

The Hidden Sea

THE WINE THAT SAVES THE SEA

BRAND ACTIVATION DECK

THIS WINE SAVES THE SEA

FOR EVERY BOTTLE OF THE HIDDEN SEA THAT WE BUY,

WE REMOVE AND RECYCLE 10 PLASTIC BOTTLES FROM THE OCEAN.



FOR EVERY BOTTLE OF THE HIDDEN SEA SOLD, THE EQUIVALENT-IN-WEIGHT OF **10 PLASTIC BOTTLES** ARE REMOVED AND RECYCLED FROM THE OCEAN.

Since July 2021, The Hidden Sea has removed tens-of-millions of plastic bottles from the ocean through a partnership with ReSea Project. Their work together is independently validated and verified by DNV (a world-renowned third-party auditor)—and together, they’re setting the global standard for removing and repurposing ocean waste plastic.



THE HIDDEN SEA HAS REMOVED MORE PLASTIC IN-WEIGHT FROM THE OCEAN THAN A FULLY-LOADED 747





RED BLEND

PALATE Flavors of cherry, juicy mulberry, and plum, with generous fruit and spice

AROMA Red berries and fruit cake spice, with vanilla and toasty notes

COLOR Bright crimson red

VARIETAL COMPOSITION 82% Shiraz, 17% Cabernet Sauvignon, 1% Malbec

WINE ANALYSIS Alc/Vol: 14.5%, pH:3.58, Acidity: 6.1

WINEMAKERS L. Munro & S. Tierney

UPC: 858147005347

SCC: 01858147005346



SAUVIGNON BLANC

PALATE Flavorsome and juicy, with gooseberry and passionfruit. Succulent, with great fruit intensity, and vibrancy on the finish

AROMA Freshly cut green apple, fig, and lemon peel, with a citrus backbone

COLOR Pale straw with green hues on the edges

WINE ANALYSIS Alc/Vol: 12.2%, pH: 3.18, Acidity: 7.03

WINEMAKERS L. Munro & S. Tierney

UPC: 858147005217

SCC: 01858147005216



CHARDONNAY

PALATE White nectarine and lemon peel, complemented by toasty vanillin oak, and buttery malolactic fermentation character. The fruit weight, intensity, and acid, join to make a delightful wine

AROMA Fleshy white peach and nectarine, with nougat and light spices

COLOR Pale straw

WINE ANALYSIS Alc/Vol: 13.3%, pH:3.44, Acidity: 5.91

WINEMAKERS L. Munro & S. Tierney

UPC: 858147005200

SCC: 01858147005209



ROSÉ

PALATE Light, yet luscious, with a juicy mid- palate, and cleansing zesty finish

AROMA Berries and tropical fruits

COLOR Very pale pastel pink

VARIETAL COMPOSITION Shiraz, Pinot Gris, Sauv Blanc, Chard, Sémillon, and Merlot

WINE ANALYSIS Alc/Vol: 12.5%, pH:3.12, Acidity: 6.57

WINEMAKER Leisha Munro

UPC: 858147005330

SCC: 01858147005339

PRICE \$14.99 SRP (\$9.79 on promo) + tax on a 12-pack case





STORY

Our vineyards in the Limestone Coast of South Australia, were once covered by a vast ocean, and home to a thriving marine ecosystem. Ancient mineralized relics—including an extraordinary 26 million-year-old whale fossil, and an extensive museum of marine life—now lay buried beneath the alluvial soils of this World Heritage wine region. The Hidden Sea was founded to honor this ocean heritage, and make a positive, verifiable impact on the planet.

PROMISE

For every bottle of The Hidden Sea sold, we remove and recycle 10 plastic bottles from the ocean.

GOAL

To remove and recycle 1 BILLION plastic bottles by 2030.

- thehiddensea.com
- TheHiddenSeaWine
- #TheWineThatSavesTheSea



THIS WINE SAVES THE SEA
 FOR EVERY 1 BOTTLE OF THE HIDDEN SEA THAT WE SELL, WE REMOVE AND RECYCLE 10 PLASTIC BOTTLES FROM THE OCEAN




QR SIDE LABEL ON EVERY BOTTLE

Featuring brand Essence and Promise. The QR code leads to a website with up-to-the-month details on The Hidden Sea's ocean waste plastic removal.



WINNER: CONSUMER CAMPAIGN OF THE YEAR



FINALIST: CONSUMER EVENT OF THE YEAR



"Bottles" defined by equivalent weight in plastic.



OFF-PREMISES

2023 FLOW POS



NECK TAG burgundy
Essence with Promise



NECK TAG claret
Essence with Promise



NECK TAG
Brand Essence with Promise, and QR code on back

OFF-PREMISES

2023 FLOW POS



SHELF TALKER (3.0"x1.0")

Brand Essence with Promise



SHELF TALKER (2.5"x4.0")

Brand Essence with Promise



CASE CARD

Brand Essence with Promise, and social CTAs



OFF-PREMISES

2023 FLOW POS



CASE WRAPS

2-case with Brand Essence and Promise



CASE WRAPS

3-case with Brand Essence and Promise



FREE-STANDING DISPLAY UNIT (FSDU)

3-shelf with Brand Essence and Promise.

Maximum load per shelf: 4 bottles

OFF-PREMISES

ACTIVATIONS IN THE MARKET



MAIN SHELF

62% of purchases occur in the main aisle



COLD BOX

70% of white wine is purchased cold



OFF-LOCATION

In-store promotions influence 31% of purchase decisions



WINDOW DISPLAY

Window displays influence purchases an average of 24% of the time

OFF-PREMISES

FLOOR STACK OPTIONS



OPTION 1

Suspended circular graphic panel with a cardboard whale and logo on top of stack



OPTION 2

Cardboard artwork attached to suspended circular graphic panel

OFF-PREMISES

SHELF OPTIONS



MULTI-LAYER SPLASH

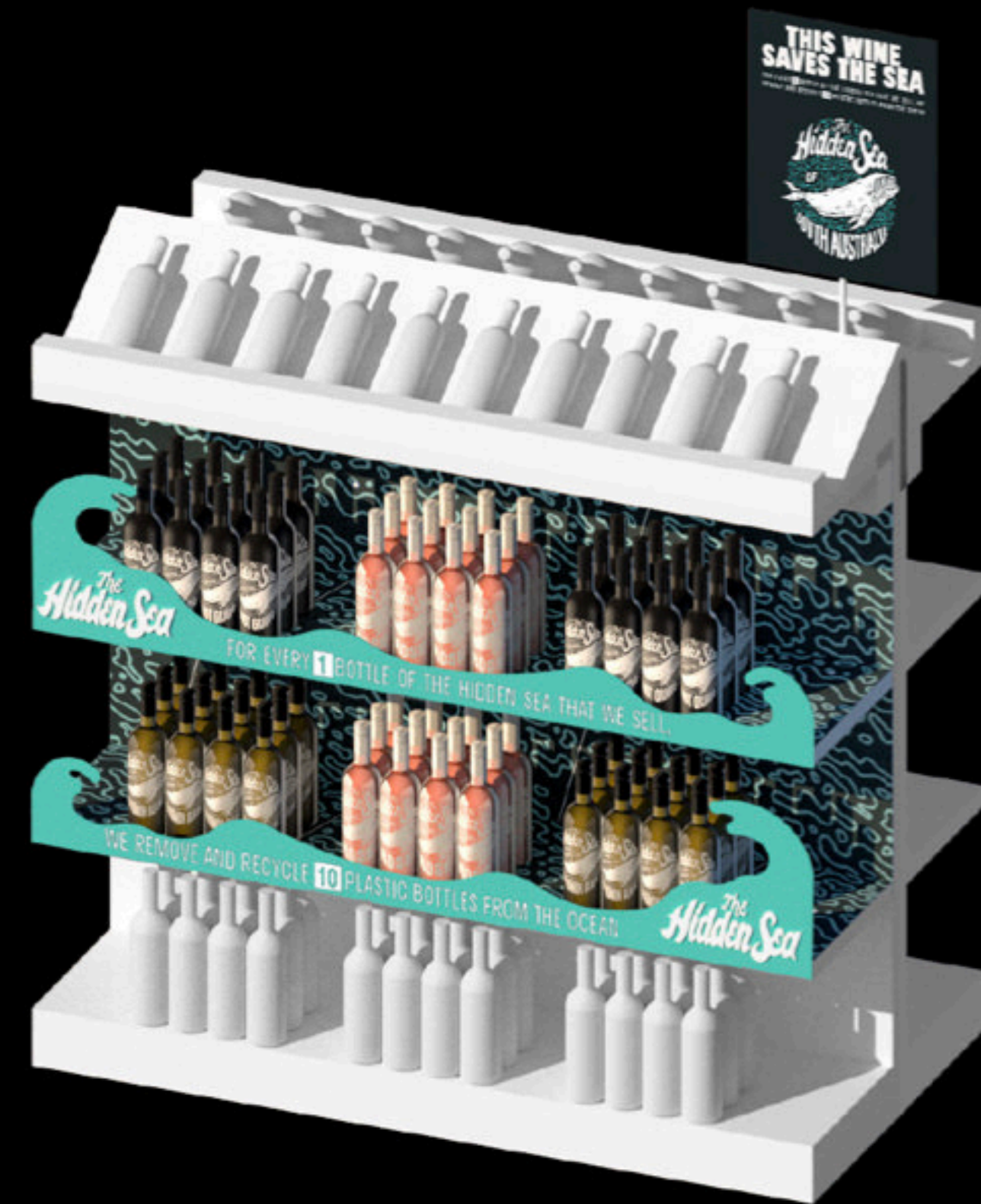
With logo and QR code to see up-to-date impact on ocean waste plastic removal

OFF-PREMISES SHELF OPTIONS



SINGLE-LAYER SPLASH

With logo and Brand Promise



ON-PREMISES

2023 FLOW POS



POSTER

SKUs over waves with QR CTA



POSTERS

Framable art



BANNER / COLD BOX HEADER

Brand Essence and social CTA



POSTER ACTIVATION IN-MARKET

SailGP Chicago

ON-PREMISES

2023 FLOW POS



TABLE TALKER (trifold)

Various CTAs



ACTIVATION IN-MARKET

SailGP Chicago



TABLE TALKER (tent)

Essence and Promise with SKUs, notes, and prices

ON-PREMISES

2023 FLOW POS



ROLLUP BANNER

Plastic fact and solution



ACTIVATION IN-MARKET

SailGP Chicago

ON-PREMISES

2023 FLOW POS

THIS WINE SAVES THE SEA

FOR EVERY **1** BOTTLE OF THE HIDDEN SEA THAT WE SELL, WE REMOVE AND RECYCLE **10** PLASTIC BOTTLES FROM THE OCEAN



Scan to see how much plastic we've removed to date in our extremely bold goal of removing 1 billion plastic bottles from the ocean by 2030.

THEHIDDENSEA.COM | #THEHIDDENSEA | @THEHIDDENSEAWINE

PITCH CARD (4.25"x6.25")

Front

The Hidden Sea

We are a premium wine company making wines that matter for the people who care.

Our wines carry a heritage born from the sea. Twenty-six million years ago, South Australia's incredible Limestone Coast was submerged by a vast ocean that was home to a thriving marine ecosystem. We honor our ocean heritage by partnering with ReSea Project, and independently verified ocean plastic waste removal company, and together we're producing the global industry standard for the sustainable removal and cleanup of plastic from the ocean.

Our wine is from Australia's most iconic wine growing regions on the Limestone Coast and produced in our solar-powered winery. We employ some of the best winemakers in the country, we're best-in-class for sustainable agriculture, and all of our wines are vegan friendly. And (if it's important to mention), we've won almost two dozen awards.

We are not creating another drinking moment. We're creating a movement.

PITCH CARD (4.25"x6.25")

Back

BESPOKE ACTIVATIONS



SIGN HEADER

Show off how much plastic you've removed from the ocean with The Hidden Sea, while calling attention to your deals of the day



CHALK BOARD

A unique and easy-to-update way to show how much plastic you, and The Hidden Sea have removed from the ocean together



COUNTER

100% of all buyers go to the counter



BRANDED SMART BAR TAKEOVER

Wine tastings with a bold message front-and-center to get the conversation started as customers enjoy their first sip

BESPOKE ACTIVATIONS



CUSTOM DISPLAY SCREENS

Display your call-to-action to a captive audience



CUSTOM QR CODES

A QR link to your custom partnership landing page



6-SHEET

Competitive pricing against larger billboards, and positioned in high-traffic, high-frequency areas



The Hidden Sea

We are not creating another drinking moment.
We're creating a movement.

thehiddensea.com | [@thehiddenseawine](https://www.instagram.com/thehiddenseawine)