

# FRIÃ FRIÕ



**OUR STORY:** Jocelyn Brent and Lisa Rankin partnered with Portuguese winemaker Joana Santiago to craft a white that encapsulates the essence of the relaxed lifestyle of Portugal and Southern Europe.

An easygoing wine style crafted by one of Portugal's best winemakers – a not-so-serious wine with serious credentials.

Our design and packaging are a direct reflection of the liquid inside: delicious, refreshing, light and joyful. In a crowded market, our bottle says “Hey, look at me!”

**OUR NAME:** Meaning ‘cool, cool’, Friã Friõ reflects lightness and refreshment and evokes a sense of ‘travel in a glass’ – a perfect summer's day, the Portuguese way.

**THE WINEMAKING:** Indigenous grapes are sourced from the best plots in the southern subregion of Sousa, exuding the uniqueness of the terroir and abundant Atlantic influence.

**IN THE GLASS:** A luminous citrine color, delicate aromas of green apple, pear and tropical fruit with nuanced floral overtones, the wine is lively and fresh on the palate with a persistent finish.

**THE BLEND:** Arinto, Trajadura and Loureiro

**MARKETING:** Digitally native and born into social media, we drive brand awareness through social, video storytelling and collaborations with celebrities, influencers and like-minded brands. We work closely with our retail partners, to support the brand and together, delight one customer at a time.

**WHY FRIÃ FRIÕ:** Consumers are placing greater value on wellbeing and looking for high quality wines that are lower in alcohol – an indulgence they can feel better about.

Friã Friõ is gluten-free, vegan friendly and low calorie.  
Consumers are aligning with women-owned businesses, including women in wine.

Portugal is rising as a travel destination. Consumers are attracted to its friendly, easygoing lifestyle, beautiful landscapes, gastronomy and wine. Can't go? Friã Friõ will take you there.

Consumers, especially the coming wave of millennials, want less stuffy, more delicious, more social and more fun. Friã Friõ is charming, sociable, honest and bright in everything it does.

#### ACCOLADES:

“At its essence, Vinho Verde is about freshness and deliciousness. Friã Friõ nails both with flair.” – David Forer, Master of Wine

“This is dry, spritzzy, and just damn good at a cracking 9.5% of alcohol. The back label says 'made for your blue sky day' and for once, I actually find myself not sneering at the marketing ... at a wedding, or on a hot summer's day at a pub, or if I was driving and someone plonked a plate of oysters or ceviche in front of me, or if I felt like something to crack me awake after a long, dreary day, a glass of this would be like sucking on spiky lemon ice – like a cold shower. Now where are those oysters ...” – Tamlyn Currin / Jancis Robinson

