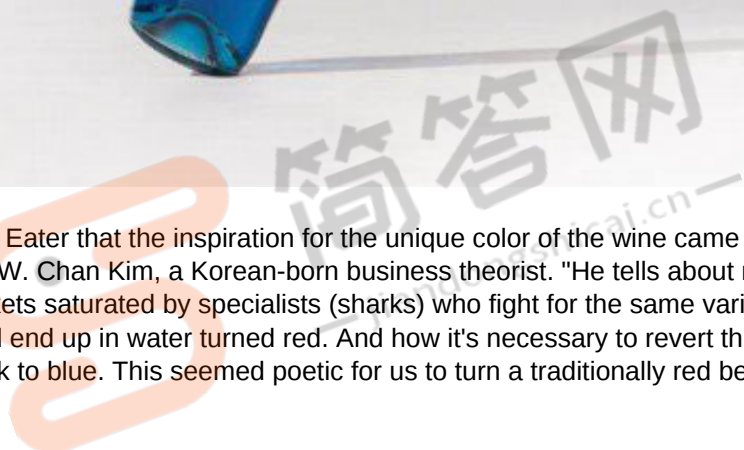


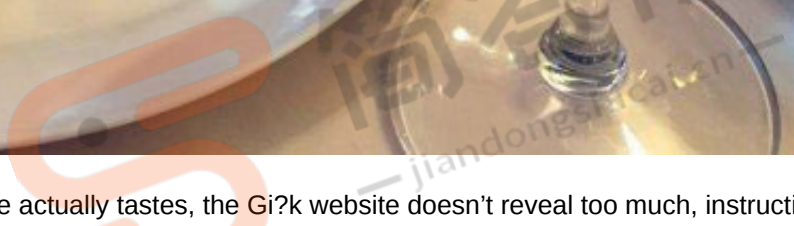


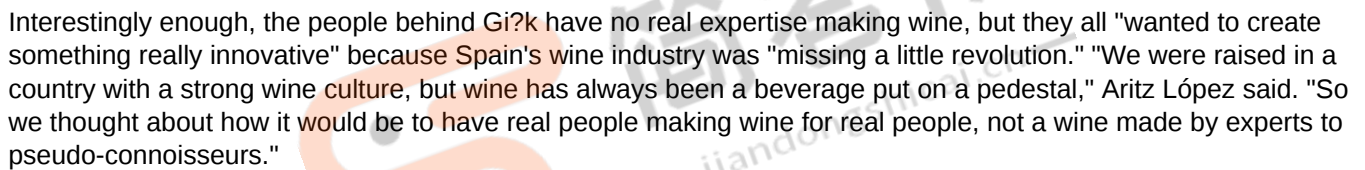
Eater that the inspired
W. Chan Kim, a Kor
ets saturated by sp
end up in water tur
k to blue. This seem

Eater that the inspiration for the unique color of the wine came from W. Chan Kim, a Korean-born business theorist. "He tells about markets saturated by specialists (sharks) who fight for the same variety and end up in water turned red. And how it's necessary to revert the color back to blue. This seemed poetic for us to turn a traditionally red beverage

behind Gi?k – all of w
La Rioja, Zaragoza,
important in creating th
ent in the grapes' sh
ore visually impress

????????????????
 ?????????????????

[illegible]



Blue wine is not currently available in the US, although the company certainly has plans to expand there soon. It can be ordered online in Spain, France, the United Kingdom, the Netherlands, and Germany, for the price of about \$11 per bottle.

[illegible]