



THE GREAT FERMENTATION

IN SUMMARY

The Great Fermentation is...

...AN ATTRACTION THAT DEFINES A NEW PARADIGM FOR EXPERIENTIAL EXHIBITIONS, SHATTERING THE BARRIERS OF IMMERSIVE ENTERTAINMENT.

Through a series of hands-on and minds-on immersive experiences, guests will experience the stories behind one of the world's oldest libations. Each gallery has been designed to uncover the personal preferences of guests and will arm them with tips to navigate their future wine explorations.

The goal is to prepare guests to engage with the complex world of wine and not be intimidated by mountains of information, stigmas, and other unnecessary barriers. In the end, the goal is to discover the wines you actually love, regardless of what others may think they know about your tastes, or what others think you should love.



THE TOPICS OF AGRICULTURE, WINE PRODUCTION, AND FLAVOR ARE INCREDIBLY RICH IN MISSION BASED PRACTICAL SCIENCE AND HISTORY.

- Chemistry
- Geology
- Biology
- Climatology
- Viticulture
- Physics
- World History
- Popular Culture
- World Culture

TARGET DEMOGRAPHIC

**- 23-40 + 53-71 WOMAN + MEN
(NO WORRIES, GEN-X 40-53 ARE IN THE SWEET SPOT TOO)**

WINE INDUSTRY ANNUAL REPORTS CONTINUE TO TELL US:

- Approx. 40% of the American population drink wine
- Largest wine consuming generations are Millennials and Baby Boomers followed closely by Gen X
- Americans prefer wine to beer, even with popularity of craft beer
- American consumers of wine are 57% female and 43% male
- 85% of all wine drinkers consider themselves at an intermediate knowledge level

AN EXPERIENCE IN SUPPORT OF THE WINE MAKERS

FEW EXPERIENCES CURRENTLY ARE REACHING WINE'S HIGHLY INTERESTED DEMOGRAPHIC.

- Current exhibitions on wine for adults are curated for the seasoned wine drinkers instead of enticing new visitors
- The industry is prime for a change following the explosion in the brewery and distillery industries
- Topic is capable of reaching 40% of the adult population, this is proven on mission and content rich
- Highly recognizable content, the branding is simple and strong, everyone knows wine
- Very attractive topic and highly sought after demographic for sponsors
- High return visitation
- Opportunity for new memberships and consumers

AN EXPERIENCE SUPPORTING WINE LOVERS

PEOPLE OF ALL AGES ARE LOOKING FOR MEANINGFUL, UNIQUE, AND EDUCATIONAL EXPERIENCES.

- On mission, interactive programming, playfully grown-up
- 85% of wine drinkers assume they do not know much about wine and want to know more
- The vast majority of wine consumers choose wine by the label and/or the price
- Monthly after hour educational events at cultural institutions have been popular around the country, with new evening events often selling out
- Guests spend between \$20 - \$45 for evening events
- Geek is chic and nerdy is cool, learning while having fun is a new norm

Museum After Hours Events



The Great Fermentation

A groundbreaking, world-class education based entertainment specifically developed for adult guests.

The Great Fermentation Prototype Pentasensory Theatre



THE MISSION OF THE GREAT FERMENTATION IS TO DEMYSTIFY WINE AND INVITE GUESTS ON A PLAYFUL, PERSONAL, SENSORY-RICH, DELIGHTFULLY FACILITATED JOURNEY OF SELF-DISCOVERY.

- Invites guests on an exciting journey of discovery, tastes, preferences
- Provide direct connections flavors in wine have to the wine-making process
- Gives people the opportunity to discover the delicious world of wine
- Encourage the confidence needed to take enjoy the journey on a personally rewarding level

A SAFE SPACE TO EXPLORE AS YOU CHOOSE

EXPLORING PERCEPTION THROUGH SCIENCE OF THE MIND AND THE BEAUTY OF PHYSICS, TGF ENCOURAGES THE GUEST TO DISCOVER THEMSELVES THROUGH MATH AND BIOLOGY.

- Beautiful elegance entwined with playful discovery like the perfect crossword puzzle
- Media of masters in the fields of wine, food, and science introduce the exhibition

LAND OF DISCOVERY

**EXPLORING WINE WITH THE WINEMAKERS
FROM VITICULTURE TO GEOLOGY TO CHEMISTRY
TO BIOLOGY TO PSYCHOLOGY,**

**GUESTS DISCOVER THE MYSTERIES THE WINE
THEY LOVE AND WHY.**

- Each topic is represented by a real vineyard and the family who runs it
- Joyful interactives engage guests viscerally by teaching with the guests own hands and tongues and noses
- Every topic is steeped in scientific process, enlightening even master winos



TASTING ROOM

EXPLORATION OF TASTE AND SMELL

KNOWING WHAT FLAVORS YOU ARE ATTRACTED TO IS MOST INTERESTING WHEN APPLIED TO THE BEVERAGE WE LOVE

- A sophisticated international spot where wine regions are explored
- Taste wines aligned with the exhibition experience
- Welcoming and encouraging scientific experimentation
- New regions and wines showcased every month for returning explorers
- Exclusive events for VIPs and members

PENTASENSORY

THE NEXT BEST THING TO BEING IN WINE COUNTRY IS THE PENTASENSORY

360° TECHNOLOGY, WITH FULL SENSORY SHOW CONTROL, ACTS LIKE A TIME MACHINE TAKING GUESTS ANYWHERE IN THE WINE WORLD

- A perfect climactic conclusion bridging TGF with the real world
- New regions showcased every five weeks aligning with the tavern, pairings, films, talks, and vineyards
- Events and holiday specials
- Sophisticated and unique personal experiences

THE NEXT STEP: GO EXPLORE THE VINEYARDS!

**SEEING THE VINEYARDS FROM AROUND THE WORLD, TASTING THEIR WINES,
KNOWING THE PEOPLE WHO MAKE IT, PRIMES THE CURIOSITY**

- Real vineyard and on premises tastings with the winemakers is the perfect next step
- What was learned in the exhibition is observed outside in practice in the neighboring vineyards
- For many, their first vineyard experiences, and first memberships



**A BESPOKE EXPERIENCE SPECIFICALLY FOR THIS
DEMOGRAPHIC**

OUR RESEARCH INCLUDES:

- Published annual studies
- Wine maker, seller, and distributor interviews
- Prototype of *The Great Fermentation* attended by 14,000 guests in 5 weeks
- Daily surveys and one-on-one focus groups over 5 weeks
- Marketing analysis by two marketing firms
- Professional focus groups and interviews
- Conversations with real estate owners, consultants, media production companies, foreign embassies, wine museums, wine distributors, and wine clubs



a celebration of wine

FOR FURTHER INFORMATION INCLUDING:

- Full Concept Documents
- Financial Assumptions
- Feasibility Review
- Market Research
- Business Model

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