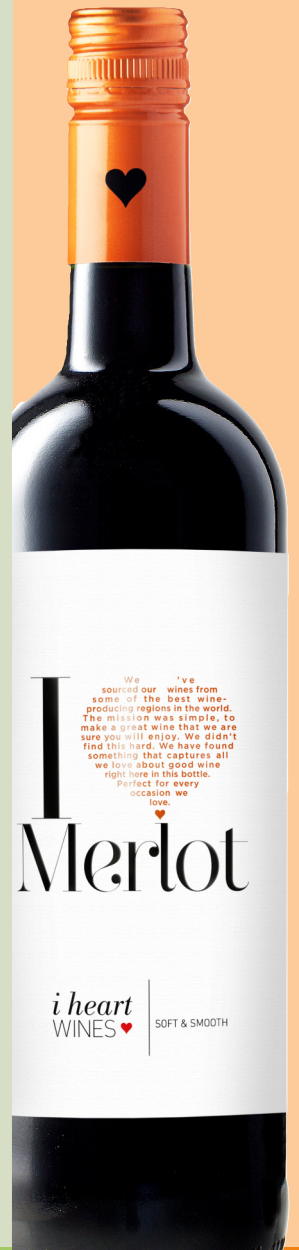


i heart
WINES ♥



i heart WINES ♥

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i heart WINES: The fun young brand from the UK

Enjoying life, celebrating love and seeing the lighter side to things ... that's what *i heart WINES* are all about: a trendy wine assortment with a unique brand concept now popular on four continents among those who follow their gut feeling, taste and heart.

Carefully selected to meet every preference

This friendly-fresh brand of Henkell & Co.'s British subsidiary Copestick Murray stands for uncomplicated, unconventional enjoyment of your personal favourite variety of wine. After all, you don't have to be a connoisseur to know what tastes best to you. The wine selection is not limited to one particular country or special region of origin. They come from all over the world, but share one thing: outstanding quality at an attractive price.



A chic feminine look popular among women

Young, lively and uncomplicated: that's wine enjoyment made fun. A single glance reveals how *i heart* is refreshingly different from others. The bottles' strikingly minimalist design with the memorable *i heart* heart logo on the label catches the eye in any setting, appealing to consumers across segments. The brand concept, which has won multiple awards for innovation, is aimed primarily at younger female buyers.

A different take on a classic: Falling in love with the i heart range

It creates a buzz on ladies' night out and an air of irresistible seduction on a romantic date for two. It's found in the midst of things at parties, and at carefree dinners evenings with friends. Now wine lovers can celebrate the uncomplicated way with *i heart WINES*.

i heart: a wine assortment with a favourite for everyone

The spectrum of seven different wine varieties can make it hard to pick a single favourite.

- The refreshing dry *i heart Pinot Grigio* with delicate citrus and lime notes is served chilled, and goes well for example with grilled fish, seafood, light salads and chicken dishes.

- The ripely fruity white *i heart Chardonnay* convinces with beguiling hints of pear, apple and white peach. This classic is served chilled with roast chicken, grilled salmon and light pasta dishes, among others.

- Those who like things fresh and lively will especially enjoy *i heart Riesling* with its delicate lemon-peach accents that superbly augment spicy meat dishes.

- *i heart Sauvignon Blanc* is an exotically fruity white wine with fine citrus notes and a fresh bouquet that harmonises excellently with such dishes as Greek salad, smoked salmon and avocado, spaghetti carbonara and tagliatelle with pesto.

- *i heart Rosé* is well-attuned to female taste preferences as a fruity rosé wine with subtle raspberry notes that refines many dishes like salmon, red curry, chicken with green beans and chilli.

- The smooth red *i heart Merlot* with taste sub-currents of black fruits is an ideal wine for toasting with friends, for example over spaghetti bolognese, pepperoni pizza or caramelised roasted vegetables.

- *i heart Shiraz* is a red wine with rich and smooth characteristic taste of ripe red and zesty darker fruits. Perfect for serving at room temperature with flavourful tomato-based pasta dishes and grilled red meats.

Fall in love with this assortment of passionate wines for relaxed and casual moments of indulgence.

www.iheartwines.co.uk



"Heart" = "Love" in any language: *i heart WINES* ... from Britain for the world

It is not in Germany, France or Italy as countries of origin but rather the UK where the success story of *i heart WINES* is unfolding, a brand of Henkel & Co.'s British subsidiary Copestick Murray Ltd. based in Leeds. Active with proprietary brands in the UK market since 2005, this prominent wine importer has put its heart into developing a trendy concept of tremendous appeal to those who prefer enjoying wine an unconventional way.

Rise to brand greatness

It didn't take long for this exciting and energetic *i heart WINES* brand to become a must-have in the competitive UK market, where sales have risen every year since its introduction. Recording significantly higher numbers again in 2015, the brand now ranks 13th among the top 50 UK brands just five years after launch.



"I love *i heart*" the world over

A universal concept and lifestyle, iconically transported via the high-recognition *i heart* logo attracts a generation of trendy younger consumers of different languages and cultures all over the world, from the US to Brazil, Sweden and Cambodia. Now enjoyers of wine in 23 countries on four continents are feeling the love for *i heart WINES*.

i heart WINES press photos



i_heart_PinotGrigio.jpg



i_heart_Chardonnay.jpg



i_heart_Riesling.jpg



i_heart_SauvignonBlanc.jpg



i_heart_Rose.jpg



i_heart_Merlot.jpg



i_heart_Shiraz.jpg



i_heart_Merlot_Mood_1.jpg



i_heart_Merlot_Mood_2.jpg

i heart WINES press photos



i_heart_Merlot_Mood_3.jpg



i_heart_SauvignonBlanc_Mood.jpg



i_heart_Mood.jpg



i_heart_Mood_2.jpg

We would be happy to send you the photos shown here in print-ready quality. They are also available in the image database at www.henkell-gruppe.com

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