

SILK & SPICE
MEANT TO BE DISCOVERED

Discover and Win: Silk & Spice Launches "Meant to be Discovered" Campaign

To celebrate the new communication campaign, Silk & Spice is sending three lucky winners plus a guest to Portugal for the trip of a lifetime.

Silk & Spice, the wine brand known for paying homage to the sense of adventure, knowledge, and courage is thrilled to announce the launch of its newest campaign, "Meant to be Discovered".

The "Meant to be Discovered" campaign marks an exciting milestone for Silk & Spice, as this is the brand's first digital campaign in the US. The ads highlight Silk & Spice's authentic and adventurous spirit, with a memorable twist – a sweepstakes where 3 grand prize winners will receive an 8-day/7-night trip to Portugal for two and some spending money to use while exploring the brand's home country. As a brand that evokes adventure, travel, and exploration associated with wine consumption, this "discovery" sweepstakes is meant to reinforce its positioning.

To further drive home this messaging, the campaign was shot on a desert island to awaken the curiosity of the viewers. In the ad's main video, a billboard boasts the tagline Silk & Spice "Meant to Be Discovered" and shows a bottle of Silk & Spice Red Blend stored below. This billboard is the only thing on this uninhabited island and entices consumers to discover Silk & Spice and where in the world this billboard can be located.

The digital advertising formats will direct consumers to the Silk & Spice website to learn more about the brand and enter the sweepstakes – which will start on September 18 and conclude on October 27, 2023 - to win the trip to Portugal, and also view a behind-the-scenes video that shows how this campaign came to life. Promoted on YouTube, Advanced TV, across social media, and in-store media, the campaign will continue encouraging consumers to discover new things, cross new frontiers, and explore the world around them.

Celebrated for its highly awarded Red Blend – the original blend that's consistently received +90 points by Wine Enthusiast - Silk & Spice wants to inspire and encourage consumers to capture the essence of exploration and discovery. Being true to the brand's ethos, Silk & Spice recently launched three new SKUs to the portfolio including Silk & Spice White Blend, Silk & Spice Silk Route, and Silk & Spice Spice Road. Each meant to continue to tell the story of the Portuguese explorers, our expertise in blending, Portugal's unique terroir and indigenous grapes.

Additional Details

To enter, participants can visit the Silk & Spice sweepstakes homepage at <https://silkandspice.com/unleashyourinnerexplorer> and complete the on-screen registration form to earn one (1) entry into the sweepstakes.

About Silk & Spice

First launched in 2016, Silk & Spice pays homage to the sense of adventure, knowledge, and courage of the Portuguese sailors who, during the Age of Discovery, started the silk and spice trade routes from the far east to the rest of the world. The wine is expertly blended to capture the silky and spicy aromas and flavors found in Portuguese indigenous grapes, and the fruit forward, contemporary taste has struck a chord with the US consumer. So much so, in 2022, Silk & Spice sold over 100,000 cases in the US, outpacing category trends. Thanks in part to the Red Blend's success and the desire to deliver new flavors and experiences to our consumers, the brand created a Portuguese White Blend and two complementary Red Blends: Silk Route and Spice Road.