



The Hidden Sea

STRATEGY

BRAND OVERVIEW

BRAND PURPOSE

One wine. One mission. To remove plastic from the ocean.

BRAND GOAL

To remove and recycle 1 BILLION PLASTIC BOTTLES from the ocean by 2030.

BRAND ESSENCE

The wine that saves the sea.

BRAND PROMISE

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

VALUE PROPOSITION

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

CORE VALUES

Courage
Enthusiasm
Consistency



OUR CORE VALUES

COURAGE
ENTHUSIASM
CONSISTENCY

OUR CORE VALUES

COURAGE

- We do not shy away from taking on tasks bigger than ourselves—especially in the face of adversity—because this is when great things happen
- We empower our consumers to make change happen, creating a movement that will make good on our Purpose (to remove plastic from the ocean), benefitting generations to come
- We trust in people, and ourselves, to do the right thing and commit to making the *possible* a *reality*

OUR CORE VALUES

ENTHUSIASM

- We believe attitude is *everything*. It determines how you turn up
- We are convinced that life is 10% what happens to us, and 90% how we react to it
- We bring the energy, go the extra mile, and know that the little things matter
- We embrace every day, pair positive *change* with positive *action*, and make big things happen

OUR CORE VALUES

CONSISTENCY

- We believe small daily disciplines—when repeated with consistency—will lead to great achievements, and our brand worth being embraced
- We will only succeed when we do what we say we're going to do
- We don't stop at the easy answer. We have the discipline to listen, learn, and adjust when we stumble
- We are prepared to sacrifice the present for the future in our relentless pursuit of success; loving every step of the journey

OUR GOAL

We aim to remove and recycle
1 BILLION PLASTIC BOTTLES
from the ocean by 2030.





OUR STORY

**OUR WINES CARRY A HERITAGE
BORN FROM THE SEA.**

OUR STORY

"THE HIDDEN SEA"

26 MILLION YEARS AGO

**South Australia's incredible Limestone Coast
was submerged by a vast ocean.**

It was home to a thriving marine ecosystem.



OUR STORY

**A series of dramatic ice ages
caused the ocean to recede, leaving the area
rich with deep limestone deposits
containing majestic marine fossils...**

THE WHALE



...including the fossilised remains
of an ancient whale, which rests
under one of our vineyards.





THIS WINE SAVES THE SEA

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

WE ARE A NO-NONSENSE PREMIUM WINE COMPANY MAKING WINES THAT MATTER FOR PEOPLE WHO CARE.

We honour our ocean heritage in our partnership with [RESEA PROJECT](#), a community-driven Danish company operating in Southeast Asia where much of the plastic waste generated by the developed world is shipped.

ReSea Project is independently validated and [verified by DNV GL](#)— a dedicated auditor. Together, we're producing the global industry standard for the sustainable removal and cleanup of plastic from the ocean.

OUR BRAND PROMISE

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

OUR IMPACT

So far, we have removed the equivalent of
8,321,593
single-use plastic bottles from the ocean.*

And, for every kilo of plastic removed, ReSea Project pays local workers 65% more than the average wage in their area—*significantly* raising their standard of living.

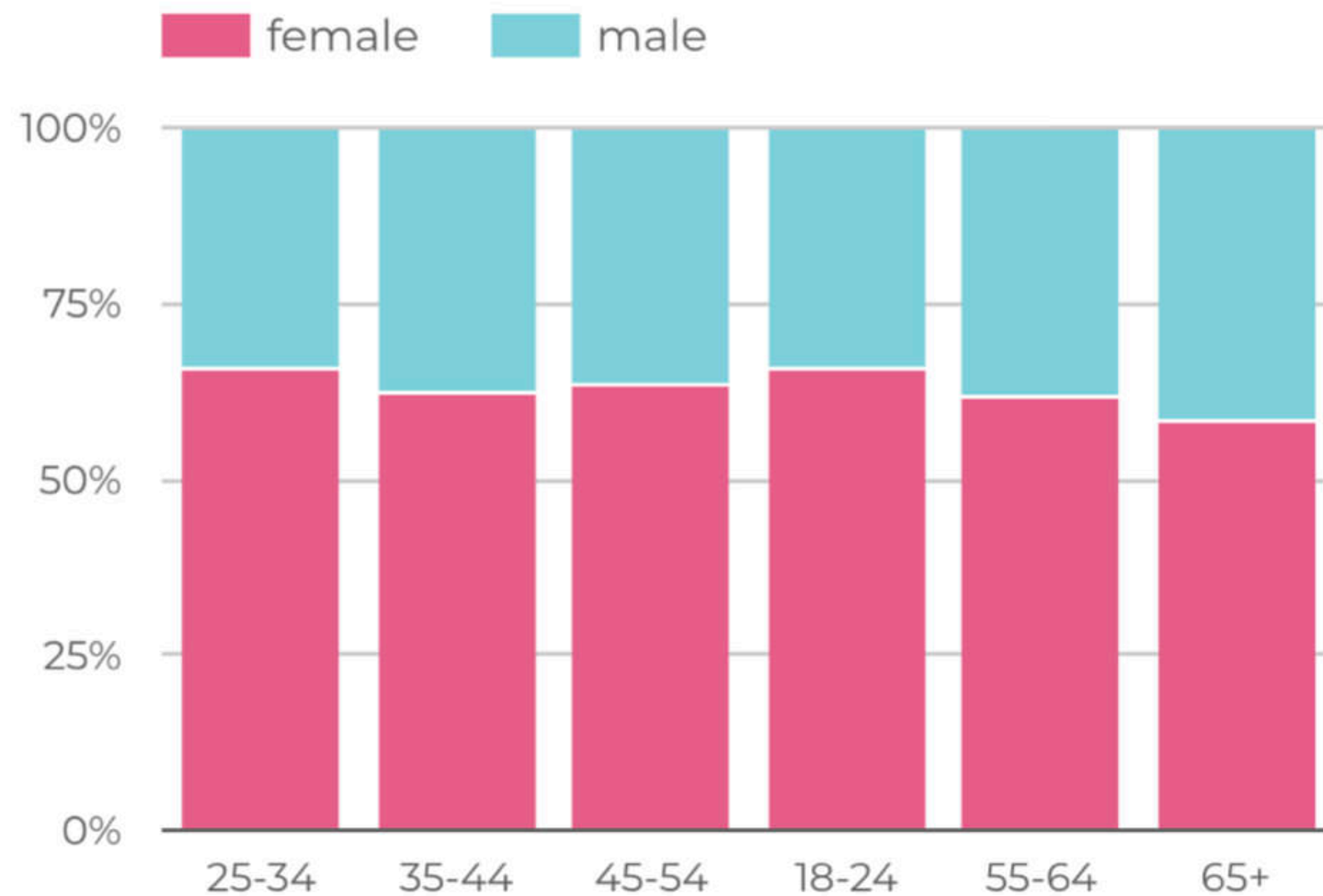
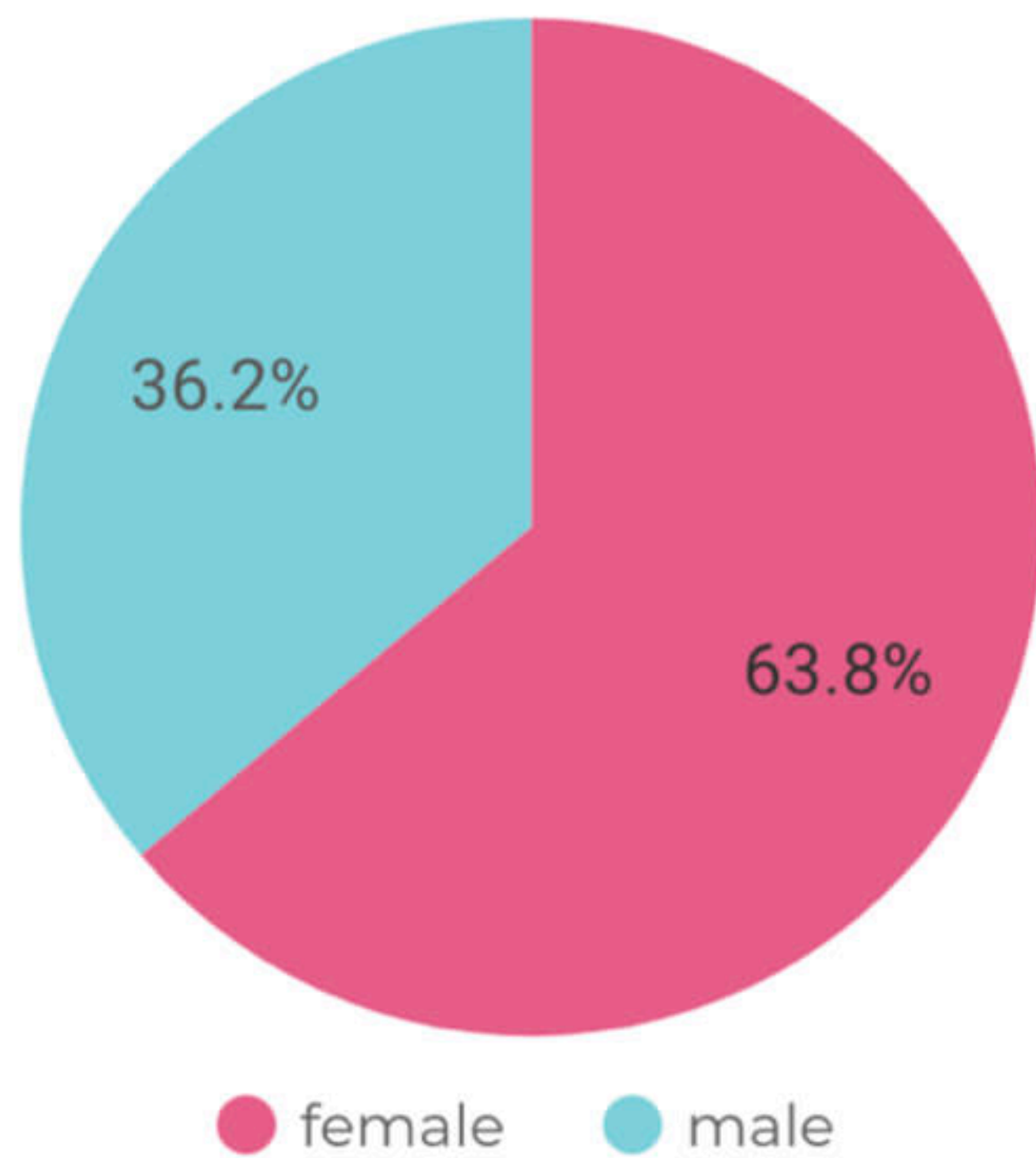
* since July 01 2020



OUR CONSUMER

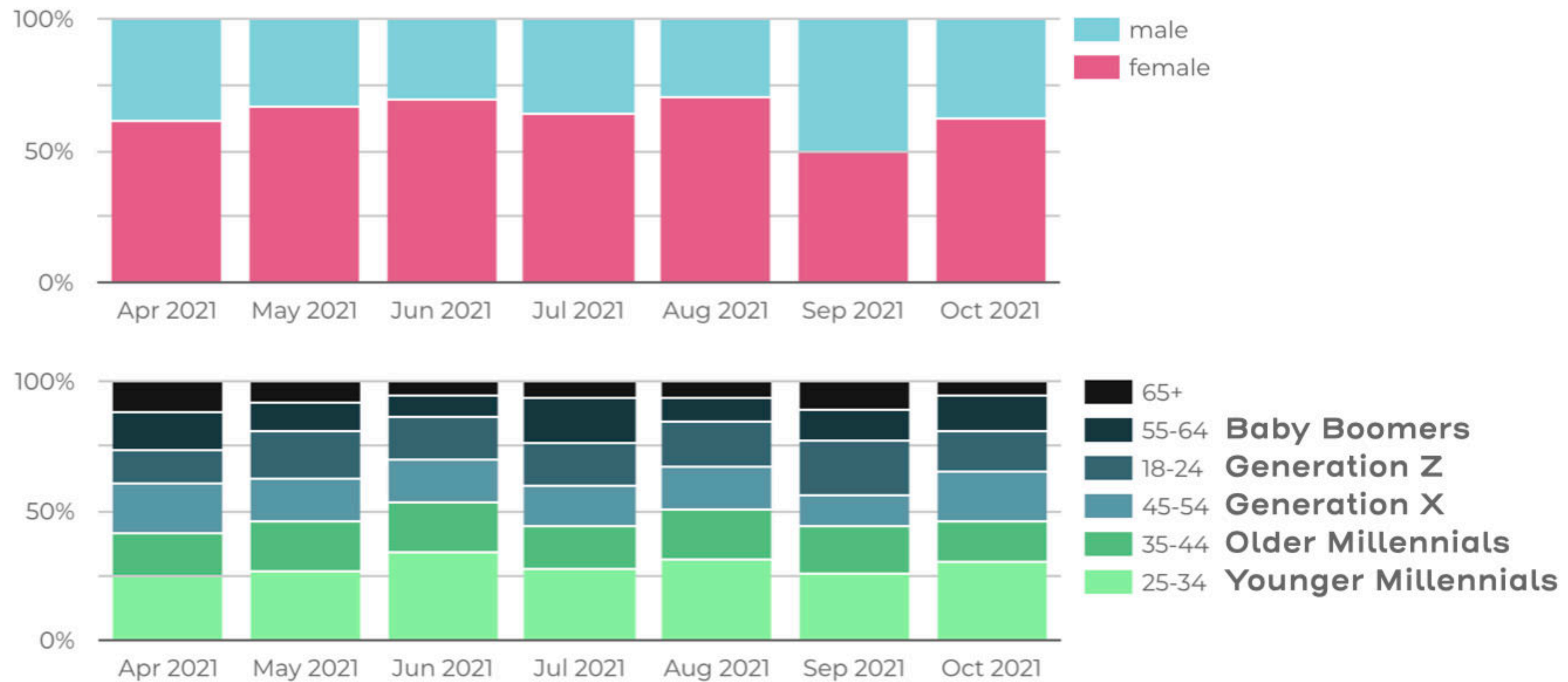
**WE EXIST FOR
SOCIALLY CONSCIOUS CONSUMERS
WHO LOVE GREAT TASTING WINE,
AND WANT TO FEEL A PART
OF SOMETHING BIGGER
THAN THEMSELVES.**

OUR CONSUMER



OUR CONSUMER

WEBSITE TRAFFIC DEMOGRAPHICS



OUR CONSUMER

YOUNGER GENERATIONS ARE DRIVEN TO ACT

- They're taking action to drive the change they want to see in the world
- They're doing their part to help the environment
- They support legislating equality
- They're willing to boycott businesses that don't share their values

SOURCE: [The Deloitte Global 2021 Millennial and Gen Z Survey](#)

OUR CONSUMER

WINE INTELLIGENCE REPORTS:

- 90% of those surveyed are willing to pay more for sustainably produced wine
- “Environmentally friendly” and “Fair trade” scored the highest in major markets

SOURCE: [Survey Of Wine Consumers Says Sustainability Takes Precedence Over Organic](#)

CONSUMER INSIGHT

THE TIME FOR LIES,
EMPTY PROMISES,
AND DO-NOTHING
POLITICS
ARE OVER.



CONSUMER INSIGHT



BRANDS MUST ACT NOW
TO OFFER A PATH TO
FIX THE DAMAGE WE'VE
ALL DONE TO THE
ENVIRONMENT.

EVERYONE NEEDS TO BE
A PART OF THE CHANGE.

OUR WINES



SHIRAZ

Mouth watering, juicy red fruits coupled with vanilla–bourbon oak and a voluptuous, velvety tannin structure.



PINOT NOIR

A complex nose of black cherry, dried herb, and a touch of florals—with a soft, and juicy taste. This wine has refined varietal fruit expression with soft powdery tannins, and a textural finish.



RED BLEND

Bursts with flavors of cherry, currant, and delicious juicy berries. The blend is smooth, with expressive fruit sweetness and layers of vanilla and toasty oak. The wine has great structure from fine tannins and a long powerful fruit finish.

OUR WINES



GSM

A soft, light, expressive, and generous **Grenache**, **Shiraz**, and **Malbec** blend. With vibrant purple hues, this wine tastes of fresh strawberries and red currant, with gorgeous ripe cherry and sweet spice.



ROSÉ

A bright luscious wine with sweet strawberry and cream flavours. Acidity is fresh and vibrant, with a sweet fruity finish.



CHARDONNAY

A full-bodied luscious Chardonnay. Bright citrus and stone fruits on the mid-palate with restrained oak and a crisp refreshing finish.

OUR WINES



PINOT GRIGIO

Light, lively, and crisp, with fresh fruits and mouth-watering pear, peach, and bright acidity.



SAUVIGNON BLANC

Full of citrus and gooseberry flavours with a crisp, mouth-watering acidity on the body.

OUR MARKETING MIX

RETAIL DISTRIBUTION & DTC

Where consumers touch the brand

EVENTS

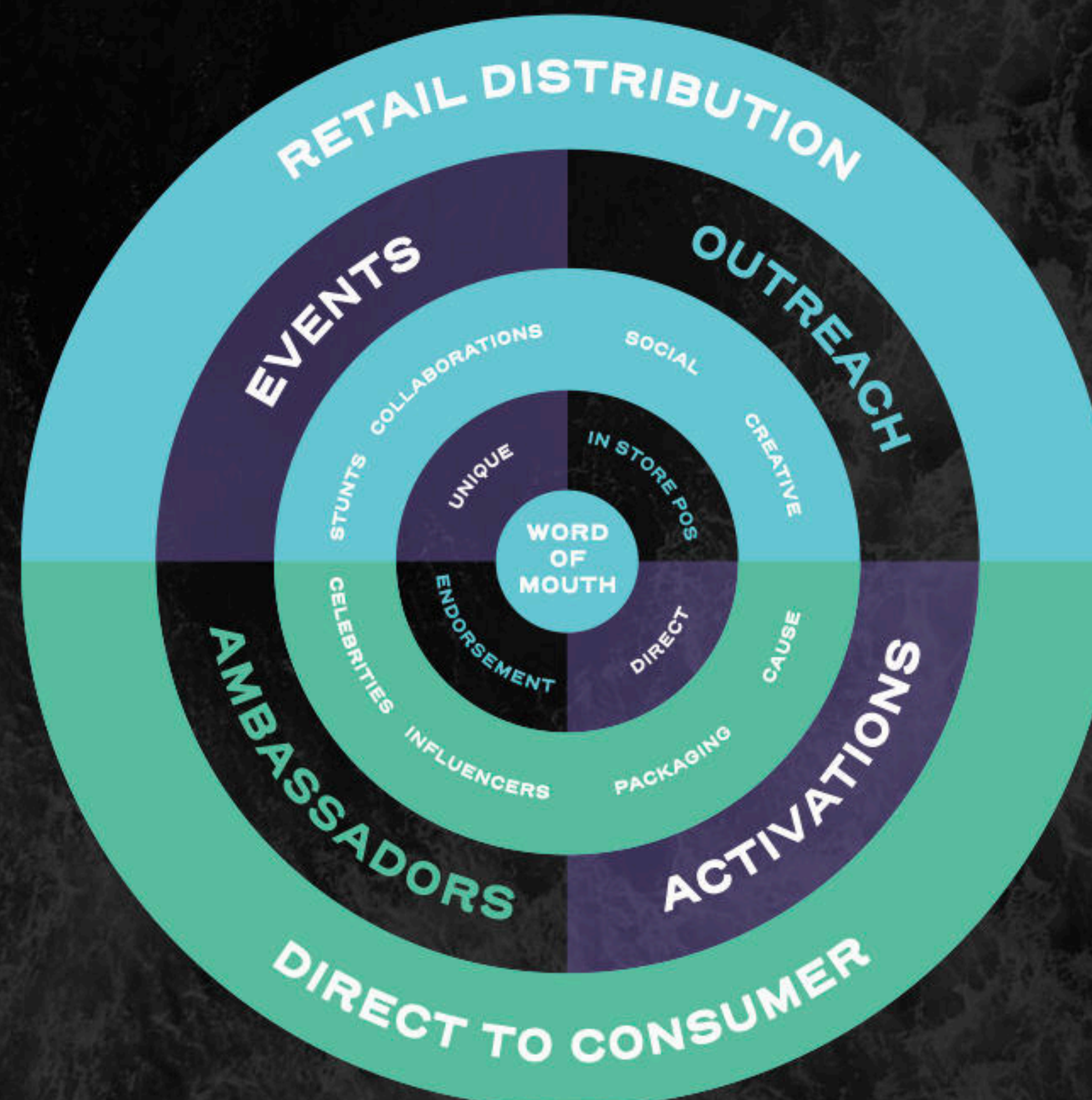
Bring our brand to life with content people want to be a part of and share

- stunts aligned with our mission
- strategic collaborations
- unique wine marketing

AMBASSADORS

Reinforce our credibility, and build a trustworthy brand “tribe” through

- celebrity and influencer endorsements



OUTREACH

Create brand awareness with our core audience through

- public relations
- social network marketing
- creative content
- in-store POS
- partnerships

ACTIVATIONS

Excite new, and existing, consumers with our world-changing brand experience through

- appealing packaging
- a socially-conscious cause
- direct consumer feedback



The Hidden Sea

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