



# Press release 2024

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CréaWine®,  
Find the wine done for you

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# About us

## Storytelling of CréaWine®

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Laetitia OUSPOINTOUR (founder of L.O Wine) didn't want to limit her business to tasting workshops. She wanted her customers to be able to enjoy original wine experiences, even from the comfort of their own homes.

So, in 2021, following the Covid-19 health crisis, Laetitia revolutionized the world of wine with her invention CréaWine®, the “take-away wine workshop”.

This innovative concept consists of a tasting game that allows participants to enjoy a fun experience with friends or family, while discovering the wines that match their tastes.



It's an interactive, innovative approach to exploring the fascinating world of wine and deepening one's oenological preferences. Laetitia wanted to give her workshop a real educational purpose, enabling even the most novice to get to know the wine they like and thus understand their aromatic profiles. After all, “There's no such thing as a good wine, only the one you like” - you just need to know which one it is.

Find out more:



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# CréaWine®

## What is CréaWine® ? A unique wine workshop.

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The CréaWine® take-home wine workshop is a tasting course and blending workshop for creating your own wine at home. It offers a one-hour experience to discover Bordeaux vineyards and their producers.

Designed for both individuals and businesses, the CréaWine® wine workshop is available for one to four people, in digital format and in several languages (French and English). Shipped to your home.



It contains :

- 2 bottles of organic wine (one bottle of Merlot and one of Cabernet Sauvignon)
- 2 reusable pipettes
- 1 user guide
- 2 customizable labels
- 1 one-hour video
- 2 personalized 10cl bottles

Watch the video explaining the CréaWine® workshop. —→



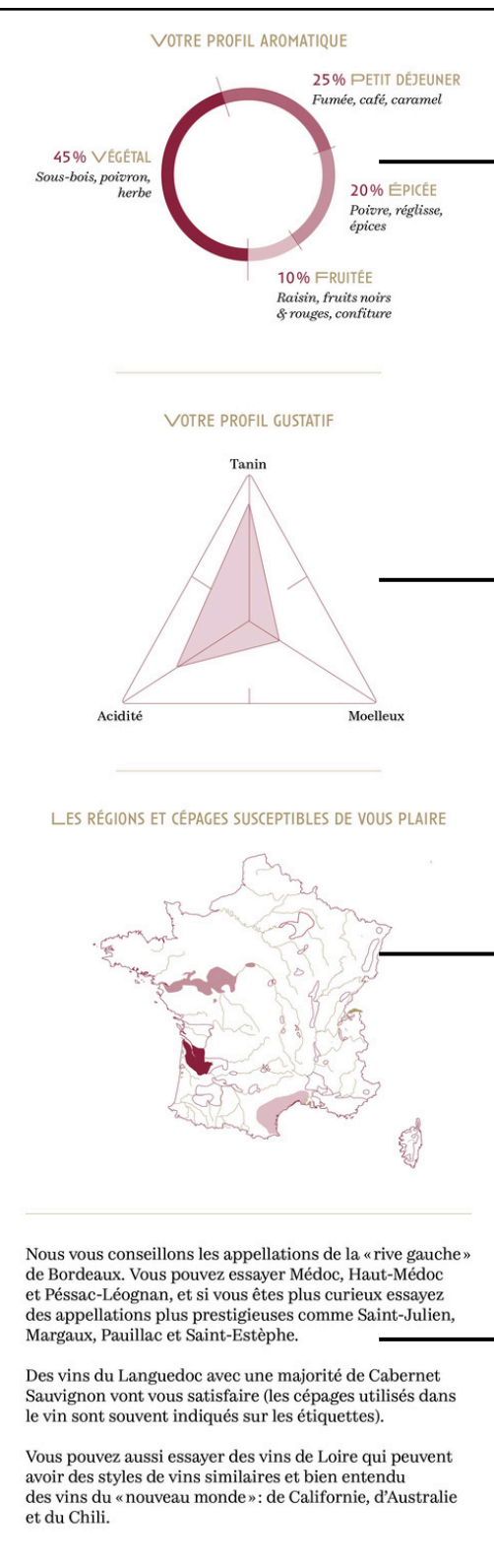
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# Aromatic profile

## The real plus of the CréaWine® workshop



Aromatic profile with a unique selection

The card is always available on the user's phone



Taste profile

Region and grape varieties likely to please

Generic description of corresponding wines

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# Lépine competition

## CréaWine®, winner of the Lépine competition

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In 2022, CréaWine® took part in the LEPINE COMPETITION. The workshop was awarded a silver medal.

This victory was a real recognition for the invention.

Laetitia has raised a real issue in the wine industry. It's often difficult for consumers or buyers to find the right wine to suit their tastes, whether in terms of grape variety, estate or region. So much so, in fact, that one in three people considers buying wine to be a tedious task.



So, the CréaWine® invention, designed to help us finally understand what wine we like, answers a real problem at the heart of the oenology sector.

It therefore richly deserves its prize in the invention competition.

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# CréaWine® :

## In Revue du Vin de France

CréaWine® has teamed up with the Revue du Vin de France to offer its readers an interactive oenology workshop to discover which wines they like.

By subscribing to the Revue du Vin de France in May, you'll receive the complete CréaWine® box directly to your home! A unique opportunity to enjoy a tasting experience at home that combines pleasure, discovery and conviviality.

Whether you're a novice, the curious or a seasoned connoisseur, CréaWine® will enable you to assert your tastes and deepen your knowledge, all while having fun. Indeed, "there's no such thing as a good wine, only the one you like", an idea shared by La Revue and CréaWine®.

They have trusted us to help their readers discover new wines and finally understand the wines that suit them best.

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**L'ATELIER DU VIN INTERACTIF créa wine**

MÉDAILLE ARGENT 2022 CONCOURS LÉPINE

L'atelier du vin interactif CréaWine® s'adresse à ceux qui souhaitent connaître le style de vin qu'ils aiment sous la forme d'un jeu de dégustation à faire à plusieurs, puis chacun reçoit son profil gustatif personnalisé sur son téléphone. VALEUR: 99€

**creawine.com**

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Find the wine that suits you

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