

TV SERIES - 30 MINUTES

DRINK UP

THE MOST WATCHED WINE & SPIRITS
SERIES ON EARTH

ROKU | GOOGLE TV | SOCIAL MEDIA

A premium, cinematic television series showcasing the world's finest bottles, their heritage, and the visionary creators behind them –inviting global consumers behind the scenes to turn liquid into legacy and estates into bucket-list destinations.



THE WORLD, ONE SIP AT A TIME

STORIED BOTTLES,
LEGENDARY ESTATES

DRINK UP is a cinematic phenomenon capturing **11 million views in season 1, and climbing**, making it the undisputed global benchmark for wine and spirits storytelling. We connect affluent, experience-driven consumers with the true stories behind premium terroirs.

Our production footprint spans the world's most prestigious regions, having filmed across **North America, Chile, Argentina, South Africa**, and beyond.

We don't just feature brands - we showcase the best & brightest wine, spirits, and estate stories to the world.



THE ECOSYSTEM

We bypass local limitations, broadcasting your estate and brand narrative directly to an engaged global audience across a massive streaming footprint on **Tasted.TV**, available on:

A premium streaming channel available on:



Roku: North America's #1 streaming platform , reaching over 100 million active monthly users across the US, Canada, Mexico, the UK, Europe, and Australia.

Google TV / Android TV: The world's largest streaming ecosystem , with over 300 million active devices unlocking high-value markets throughout Asia.

Social Media posts during filming and premieres to amplify exposure

Media Assets (after all premieres)

WHAT WILL IT LOOK LIKE?

See an sample episodes here:

(private links - no accrued views)

[Drink Up - Hands of The Andes](#)

[Drink Up - The Abundance of South Africa](#)



WHY DRINK UP?

In an overcrowded market, digital ads are fleeting, transactional, and congested. **DRINK UP** takes a highly selective, editorial approach. We partner exclusively with a curated cohort of just **3-5 featured producers per episode**, ensuring your story and your property command the undivided attention of a massive global fanbase.

STRATEGIC MARKETING PILLARS SOLVED:

- * **Broadening Reach, Deepening Loyalty:** We expand your brand's ecosystem. Our cinematic approach hooks curious lifestyle enthusiasts and educates passionate novices while commanding deep respect from seasoned experts and industry insiders.
- * **The Kinship Effect & Perceived Value:** Consumers don't just buy what's in the glass; they buy *why* it was made. Revealing your authentic craftsmanship, heritage, and philosophy builds an emotional connection that naturally justifies premium pricing and drives retail pull-through.
- * **Estate Magnetism & DTC Growth:** We capture the real-world beauty of your architecture, vineyards, and hospitality. By turning your bottle label into a physical coordinate, we seed an immediate desire to visit your property, driving high-margin tasting room traffic & long-term brand loyalty.

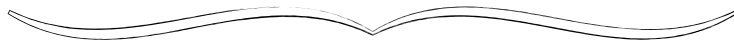


AUDIENCE INSIGHTS

Independent research shows that **Travel Now** attracts:

- * Ages 30-60
- * High net-worth and ultra high net-worth individuals
- * Affluent, food | drink & culturally curious global travellers with high disposable income

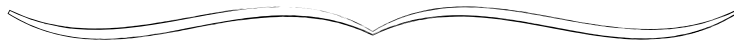
By being featured on the show, makers can establish themselves as a trusted source for quality bottles.



INTEGRATED MEDIA VALUE

Independently evaluated:

Based on a conservative, industry-standard **\$60 CPM**, 11 million views delivers **\$660,000USD** in integrated content per episode, or **\$24,500USD** per minute. *Value NOT cost.



DRINK UP

WE ARE CURRENTLY SELECTING REGIONS AND BOTTLE PARTNERS THAT ALIGN WITH OUR NEXT SEASON'S EDITORIAL VISION, AND HAVE SELECTED YOU AS A GREAT FIT. WOULD YOU LIKE TO GET YOUR STORY IN FRONT OF OUR AUDIENCE OF MILLIONS?

LET'S SCHEDULE YOUR ALIGNMENT MEETING

tasted.media