



THALIA

G R E E C E

MADE TO ENJOY

THALIA

OUR MUSE

Thalia was born in Greece to Zeus, king of the gods, and Mnemosyne, the personification of thought, intellect and memory, and the Mother of the arts. She is the eighth of the nine Muses, the deities that inspired artists to create.

She is the goddess of comedy, poetry, and festivity. She is the one who inspired laughter to emanate from Greek theatres. To the ancient Greek philosophers, she was the inspiration for their symposiums where they drank wine, listened and danced to music, debated, recited poetry and reveled the night away.

She is our wine's muse. She embodies our wine born of ancient Greek lands and carries the fermentations of inspired generations in its genes.

Today, THALIA wines are best enjoyed amongst friends and loved ones, in person or virtually, where we subconsciously desire to recreate the ancient gatherings about enjoying each other's company, thoughts and laughter.



THALIA AS A FEELING

Much like Thalia the Muse, THALIA evokes joy, happiness, and laughter. THALIA encourages whimsy and playfulness, celebration and connection, and inspires feelings of bliss and comfort.

THALIA AS AN EXPERIENCE

The THALIA experience is built on art, joy, and the ancient Greek symposiums that Thalia the Muse inspired. Sharing THALIA with others is a unique experience that creates an atmosphere for people to connect and enjoy each other's company, sparking deep connection and celebrations of life and love.

THALIA AS A BRAND

THALIA is based on a shared love of togetherness and connection. With the essence of Thalia the Muse captured in each bottle, THALIA carries the inspiration of Thalia the muse and ancient Greece. THALIA encourages living and celebrating through enjoying and savouring every moment, and every sip.





TARGET AUDIENCE

THALIA is for those who enjoy getting to know others on a deep and meaningful level. For those who value connection and have a thirst for knowledge. For those who enjoy art and having compelling conversations.

THALIA is for those who love to laugh, find joy in every situation, and celebrate the little moments.

THALIA is for those who don't take life too seriously. For those who live life to the fullest, without inhibitions, and savour every moment.

BRAND ARCHITECTURE

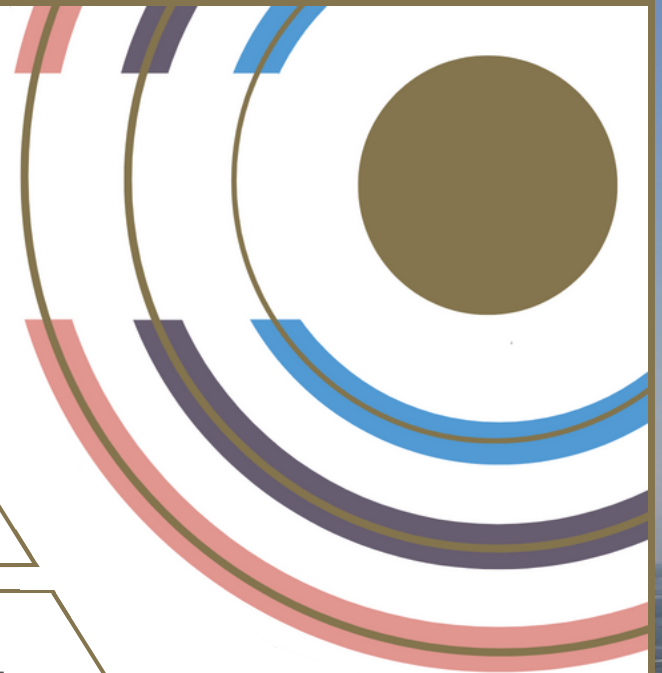
SPARK
HAPPINESS
& CONNECTION
BRAND PURPOSE

SOCIAL, ARTISTIC,
PLAYFUL, FUN,
INSPIRATIONAL
BRAND PERSONALITY

KEEP THALIA THE MUSE'S SPIRIT ALIVE
ENJOY, SAVOUR, & FUN WITH EVERY MOMENT
EMBODY THALIA THE MUSE AND ANCIENT GREECE
BRAND VALUES

EVOKES FEELINGS OF CONNECTION, JOY, INSPIRATION,
HAPPINESS, AND INSPIRES CELEBRATION AND LAUGHTER
EMOTIONAL BENEFITS

CAREFULLY CRAFTED AND GREAT VALUE WINE THAT
TELLS A STORY AND CAPTURES THE HISTORY AND
ESSENCE OF THALIA THE MUSE AND ANCIENT GREECE
FUNCTIONAL BENEFITS





AWARDS

AWARD OF EXCELLENCE

Design and Print

The Communicator Awards, 2023

AWARD OF DISTINCTION

Website Design

The Communicator Awards, 2023



PRODUCT PORTFOLIO



WINE PORTFOLIO

RED



WHITE



ROSÉ





750 mL | 26 oz

187 mL | 6.5 oz

2023
Decanter
WORLD WINE AWARDS
BRONZE

THALIA

RED

VARIETALS

80% AGIORGITIKO

20% CABERNET SAUVIGNON

REGION

PELOPONNESE, GREECE, PGI

The perfect combination of various red berries, vibrant on the palate with delicate hints of vanilla, balanced with silky tannins and a distinctive depth. Accompanies, yellow cheeses, charcuterie, grilled meats and pasta.



750 mL | 26 oz

187 mL | 6.5 oz

THALIA

WHITE

VARIETALS

70% ASSYRTIKO

30% SAUVIGNON BLANC

REGION

PELOPONNESE, GREECE, PGI

Light golden colour with an elegant aromatic character of stone and citrus fruits and white flowers. Soft on the palate with discreet acidity and a medium body. Accompanies white cheeses, green salads and seafood.



750 mL | 26 oz

187 mL | 6.5 oz

THALIA

ROSÉ

VARIETALS

80% AGIORGITIKO

20% CABERNET SAUVIGNON

REGION

PELOPONNESE, GREECE, PGI

Vibrant rosé colour with violet hues. Aromatic character of red fruits, white pepper, and a buttery mouthfeel. Soft on the palate with the perfect structure and crispness. Accompanies pizza, pasta, grilled white meats and fatty fish.



MARKETING GUIDEBOOK

MARKETING GUIDEBOOK

FONTS

GOTHAM MEDIUM

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM BOOK

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM LIGHT

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LOGOS

THALIA
GREECE

THALIA
GREECE

THALIA
GREECE

THALIA
GREECE

COLOUR PALETTE

THALIA RED



HEX #474050
CMYK 79 78 58 25
RGB 71 64 80

HEX #675D70
CMYK 72 72 51 0
RGB 103 93 112

HEX #A592A3
CMYK 38 42 25 0
RGB 165 146 163

THALIA WHITE



HEX #00537F
CMYK 100 53 15 29
RGB 0 83 127

HEX #1C71A6
CMYK 88 53 15 0
RGB 28 113 166

HEX #519AD4
CMYK 66 28 0 0
RGB 81 154 212

THALIA GOLD



HEX #84754E

CMYK 45 45 75 17

RGB 133 117 78

THALIA ROSÉ



HEX #B56D69
CMYK 0 52 35 31
RGB 181 109 105

HEX #E29690
CMYK 0 44 29 9
RGB 226 150 144

HEX #FBCDC0
CMYK 0 23 19 0
RGB 248 204 192

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