The Wine Challenge

The Wine Challenge is one of our most popular team building activities—surprising that, given the subject! It's a lot of fun yet at the same time provides a very strategic framework for the development of a range of team based skills & disciplines. In essence this Challenge explores every aspect of bringing a new product to market.

We start the activity by tasting some wine - what better way to begin!! We deliberately choose some unusual wines from around the World as we take the delegates through an "all you have ever wanted to know about wine" intro.

The Challenge

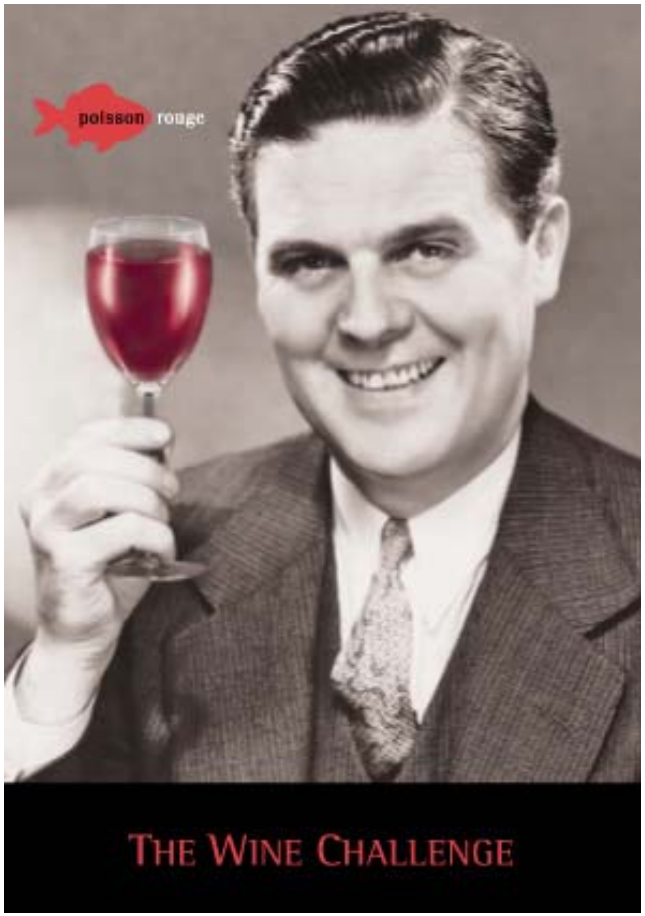
The teams are then briefed that they have recently taken over a failing wine company and their task to create a new wine which will turn the fortunes of the company around.

The teams' task is to create a brand new wine by blending different amounts of raw material wines. They must dispose of the wine as profitably as possible to create revenue and re-establish their company in the market place.

To do so, each team must decide their target audience and then develop a brand identity; create a blend; select appropriate packaging (i.e. bottle, cork, foil, label etc.) work out a marketing strategy with a pricing policy and then actually produce a totally finished sample bottle using the equipment provided.

As a finale - each team must present their wine, their sales and marketing strategy and perform a TV commercial that must involve singing a jingle with all team members taking part!

Bottoms Up!



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