

“In my experience the best ideas have
invariably come from *inside* the box.”

David Gluckman

Cong

25th November 2018

In pursuit of the 'better mousetrap' some people believe that you should be after a product that makes you a better person.

Me? I want something that annihilates the little bastards.

Always look for a better product.

If you've got that, you're more than

50% there.



World's smoothest vodka







World's first fresh botanical gin



SINCE 1884

SARAJISHVILI

სარაჯიშვილი



World's first Grape vodka

**‘.....for bottles labelled as varietal, at least 75%
must be of that varietal.’**

US wine regulations

RED CHARDONNAY.
A NEW IDEA FROM AN
INNOVATIVE WINE MAKER.

One of the most exciting innovations to arrive on the wine market in recent years is a Red Chardonnay from California.



Created by renowned wine-maker, Joel Aiken, who works at Beaulieu Vineyards in Napa, it represents totally new way of thinking about wine blending. We asked Aiken how he arrived at the idea.

"There is a tradition in wine making of thinking 'inside the box' and blending one type of white grape - or red grape - with another. During our last blending season, earlier in the year, we tried out some new thinking. We took a popular white wine grape, Chardonnay, and blended small quantities of red grapes, Sangiovese, to see how they would bed down together. The results were quite striking.

Our BV Red Chardonnay is a most intriguing marriage. It looks like a traditional red wine, with a rich, deep colour, but there the similarity ends. It has those wonderful lush, fruity notes of a good Chardonnay, and a nice freshness on the bouquet and then the Sangiovese, a red grape that we think blends perfectly, adds a body and depth of character that sets it apart from other whites. And the harsher tannic notes that you often get with red wines are absent, so it is very mellow on the palate.

The other bonus is that it is at its very best served chilled, a practice that does not always work with more traditional reds that are designed to be drunk at room temperature."

Despite his enthusiasm, Aiken was quite modest about his achievement. Many people in the know regard this as one of the most exciting wine developments in years. It is further testimony to the innovative powers of New World wine-makers, who seem far more adventurous and open-minded than many of their European counterparts.

How do you turn a terrible idea into
something half-way decent?

Blueberries meant dark, sweet, sticky, cheap
and...breakfast.



Jeanette
MACDONALD
Nelson **EDDY**

FOR
GENERAL
EXHIBITION



WITH
REGINALD OWEN,
ALLAN JONES, JAMES STEWART,
ALAN MOWBRAY, GILDA GRAY

Directed by W.S. VAN DYKE
Produced by Hunt Stromberg

a Metro-Goldwyn-Mayer picture

Sometimes it helps to take something
right to the wire. The cold sweat of panic
can concentrate the mind wonderfully.



The best wine in the world comes from Bordeaux.

Wine is made from grapes.

Brandy is also made from grapes.

Gotcha!



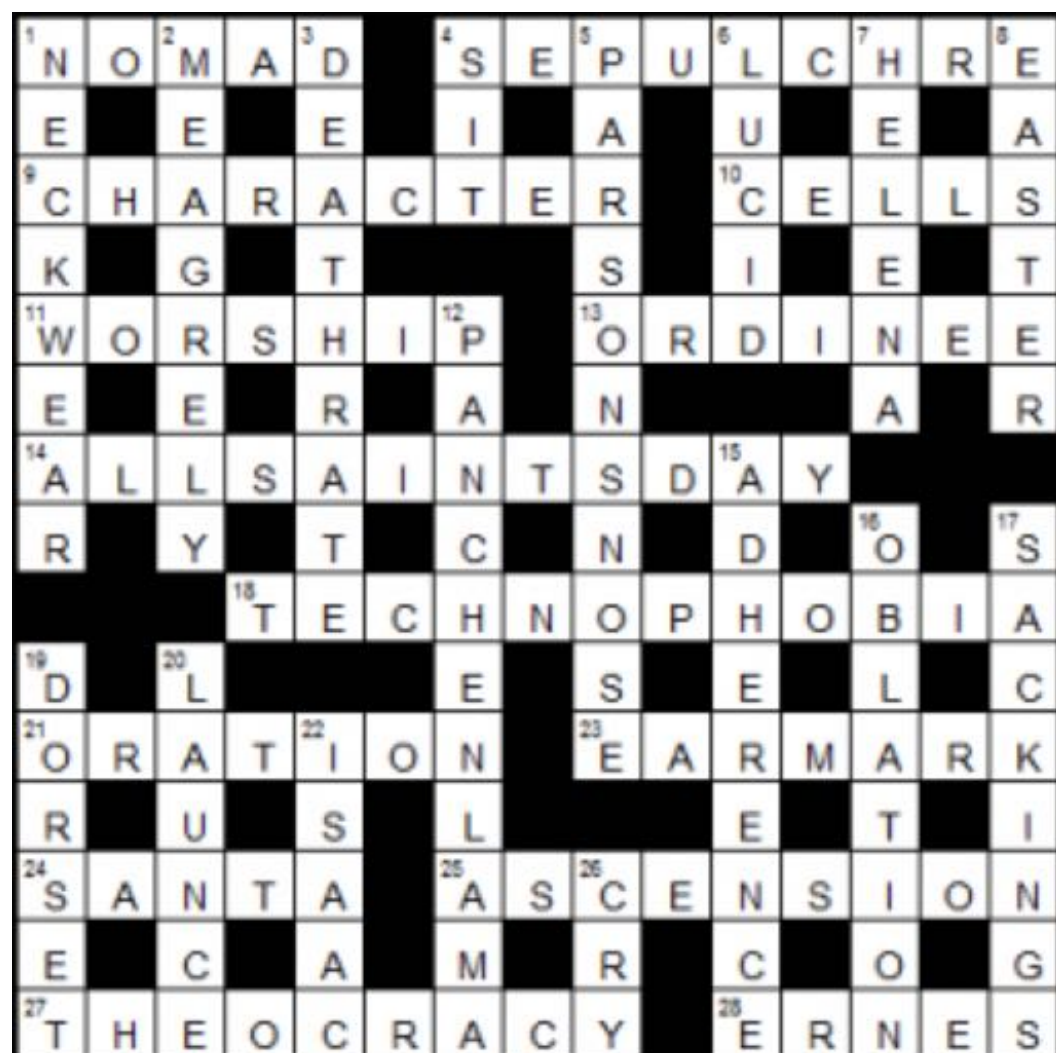
Bordeaux Brandy.

Made in the same neck of the woods as

Chateau Lafite.

That which we call a rose by any other name.....

...probably wouldn't taste quite so good.





The search for ideas is a 168 hour a week undertaking. Wherever you look, you can find something. Just keep looking.



Jean-Marie Pfaff Belgian goalkeeper



**Milking a precious brand equity for
all it's worth.**







- Panic and the desire to impress
- 168 hour week
- Look at the info you have
- Never stop looking – everywhere
- For me, never a team game – but different strokes
- Learn to buy as well as sell ideas
- ‘Morning after’ test

kit
w
sell!"

The real story behind
Balays Irish Cream and
other great drinks brands

AAA

Pass to all Dairy Book Festival events

EURDCH

A book about ideas by
the person who had them

David Gluckman