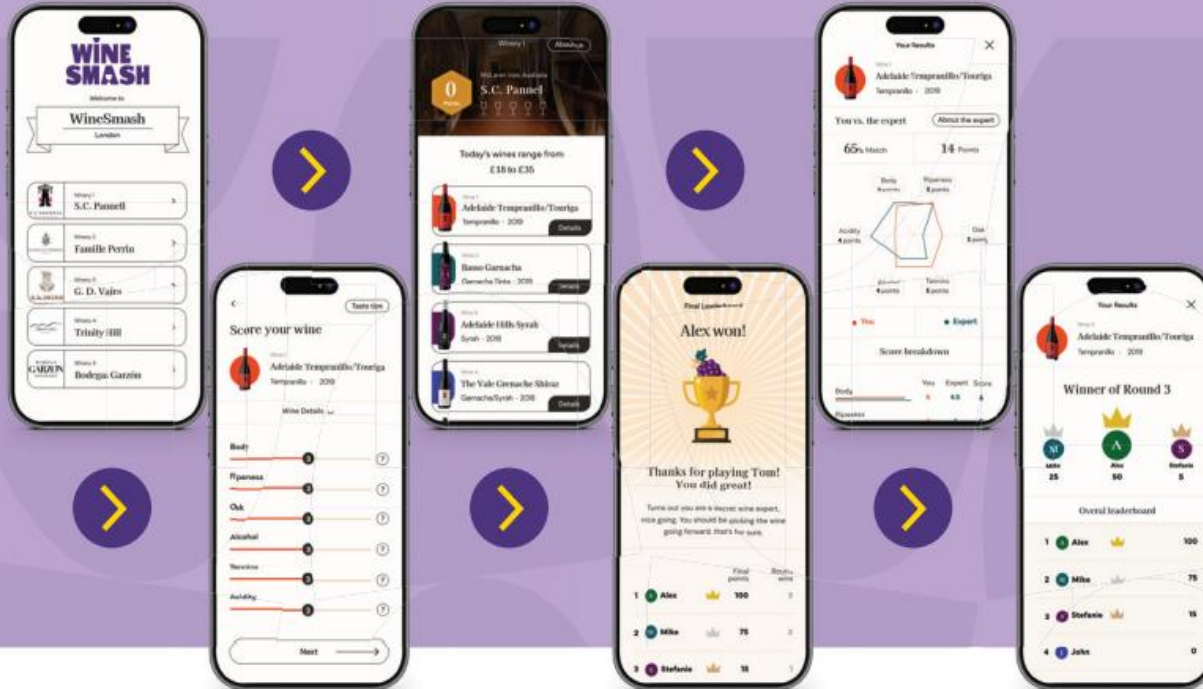
**WINE
SMASH**



Link to Video: <https://vimeo.com/1018689481?share=copy>

TASTE LIKE A CHAMPION GAME

WINE SMASH



Our game allows you to test your tastebuds against your friends

Our expert has identified six criteria for tasting wine and scored each, you just need to taste and guess their scores.

Points are awarded for how close you are. The player with the most points wins!

THE GAME BOXES

**WINE
SMASH**



Game Boxes are available via our e-shop (www.wineshop.com)

Game boxes are for up to 10 players

The wine's are hand selected by our expert within 4 categories:

- Welcome to Wine Smash Box
- Classic Styles Box
- Master Winemakers Box
- The Luxury Box

Tie Breaker question ensures there is always winner

Trivia cards added following by consumer feedback

OUR E-SHOP

WINE SMASH

The screenshot displays the Wine Smash e-shop interface. At the top, the navigation bar includes 'home', 'game boxes', 'wine shop', 'specials', and 'contact'. A search icon and a shopping cart icon with a '1' are also present. Below the navigation bar, a 'Filter:' section is visible, featuring a 'Clear all' button and a 'Sort By: Best selling' dropdown menu. The main content area shows a grid of wine bottles. The first row contains three bottles: 'En Vaso Manchuela Bobal' (yellow background, £16.15), 'Dão Tinto' (teal background, £12.50), and 'Grillo' (purple background, £14.10). The second row shows two bottles, partially visible. On the left side, there is a filter sidebar with sections for 'Price' (with a slider and input fields for £0 and £93.95), 'Colour', 'Country', 'Availability', 'Expert', 'Expert Score', and 'Game Box' (with a '1' icon). The 'Game Box' section is expanded, showing 'Welcome To Wine Smash Box (5)' with a checked checkbox and 'Classic Styles Box (6)' with an unchecked checkbox.

During the game the player stores notes and marks the wine out of 5 for their likeability. The info is emailed to them

At the end of the game, the player is taken, at a tap, to our e-shop

The wines from the game are available to buy. Delivery is to the player's home

Wines from the other boxes are also available

Info and tasting notes from our wine expert, including their own score, are shown against each wine

PLAYER FEEDBACK

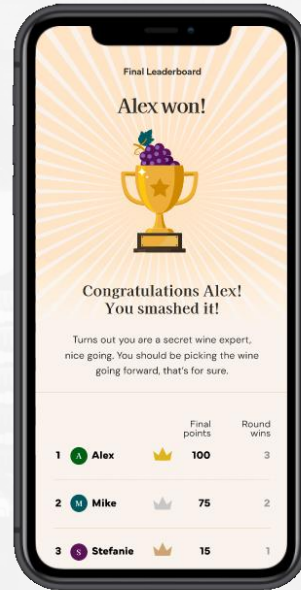
WINE SMASH

"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

"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



"It's a brilliant concept....It's special and fun, and just the right amount of competitive"

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 a bottle of Champagne!"

Host Tester – Age: 36-45

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

Host Tester – Age: 65+

ROUTE TO MARKET: B2B AND FUNDRAISING – LAUNCHED Q4 2024



We are targeting Social and Sports Clubs to introduce the game for events

Experienced self-employed sales agents, working on a commissions only basis, are using their networks to provide a direct route to the market

This offers the benefit of a low risk and rapid entry into a huge market

We have appointed agents, whom have small teams of agents already calling on sports clubs ready for launch

Wine Smash provides the wine for the event and processes follow up orders. All players join our database

WITHIN THE UK

Sports Clubs.	62,000
Social Clubs	8,100
Social Groups	12,000
Charities	191,850

ROUTE TO MARKET: THE AT HOME EXPERIENCE - LAUNCHING Q4 2024

WINE SMASH

The “At Home” experience is aimed at small group’s (2-10)

All of our Game Boxes can be supplied in two player packages

The wine is supplied in a box with 6 wines in pouches of 100ml (one pouch serves two people)

Using the web app, the users play the game after which they can choose to purchase the wines from our e-shop

Price per box £17.50/person depending on the selection of wines

Participants in the B2B / fundraising events will drive purchases of the “At Home” experience with new players driven by social media & PR



*Corporate
gifts*



*Date
Night*



*Friends get
together*



*WS Box is designed to
fit through a letterbox*

*New branding is
incoming*

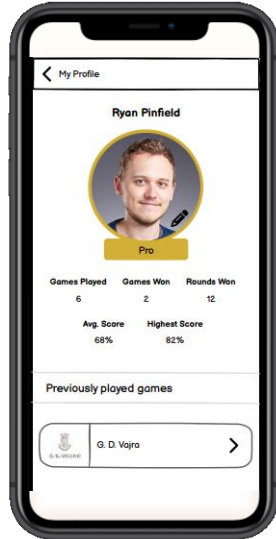
OUR NEXT STEPS – RECOMMENDATION ENGINE AND LICENCING

WINE SMASH

The next stage of the App development is to add a recommendation engine, add improvements from consumer feedback and ready for licencing to wineries and wine bars. Wireframes of current developments are shown:



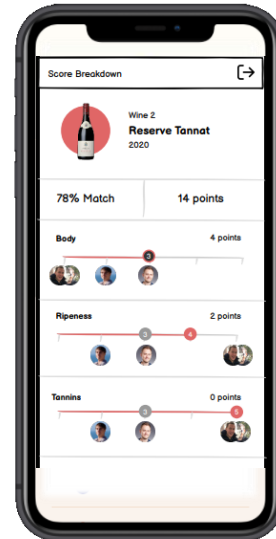
Individual Accounts added



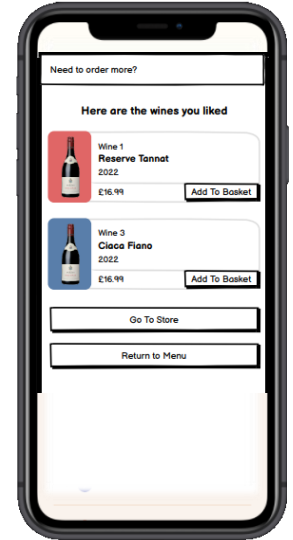
Account History with Player Skill Level shown



Winery details moved to the virtual world



Dynamic results page added including the "big reveal"



List of "loved" wines linked to basket at end of game

NEXT STEPS – RECOMMENDATIONS BASED ON INDIVIDUAL TASTE

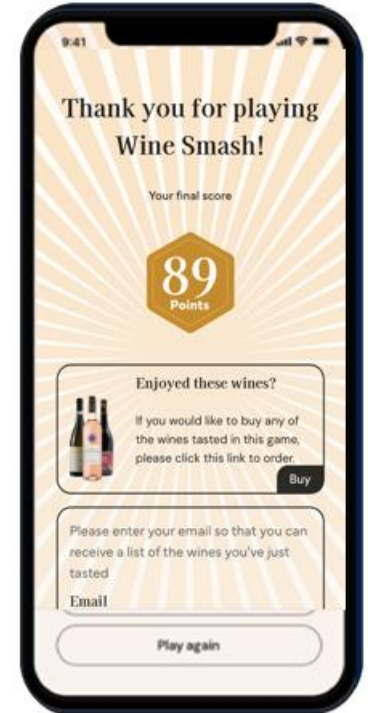
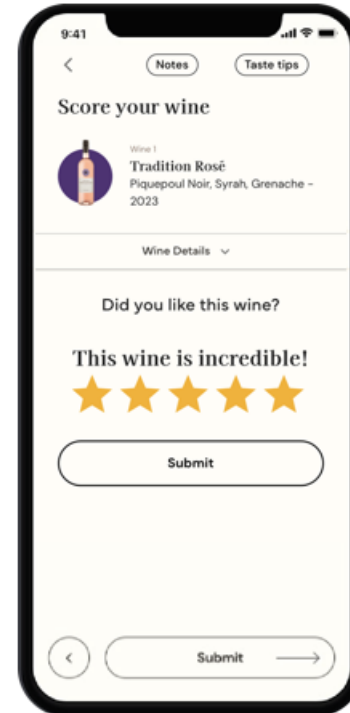
WINE SMASH

For every wine in the game, players are asked ‘do you like this wine?’. This allows us to assess a player’s preferred tastes

Every wine at Wine Smash has been assessed by our Expert using the ‘Six Pillars of Taste’ with each wine’s taste profile being in the database

Our next step is to link the profile and score within the e-shop allowing wine recommendations based on visitors’ personal preferences

The more tastings they enjoy, the more precise the user’s profile becomes



PROTECTING OUR IPR

We have identified two routes to protect Wine Smash's IPR

TASTING REVENUE

2 Player Packs

Game Boxes

Licencing

WS Venues

Taste Like a Pro Game

User Taste Profile

Wine Taste Profile

Recommendation Engine

MERCHANDISE REVENUE (BOTTLES)

Design
Registration:
The Game

Patent
Taste
Profile

Fun and competitive nature of the game creates repeat tasting sessions

Playing the game improves the data and the recommendation engine which encourages further purchase of bottles of wine



FUTURE OPPORTUNITY WINERY LICENSING

**WINE
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We will license our App to wineries to enhance their tasting room experience

The competitive social nature of the App will encourage visitors and spend per visit

The winery will offer its own product range and expert scores to use within the game and for e-commerce

Wine Smash will provide data on customers' preferences, gather email addresses and produce mailing lists for the winery to use

The App will be branded as the winery but "powered by Wine Smash"



NO OF WINERIES BY COUNTRY

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

“Hi Matt. We just got Smashed!! We thought it was a fantastic experience especially as I won....we both agree it is something that could work really well at our Tasting Room. Good stuff”.

Wine Maker, New Zealand

MANAGEMENT TEAM



Neil Allen, Founder

<https://www.linkedin.com/in/neil-allen-2814437/>

Neil has over 20 years experience with competitive social concepts and growing businesses. Highlights include:

- Creating the guest experience for Topgolf, the leader in competitive social concepts
- Launched the international franchise of TopGolf
- Launched TopTracer a reduced capex version of TG, aimed at existing driving range
- Founded TOCA Social, the worlds first soccer competition social, in London's The O2
- Advised Sandbox UK (VR) and Singpods (Karaoke pods)



Matt Walls, Director of Wine

<https://www.linkedin.com/in/matt-walls-610b6a4b/>

Matt has 25 years experience in every imaginable wine business. Highlights include:

- Opening GM of The Sampler, the first auto wine tasting shop in London
- Author of "Drink Me! How to choose, taste and enjoy wine"
- Contributing Editor and Panel Chair of World Wine Awards for Decanter
- Judge for many different wine awards

NEDs

Eric Wilkinson
Co-founder Topgolf

Steve Jolliffe
Inventor Topgolf
Founder / Inventor Putt Shack

In addition the company has advisors and partners in:

- Wine Logistics
- App Development
- Gamification
- Branding
- Marketing
- Financing