



8 March 2017

## **Truvée celebrates International Women's Day by launching partnership with Business Chicks**

Truvée is thrilled to announce a partnership with global female business powerhouse, Business Chicks, helping create conversations between like-minded women, encouraging women to come together to uplift and inspire one another.

Truvée launched in Australia late last year and is more than just a wine brand. Truvée is as passionate about supporting and empowering women, as they are about making expertly crafted wine.

Fittingly derived from the French verb 'to find,' each bottle of Truvée is a celebration of women who follow their passions, enjoy fulfilment beyond the day-to-day, and go after what matters most.

With a shared philosophy of the power and potential of women working together, the Truvée partnership with Business Chicks fits hand in glove. Together, both brands imagine a world where women feel part of something bigger than themselves, and recognise and celebrate the many hats they wear.

The partnership sees Truvée named as Official Partner of Business Chicks, with Truvée showcased across premium events, exhibitions, conferences, Business Chicks digital channels and Latte publication.

Nicola Paroissien, Truvée Senior Marketing Manager, is thrilled to partner with Business Chicks and says both brands philosophy's complement each other beautifully.

"The Truvée and Business Chicks partnership is a culmination of two female-centric brands, with a shared passion for supporting women. Like Business Chicks, Truvée aims to create content, forums and conversations that encourage women to look at what truly inspires them and have the courage to pursue it. Inspiration these days, can come from anywhere - friends, family, work, media, and often in an unexpected way. We believe that being inspired and inspiring others is contagious and enables women to do great things, both big and small, and we love being a part of this"

Business Chicks CEO Olivia Ruello is equally pleased.

"From the moment we heard about Truvée and their brand story, we knew it was a partnership for us."

"Truvée is passionate about supporting and empowering women, and Business Chicks' core purpose is to help women step into and realise their own power and potential. That's why the Business Chicks and Truvée partnership is one that just makes so much sense. We also love wine, so that's helpful too!"

“We’re excited to work with Truvée on a number of blockbuster events coming up in the Business Chicks calendar - starting with our International Women’s Day lunches in Sydney and Melbourne - and to tell the stories of some truly inspirational women via the Business Chicks digital channels.”

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*For more information please contact*

*Rebecca Appleton, Truvée [Rebecca.Appleton@tweglobal.com](mailto:Rebecca.Appleton@tweglobal.com)*

*Lucy Ormonde, Business Chicks [lormonde@businesschicks.com.au](mailto:lormonde@businesschicks.com.au)*

## **ABOUT TRUVÉE**

Fittingly derived from the French verb ‘to find,’ each bottle of Truvée is a celebration of women who follow their passions, enjoy fulfilment beyond the day-to-day and go after what matters most.

Created by a team of women united by their passion for wine, Truvée is a collaboration of the female spirit at every step of the way.

We know that women are more than meets the eye; that beyond the obvious stereotypes lies passion and potential that you don’t always see. We are drawn together by the desire to inspire women to follow their passions and realise their potential. We believe that being inspired and inspiring others has a snowball effect.

Our goal is to create wines that we are passionate about; wines that women, like us, will enjoy. As a member of the Truvée Collective, Winemaker Kate Hongell is a central figure who leads the wine direction of Truvée ensuring that our wines are refreshing, modern and sophisticated in style.

Our door is always open to share a glass of wine, and another story, with the women in our world

## **ABOUT THE TRUVÉE COLLECTIVE**

The Truvée brand has been steered by a group of women - the Truvée Collective - who have helped shape Truvée: its character, values, wine style, varieties and packaging, right down to the intricate details on the brand communications.

The Truvée Collective is made up of seven women united by wine. Each woman works in a different field and the differences in perspectives, experience, knowledge and interests is the strength of this group; as the saying goes: the sum of the whole is greater than its parts.

Their goal was to create a wine brand that they were passionate about; and wines that women, like them, would enjoy.

## **ABOUT BUSINESS CHICKS**

At Business Chicks we believe that great stuff happens when women come together to uplift and inspire each other. When we stop competing, and start lending a hand. When we give of ourselves and our expertise so that others can benefit from it. We imagine a world where women feel part of something bigger than themselves, and a world where we feel safe to give anything a go. If you believe in this too, then we'd love to welcome you into our community