

The Future of Wine Drinking?



Core Facts:

Name	Wine-To-Go
Company	Wine Innovations Ltd
Investment Required	£250,000
Equity Offered	25%
Brief Description	Pre-filled, single serve, ready to drink glass of wine.

Noteworthy points

- So far James has just trialled his invention at two one-off pop concerts and at each he sold between 20,000 and 23,000 units.
- Each goblet costs him 38p to produce and he sells it to wine brand owners for 53p. They then distribute it.
- Neither plastic goblets, wine, nor the seal that is put on the glass is patentable. James insists his patent application covers the process of putting an inert gas into the wine before it is sealed (and so offering a 12 month shelf-life) and that this is unique - and patentable.
- The Patent application won't be processed for another 12 - 18 months.