

TELLUS WORKS TELEVISION PRESENTS

WINE  FIRST

A PROPOSAL

and a marketing opportunity in the US and beyond



Wine First - the concept



Wine First is a unique new, and already an award winning, television series where wine and food are matched. In each exciting episode, hosts: sommeliers Liora Levi and Maya Samuelsson and food enthusiast Yolanda Añó search for three wines that reflect the character of each region, and then challenge a chef to prepare dishes to match the wines. Produced by Tellus Works Television AS, Wine First is presented and distributed nationally by American Public Television (APT3 and is currently showing in 48 states across the US with a 96% coverage of the country.

Throughout the series, Liora, Maya and Yolanda meet larger-than-life wine producers from renowned vineyards and learn first-hand the intricacies of creating the local wines. They explore what makes each wine special, taste local and regional delicacies, and share wine-tasting tips in an entertaining manner. In the finale of each episode, they enjoy a magnificent meal with the winemakers, and together they all decide if the chef has managed to prepare dishes that complement the distinctive characteristics of each of the chosen wines. They will prove that something special might happen if you simply put **wine first!**

WINE FIRST



Link to promo video

<https://vimeo.com/670685373/ed09d21b39>

Lisbon: <https://vimeo.com/710309040/c05c4ac703>

Douro: <https://vimeo.com/693089927/dc98b20625>

Chile: <https://vimeo.com/693498840/e0a3428652>

About

Tellus Works

Television

Tellus Works Television is a Norwegian-owned award winning company with several titles airing in over 100 countries around the world. Tellus produces documentaries and lifestyle shows for the Norwegian and international TV- and streaming market. Tellus Works Television AS is located in Oslo, the capital city of Norway and in New York City and is part of the Motion Picture Production & Distribution Industry.



The Show Hosts



Liora Levi
Sommelier

Award-winning sommelier, wine writer, speaker, TV presenter and renown in Norway and internationally through her work for the Norwegian and International Sommelier Associations. More info lioralevi.com



Maya Samuelsson
Sommelier

Wine expert on national TV's breakfast show in Sweden and CEO for sommelier education program Vinkällan.



Yolanda Añó
Foodie

Holds international experience from the restaurant and media industry. She is passionate about flavors and loves food and wine.



Wine First was recently announced
Winner of Taste Awards'
Best Drink or Beverage Program 2022

Taste Awards is often referred to as the Oscars of the food, lifestyle and fashion television shows



REACH IN THE US

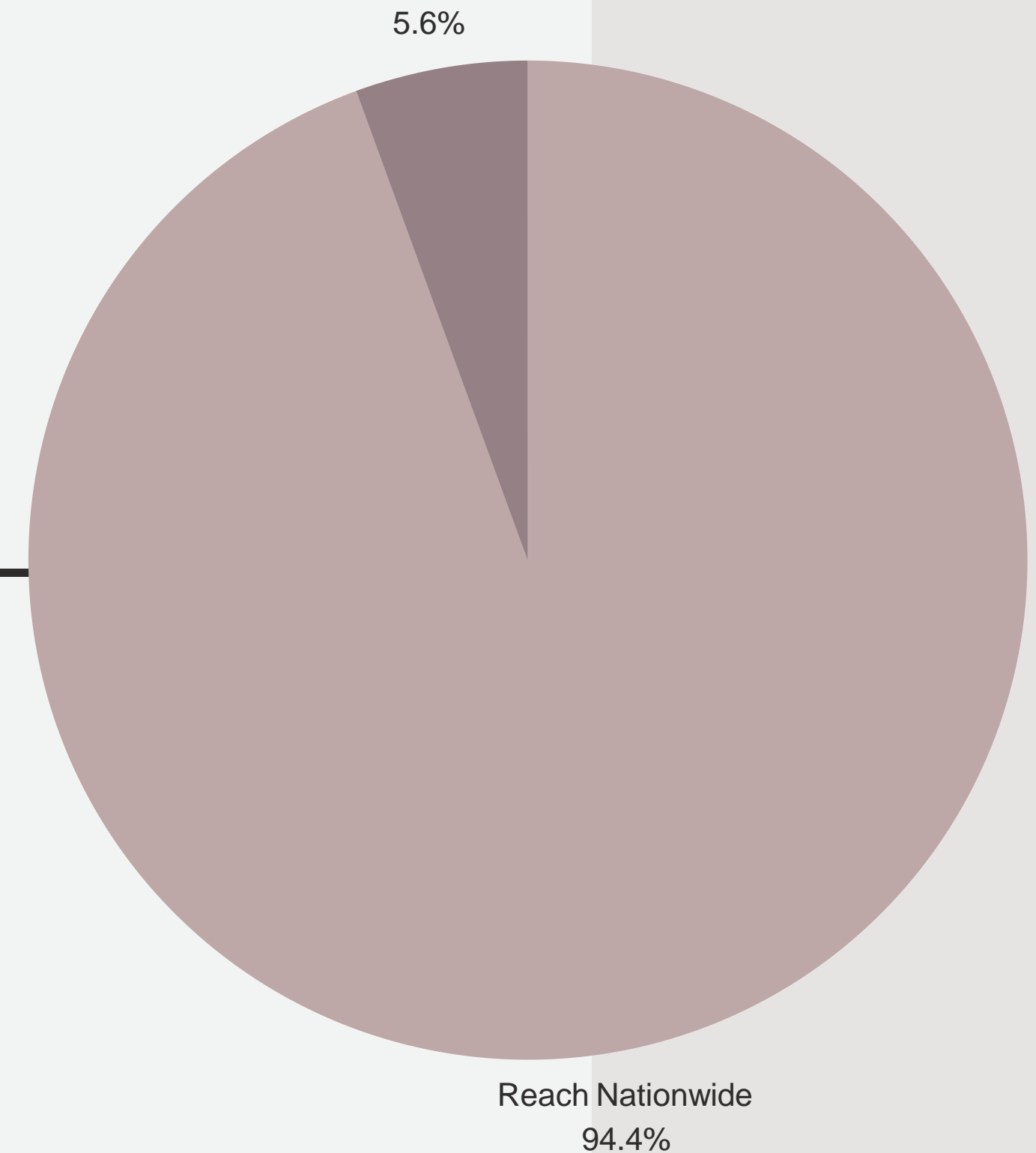
Average reach across the US

ACCORDING TO TRAC MEDIA SERVICES

The show is being shown in 48 states
across more than 400 channels.

Please reach out for carriage reports.

Some of the most important factors I believe is to share the fact that Season 1 has been on air through PBS since October last year with 25.800 airings until now with potentially 50 million viewers per year per season. Also that the cost for the winery can be split over 2022 and 2023 and the episode they take part in will be on air for 5-10 years in the US and elsewhere in the world.



Actual reach in January 2022

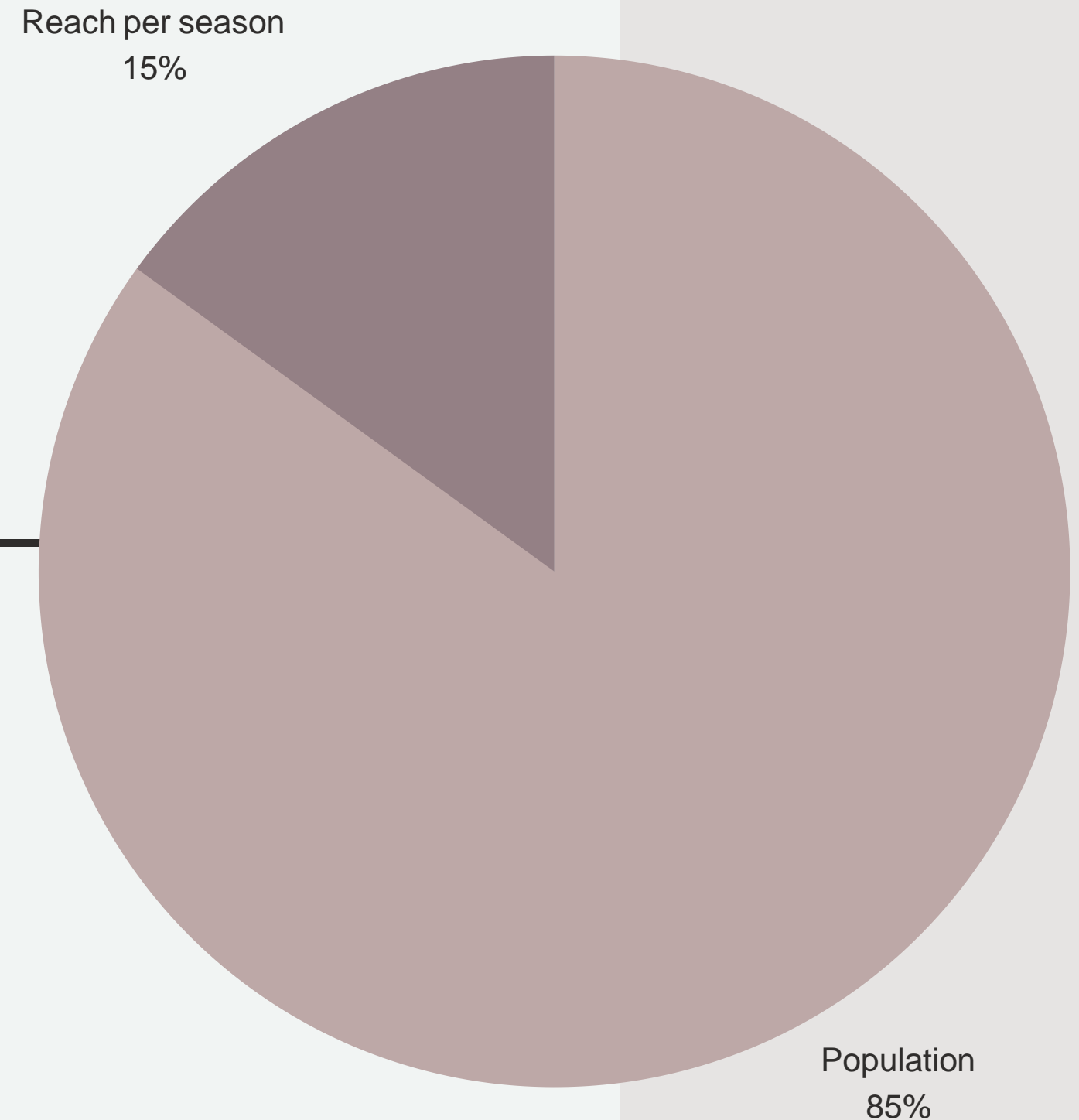
ACCORDING TO TRAC MEDIA SERVICES

Number of main stations	59
Number of all channels	323
US Coverage	89%
Households	1 548 000
Viewers	1 874 000

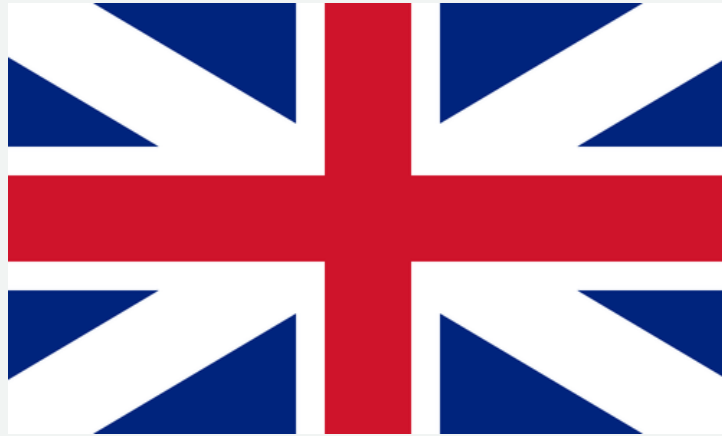
Potential reach per season

ACCORDING TO PRELIMINARY FIGURES...

Accumulated figures so far calculate that each season has a potential reach of about 50 million viewers in the US in the course of 1 year.



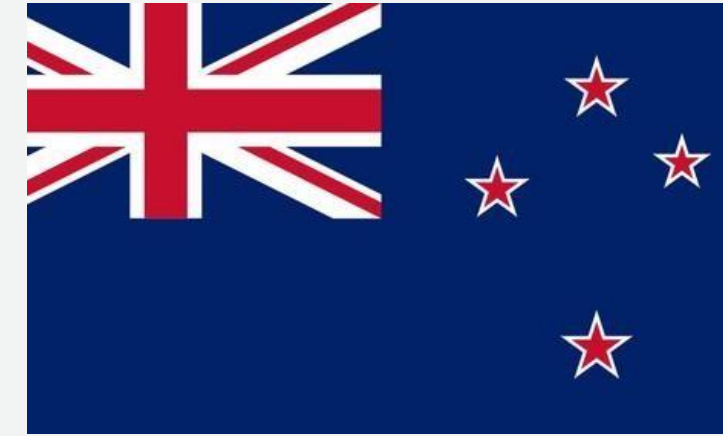
From 2022 distribution will also cover*



UK



Australia



New Zealand



Scandinavia



Finland



India

*Distribution in more countries is in the pipeline
(China, Thailand, Singapore)

Preliminary and potential reach

ACCORDING TO
YOULOOK.TVZSAMSUNG TV

UK	8 million
Norway	1 000 0000
Sweden	800 000
Denmark	600 000
Finland	300 000

...reminder the concept...

The hosts, Liora & Maya, meet with 3 wine producers and pick one wine from each. The 3 bottles are presented to a local chef who is challenged with cooking dishes that match each one of the wines.



A Short Teaser

Episode Vienna and Lower Austria



Did you know they grow wine in the capital of Austria? Liora and Yolanda are about to find out, as they head for the historical city of Vienna and its' surrounding wine regions to find three delicious wines. Chef Thomas Dorfer is ready to cook for the wine producers as they judge whether or not he's successful in pairing his food with the chosen wines. Will he succeed?

<https://vimeo.com/585870589/751b4b5532>
