

Casa do Joa

Message in the Bottle



LOTE / LOT N° 2013B002
ENÓLOGO/ WINEMAKER:
JORGE AFONSO

Our Challenge:

To increase knowledge about wine culture, so to simplify and to provide information faster and more effectively.

Problem/Need description:

Lack of knowledge of the common consumer about the culture of wine.

Solution approach:

To create simple posts (Did You Know That...) related to the knowledge and culture of wine.

One example:

"Did you know that 'Bica Aberta' means that: the grapes are crushed, the liquid is separated from the masses, and only the grape juice is allowed to ferment."

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