

GAME COMBINES WINE TASTING AND TRYVERTISING

 PUBLISHING & MEDIA

Encouraging people to organize their own wine tasting parties, [4xProeven](#) (Tastingx4) combines a board game with a four-pack of wine. The concept is simple: four small (0.375 litre) bottles of red wine are packaged in a carton that folds out to a board. Four blank stickers are included to hide the bottles' labels. A leaflet explains the basic elements of wine tasting: look, smell, taste and compare. It also describes the four single grape varieties included in the game. Players shuffle the bottles and start tasting. By comparing a wine's taste to the four descriptions, the objective is to guess which is Merlot, Cabernet Sauvignon, Pinot Noir and Shiraz. Just launched in The Netherlands, 4xProeven is currently sold online for EUR 24.95 and by a small number of wine shops, and the company is planning to launch internationally soon. While wine tasting games certainly aren't new, they generally include game elements only, not the wine itself. And here's where we think 4xProeven missed a great opportunity (or maybe they're working on it). Instead of including unbranded wines, partner with a well-known label and turn the game into a smart and simple way to [tryvertise](#), getting customers to sample a variety of reds or whites while connecting with the brand. We're sure Springwise has a few readers at E&J Gallo and Jacob's Creek. Time to give this one a spin? 😊

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