

Wine, but *not* as you know it.

British crafted
FRUIT WINE



Vegan
Friendly



Naturally
Gluten Free



No Added
Sulphites



Recyclable
Alu Cans



WTF
Wine
That's Fruit

Our Values

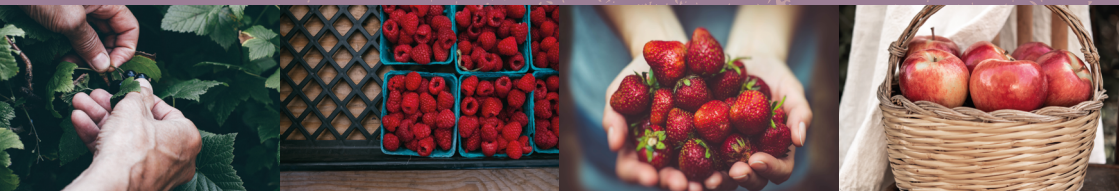
Wine That's Fruit exists to create a *positive* impact on people and our planet. We aim to meet the needs of today's generation without harming the next.

What else is acceptable?

We *truly believe* in the value of community. Not only are most of our fruits grown locally, but we also make our wine, manufacture, and distribute with local businesses too.

Focusing on *small batches* crafted by experts in the heart of Herefordshire, United Kingdom, allows us to support the local economy while ensuring a *quality* over quantity approach, for a tantalising selection of fruit wine.

It is *our aim* to meet the needs of our generation, without harming the next. It can be done, we just have to try hard enough - which we are! Helping combat climate change, one can at a time.



Our Journey



A NOTE FROM OUR FOUNDER, PETER ALLEN

The idea for Wine That's Fruit began all the way back when I was a teenager.

I used to experiment with making wine from different fruits and sell them to my granny, who used to get 'sozzled' on them with her friends! It was a bit of a family joke. But this left me wondering why the wine industry majors almost exclusively on grape wines, when there are thousands of fruits out there, bursting with different flavours!

Years later, I was enjoying a beer with grapefruit (who'd have thought?) and decided that now must be the time, if ever, to make fruit wines popular.

Wine That's Fruit was born.

Using local fruits and natural products, we developed a total of nine-hundred litres of fruit wine which we taste tested with family and friends over video calls during the Covid lockdowns.

Over the next few years - with the help of our amazing partners, Haygrove Evolution - we made the initial batches and took part in shows and events across the UK.

This allowed thousands of people to sample our wines and give feedback, which has been instrumental in the design of our second production batches, available in October, 2023. The golden moment for me is watching people's faces light up with a broad grin when they take their first sip!

The journey continues as we now obtain our licence to be able to sell to the trade.

It's been an incredible journey, but the excitement is only just beginning. We invite you to join us to help light up the faces of your customers as they discover something exciting and new.



Meet the range

Did you know?

Our wines are made from fruit, not grapes. This creates a more distinct and varied range of flavours.



Strawberry
sparkling
11% ABV

I'm a rather sassy strawberry!
A kiss of summer sunshine,
with bubbles of joy!

I've been made from luscious
strawberries, freshly picked in
the Herefordshire countryside.

I'm great served chilled.



Apple
sparkling
11% ABV

I'm so cheeky and deeply
refreshing. Fresh apple flavours
in a smooth lather of bubbles.

I've been made from crisp
dessert apples picked in Kent
and Herefordshire orchards.

I'm great served chilled.



Raspberry
still
11% ABV

I'm such a rebellious raspberry,
ready to tease your taste buds.

I've been made from juicy ripened
raspberries delicately picked in
the Herefordshire countryside.

Enjoy me chilled or
at room temperature.



Blackcurrant
still
11% ABV

I'm wild and mischievous! -
a purple gem, bursting with flavour,
yet smooth and velvety inside.

I've been made from juicy
blackcurrants grown in the
Herefordshire countryside.

Enjoy me chilled, at room
temperature or gently warmed.

Why stock WTF?

We'd love you to come on board and stock **WTF**
But how would this benefit your business?

A real point of difference.

- Our wines create a wonderful new point of difference for your customers, bringing excitement with new mouth bursting flavours. And the way we make and serve them is aligned to your customers' needs.
- Aligning to this growing trend, WTF is served as a convenient double helping. There's no encouragement to over-indulge (yes, that half-finished bottle winking at you!). And there's no potential for waste.
- Making it easy for your customers to enjoy WTF wherever they are, suiting their active lifestyles.
- Bringing this exciting new take on wine into the buoyant and rapidly growing Ready-To-Drink category (circa. 13% annual growth predicted over the coming years).

Natural product
where less
is more.



Portable and
helps save the
environment.



Made from fruits, not
flavouring and sulphites
and preservative free.



Produced locally in
Herefordshire. Local fruits
picked when available.



No animal products
used and naturally
gluten free.



Cans recycle forever
and more efficient
to transport.



Supporting rapid
growth of great
British wines.



Supporting
'drink less but
better' trend.



Get ready for a taste sensation.

"I love this wine. It is smooth with a subtle hint of strawberries. Perfect for sunny days. I prefer it chilled and keep it cool by adding a frozen strawberry."

"I'm so happy I came across this brand. I've always felt a little lost in the world of wine and have struggled to find things I really enjoy. The playfulness of WTF really stood out to me - they're not afraid to be different or a bit cheeky and they've made wine more accessible to people like me."

What an amazing product range! Seeing WTF's journey has been incredible, they have everything nailed from the beautiful packaging to the delicious fruity taste! I love it, it's my new go-to wine!

Such a tasty product! I love the unique flavours of these wines and that fact the cans are so easy to take out. I appreciate the local production and that all of the fruits can be traced to the source.

"This taster pack is a great idea - it gives you the opportunity to taste all of the different flavours. Blackcurrant and Whitecurrant get my vote - the flavours are very bold and both slip down very nicely! The Strawberry is also delicious - will be great for a warm sunny afternoon. Apple gets my wife's vote - a lovely fresh crisp taste."

"What a great idea! Why stick with traditional grape wine when there is a whole world of fruits that can give better and more exciting flavours. Love the cans, very convenient and "modern."

The Taster Pack is the perfect introduction to WTF. Packaging is amazing and I have already gifted some packs to friends, who were equally as impressed. Hard to decide on a favourite as all flavours had their individual qualities, but I did love the strawberry. I will be buying more!"



WTF
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