

Orange Glou Brand Development & Launch

WEBSITE DEVELOPMENT, E-COMMERCE INTEGRATION,
GRAPHIC DESIGN, PRESS LAUNCH & EVENTS

About Orange Glou

Orange Glou is the first orange wine subscription service in the world. It was founded by natural wine sommelier Doreen Winkler, who curates all selections.



The Stages

BRAND DEVELOPMENT

Strategic planning for the launch of Orange Glou including market research, wine club positioning and creation of messaging and press materials.

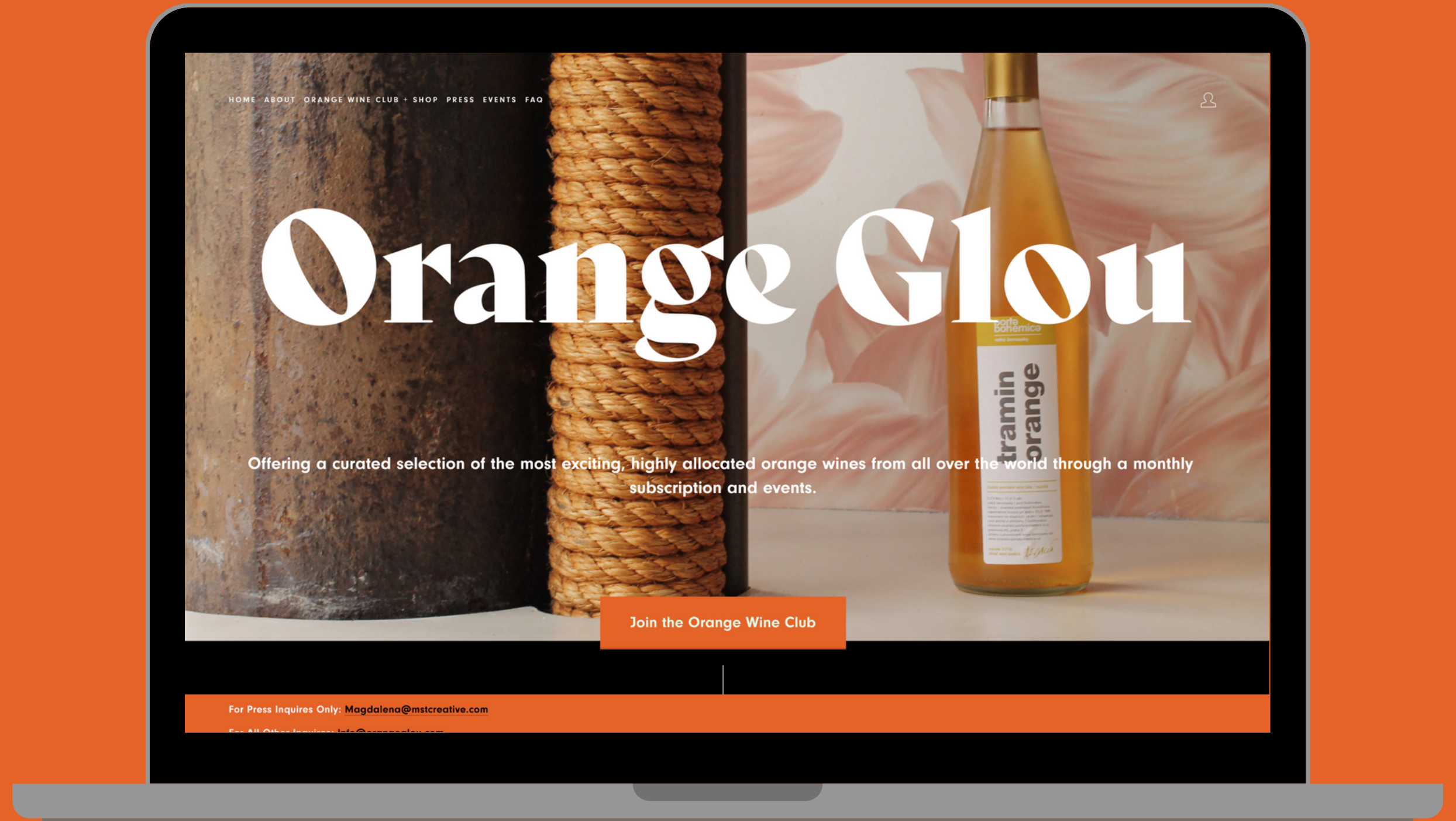
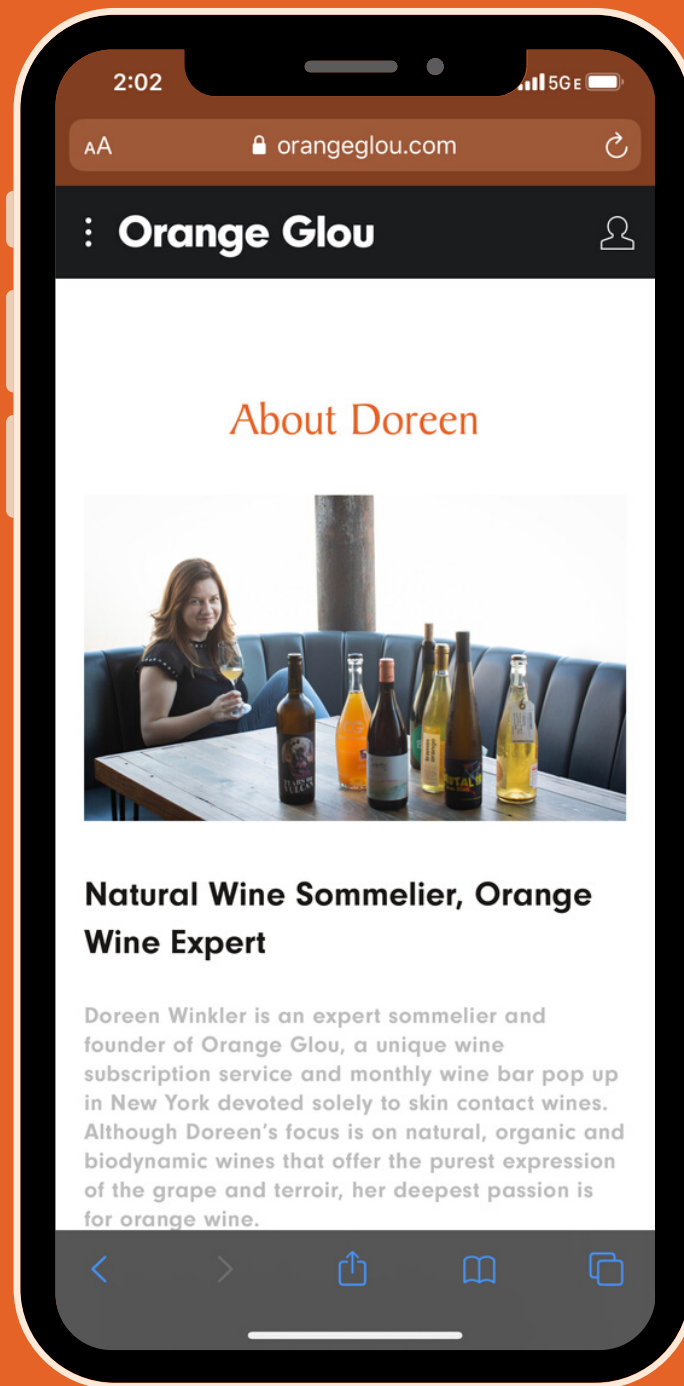
WEBSITE DESIGN & E-COMMERCE

Build a user-friendly website that tells the story behind the brand and features an easy to use e-commerce interface.

PRESS LAUNCH

Introduce the brand to consumers through significant media placements. Coverage in major media such as The New York Times and Food & Wine helped establish Orange Glou's reputation in a competitive online marketplace.

Website Design



WWW.ORANGEGLOU.COM

E-Commerce Integration

3-BOTTLE
SUBSCRIPTION



3-BOTTLE
RAINBOW
PET NAT
ONE TIME ONLY

6 Bottle Membership

\$195.00 every month

Monthly Subscription

Get 6 special bottles of orange wine every month in our reusable box with info about the wine.

SUBSCRIBE



3 Bottle Membership

\$105.00 every month

6 Bottle Membership

\$195.00 every month

Rainbow Pet Nat Box

\$89.00

Pop-Up Events & Visual Assets



RADIKON **AMBYTH** **JOE SWICK**
OLD WESTMINSTER WINERY **VALENTINA PASSALACQUA**
NEVIO SCALA
BLOOMER CREEK **AND MORE...**

ORANGE GLOU PRESENTS
ORANGE WINE BAR POP-UP
COME PARTY WITH YOUR FAVORITE NATURAL WINE MAKERS

OCTOBER 28 // 7PM-11PM
131 CHRYSTIE STREET

\$22 in advance/ \$30 at the door includes one glass of Pet Nat & snacks.
Enjoy additional wine by the glass & half glass

Be the first to subscribe to Orange Glou, the OG skin contact wine subscription. Discover new producers and regions specializing in skin contact (orange) wine via a monthly subscription



ORANGE WINE
Delivered to your door!

ORANGEGLOU.COM



MASIERO **AZ AG COSTADILA**
RADIKON **VALENTINA PASSALACQUA**
FURLANI **NEVIO SCALA**
LA STOPPA **LONGARICO CATERICO**
AZ AG CAMERLENGO **FONGOLI**
AND MORE...

ITALIAN ORANGE WINE PARTY
ORANGE GLOU X TRAPIZZINO

JANUARY 22 // FROM 6PM
144 ORCHARD STREET

\$22 in advance/ \$30 at the door includes one glass of Pet Nat & snacks. Enjoy additional wine by the glass & half glass

Check out Orange Glou, the first orange wine subscription service. Discover new producers and regions specializing in skin contact (orange) wine! www.orangeglou.com



Orange Glou x Eveleigh
L.A. POP-UP
THURSDAY, FEBRUARY 20 // 6PM-10PM
8752 SUNSET BLVD WEST HOLLYWOOD

AMBYTH **JOLIE LAIDE** **SCHOLIUM**
PROJECT DONKEY & GOAT **CALEB**
LEISURE WINES **FORLORN HOPE**
LOS PILARES **LO-FI WINES**
PURITY WINES **METHODE**
SAUVAGE **RUTH LEWANDOWSKI**
DIRTY & ROWDY
AND MORE!

MEET THE WINEMAKERS! 20 WINES BY THE GLASS
\$27 per person includes one glass of orange wine, snacks from Eveleigh and an Orange Glou wine glass to keep.

orangeglou.com



Press

FOOD & WINE

The
New York
Times

LIQUOR.COM

Condé Nast
Traveler

Forbes

bon appétit

Money