



PRESS RELEASE

A real wine experience without drinking; The Real WINE Gum

You're looking at a wine gum, and you are tasting wine!



Amsterdam, July 2017. Drinking a glass of wine; who doesn't long for this moment? With your colleagues, friends or alone..... That wonderful taste, the perfume and the way it feels. Drinking wine is a whole sensation. Vinoos by AMS transformed this wine experience in a very elegant and innovative product; The Real WINE Gum. A total new Dutch design, developed at the Academy of Art in Amsterdam, inspired by wine, art and healthier living.

Edible wine

The Real WINE Gum is wrapped in a special designer box, and is tempting the customer to a *whole new experience of that first sip, but without drinking*. These special WINE gums smell like real wine and are made in the shape of a bunch of grapes. They are available in three varieties. The red one that taste like Merlot in a beautiful black box. A white one with the fresh taste of Chardonnay and we have a summerlike Rosé. Upcoming new flavors are Riesling and Whiskey. Taste this luxury treat, and enjoy this new taste experience..

Healthy alternative

The Real WINE Gums are fit to eat for vegetarians. They contain no gluten, fat, nuts, gelatine, lactose, and no artificial food colouring. And they're non-alcoholic. Legal fun all day!

Nice gift

The Real WINE gums are chosen; 'Most original present' in the Netherlands. A gift box is well received during all occasions. From a candle light dinner up to a fancy Ibiza party. It even fits through the letter box, and with a nice card attached, you can say: "Cheers" from a distance to the one you love.

Single Gift box € 7,50 (50 gram). For points of sale in Germany and Belgium, have a look at our website: therealwinegum.com

Editorial note

For more information, high resolution images, special sales, and samples please contact Vinoos by AMS via info@vinoosbyams.com or +31 6 2812 8351 (Mireille Reuling).