



anti-
technical
sheet



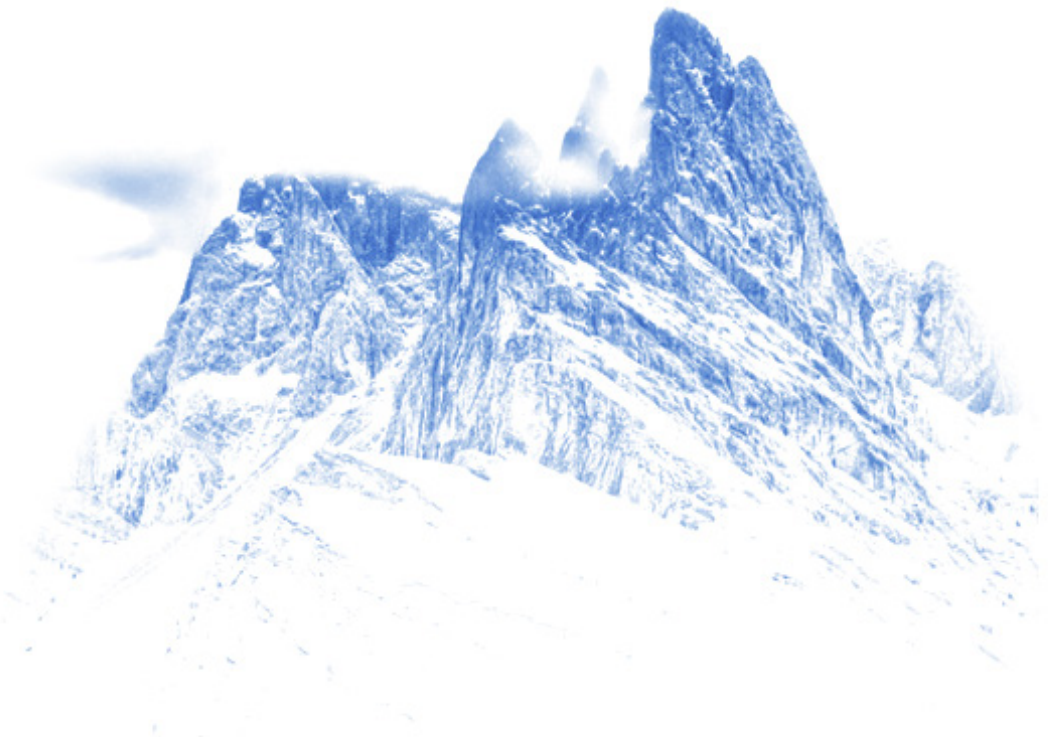


If they give you a ruled paper,
write the other way

Juan Ramón Jiménez

Gik is not a blue wine, it is a revolution. That's why we won't give you any recommendation but one: **forget everything you have been told.** Ignore the rules, ignore the purists and ignore us. Mix Gik, drink it whenever, however and wherever you want and don't let anyone tell you are wrong.

Because while drinking Gik you are drinking innovation. You are drinking the possibility of creating your own rules. You are reinventing traditions.



GIK LIVE!



TECHNICAL CHARACTERISTICS

Protected denomination of origin: impossible
11,5°
pH between 3,2 y 3,7



GRAPES

Different varieties of white and red grapes.
99% wine and 1% grape must.



VINEYARD

We work with various vineyards from all over Spain.
We carefully choose these vineyards for their grape varieties and their innovative mindset, respecting both the environment and our aim to disrupt.



CONSERVATION

We recommend keeping it in a cool, dry environment out of the reach sunlight. The fridge would be ideal.



SERVICE

We like to drink it nicely chilled, below 13°C but you can enjoy it as you prefer.



PAIRING

Sushi. Nachos with guacamole. Tzatziki sauce.
Pasta carbonara. Smoked salmon.



TASTING NOTES

I. Visual

Indigo blue colour. WTF.

II. Aromatic

Easy and fresh wine scent.

Notes that remind of ripe fruits.

III. Taste

Slightly acid, with a sudden
cheerful sweet burst.



SINESTESIA

Alt J - Left Hand Free (Lido Remix)

Hayden James - There's Something About You

Minus the Bear - Pachuca Sunrise

RL Grime, What So Not - Tell Me

James Blake - Stop What You're Doing

Fryars - Cool Like Me

Gik is 100% grape with a blue indigo colour and an easy sweet taste. But how the hell did we do that?

We developed a technological pigmentation and edulcoration process that combines both natural pigments and chemical sintetization processes.

We asked ourselves, how does nature get a passion red color on strawberries? So we went deep into the roots and decided to merge nature and technology, thereby devising a new, sweet and organic beverage like no other.



Flavour

Gik carries no added sugars.

Why? Firstly because sugar ferments and turns into alcohol inside the bottle.

Secondly, because excess of fast carbs leads to overweight, while non-caloric sweeteners are a healthier and more stable choice.

Our processes are intensely regulated and have received the approval of institutions such as the European Food Safety Authority, who evaluate the terms of use of all compounds.



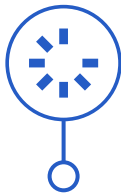
About the color

Gik is produced through a pigmentation process. Firstly a base is created from a mixture of white and red grapes, which is then added to two organic pigments; indigo and anthocyanin – the first one proceeds from the very skin of the grapes.

We've spent the last two years conducting research in collaboration with the University of the Basque Country and Food Tech research departments. Quality control checks are rigorous and all the elements used follow the regulations for food products in the European Union.



The process



Production

How is it made? Check out this short **video** in which we show the process of the bottling, packaging and labelling of Gik.



1

A base is created from a mixture of white and red grapes

2

We add a **pigment** from the skin of the red grapes:
Antocyanin

3

We add another organic pigment:
Índigotine

4

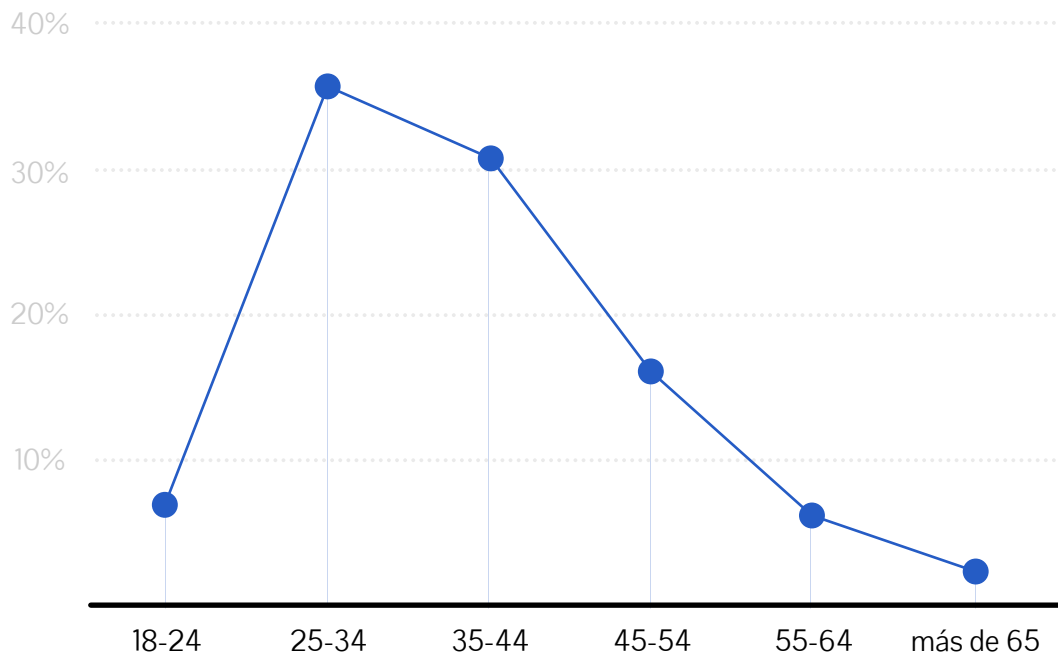
We add **non-caloric sweeteners**

DATA



Thanks to online orders, we have collected a lot of demographic information about our customers.

Age



Is it for young people?

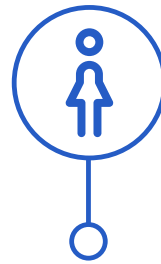
Our main online buyer are people in between 25 and 34, people who haven't grown drinking wine, but soft drinks, beers and cocktails.

Gender



52%

MEN



48%

WOMEN



Is this for women?

Nope. ¿Is it sweeter than red wine? Sure, but what has that to do with your genitals?
Times are changing.



Category

Gik is an anti-wine created to break the rules. There is no historic background for a drink whose colour and flavour have these characteristics and, thus, nor does it exist a category to contain it. Gik, under wine lobby's pressure, is now considered as "Other alcoholic drink".

#FreedomofColor

There's no revolution without a counter-revolution.

When we created Gik, our aim was to innovate in the most traditional sector of our country: wine industry. They considered us fools for trying. They called us blasphemous for 'playing' with Christs' blood. But nothing stopped us.

Finally, the wine lobby, helped by some public institutions, stopped our revolution by imposing prohibitions and sanctions.

In order to continue selling, we have been forced to stop labelling Gik as a wine. Instead, we had to label it as a bastard category named "Other alcoholic drinks". The main reason? There's not a category for a blue wine, as there is no historic background for anything similar.

But it is not the suffering, but the hope to get better, what really encourages rebellions. That's why we are collecting signatures to change wine's history and to create a new category.

This is unfair for all you who trust us, because you have the right to enjoy the original product; and it is absurd too, as its composition is 100% wine*

If you would like to help us claim our righteous place in the books,
join us in the fight for our own category at
change.org/p/blue-wine

Thank you all for the big support, including these waiting weeks, and, above all, for enjoying this project as much as we do.

*We had to change the composition to 99% wine and 1% grape must to adapt the product to the current legislation.

G I K