

E&V; STORY STUDIO

THE E&V; STORY PORTRAIT

A story worth remembering.
A story designed to travel.

We spend time with the people behind your wine, uncover the details that make your estate different, and turn them into an original editorial story.

Your winery already has a story. We uncover the one people will want to tell.

The E&V; Story Portrait is an editorial portrait of the people, place and ideas behind your wines. It is not a conventional winery profile and it is not a collection of marketing claims. We look for the details that reveal character: the decisions, obsessions, accidents, traditions, challenges and unexpected moments that make an estate unmistakably its own.

WHAT YOU ARE BUYING

You are not simply commissioning a piece of writing. You are creating a distinctive story asset that can be used across your brand, hospitality and trade activity. The process begins with a deep conversation and ends with a suite of practical materials built around the story we uncover.

01 SIGNATURE STORY

A substantial, original E&V; editorial feature built around the people and ideas that make your estate distinctive. We shape the material from our conversation into a narrative with a clear voice, structure and point of view — designed to be read, not skimmed. Typical use: website feature, press/editorial, producer profile, portfolio presentation or flagship brand content.

02 SHORT PRODUCER STORY

A concise version of the story for readers who need the essence quickly. It distils the character, proposition and most memorable details of the estate without reducing it to generic marketing language. Typical use: trade pages, importer/distributor materials, sales decks, newsletters, tasting notes and website summaries.

03 FIVE STORY HOOKS

Five sharp, memorable details drawn from the story — the facts, anecdotes, characters or unexpected discoveries that make an excellent conversation starter. Each is designed to stand alone and give someone an immediate reason to ask a question or continue the conversation.

04 TEN SOCIAL STORY IDEAS

Ten content directions developed from the interview and the finished story. These are not generic prompts such as 'post a vineyard photo'. They identify specific moments, ideas and angles that can be turned into posts, short videos, carousels, reels, newsletters or other content.

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WINE-TASTING NARRATIVE

A practical storytelling framework for presenting your wines. We identify the natural sequence in which the people, place, philosophy and wines can be introduced so that the tasting becomes an experience rather than a list of technical facts. Typical use: cellar-door tastings, private groups, trade tastings, restaurant presentations and wine dinners.

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E&V; STORY SESSION — OPTIONAL

Where appropriate, we can take the story into the room: a hosted tasting, wine dinner or intimate story-led session built around the people and wines featured in the portrait. This is an optional extension, quoted separately and tailored to the estate, audience and occasion.

HOW WE FIND THE STORY

The most interesting material is rarely in a press release. It emerges when someone has the time and curiosity to ask the next question. Our process is deliberately conversational and editorial: we listen first, identify the strongest threads, then build a coherent narrative around them.

01 THE CONVERSATION

We spend focused time with the people behind the wine — founders, winemakers, family members or other key voices.

02 THE DISCOVERY

We look beyond the obvious: origins, turning points, unusual practices, failures, characters, beliefs, landscapes and details that reveal what makes the estate different.

03 THE EDITORIAL SHAPE

We select the strongest material and give it a narrative arc. The result should feel like a story, not an expanded company biography.

04 THE STORY ASSET

We distil the finished story into additional formats and practical talking points so its value extends well beyond the original article.

THE RESULT

The finished Story Portrait gives your winery a narrative with enough depth to represent the estate properly, but enough flexibility to work across different audiences. It can live on your website, inform your tasting-room experience, give an importer a better way to introduce your wines, provide a sommelier with a memorable talking point, and supply your communications team with authentic material for months to come.

ONE STORY. MANY LIVES.

Website • Tasting room • Trade presentations •
Importers • Distributors • Sommeliers •
Restaurants • Wine dinners • Social content •
Events • Newsletters

WHAT MAKES E&V; DIFFERENT

We are interested in what is true, specific and human. We do not begin with a list of approved adjectives and work backwards. We begin with people and questions. The aim is to find the detail that another winery could not simply copy — the thing that makes your estate recognisable even when the bottle is out of sight.

The result should leave a reader with more than information. It should leave them with a picture, a character, a question, a feeling — and a reason to remember the wine.

FROM STORY TO EXPERIENCE

For wineries that want to take the concept further, the Story Portrait can become the foundation for a hosted tasting, private dinner or story-led event. Rather than simply presenting wines, we build an experience around the people, places and ideas that the story reveals.

YOUR WINE HAS A STORY.

LET'S FIND THE ONE WORTH TELLING.

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