



BACARDI GLOBAL BRANDS LIMITED

March 2, 2021

To whom it may concern ref : CUBE Communications

I am pleased to recommend CUBE Communications as a partner for drinks-specialist communications strategy and implementation.

Cube has played a significant role in creating a wine culture within a Spirits environment. Industry knowledge along with strong relations with the key wine media stakeholders around the world have made Cube a terrific partner to work with and a significant contributor to our Sparkling wine success.

Yours faithfully

Marco Mazzini
Global Director, Sparkling Wine – Bacardi Martini

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E&J Gallo Winery

E&J Gallo Winery
4th Floor, Harman House
1 George Street
Uxbridge
UB8 1QQ

Thursday 4th March 2021

Dear Chris

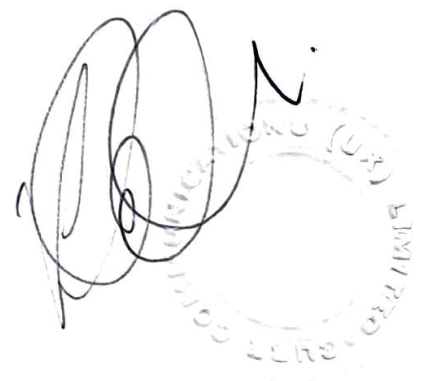
Further to your email, please see below a few words commenting on our work with CUBE.

"They are a fun, creative and reliable group of people - a safe pair of hands, which is exactly what is needed with a schedule as busy as mine. When they talk about Gallo as a company, or of Gallo brands, they talk of "us" and "our brands" - and it is this total immersion in our business that enables them to represent us as thoroughly and effectively as they do."

Do let me know if you need anything else and wishing you the best of luck with your pitch.

Kind regards,

Mairead Quinn
Head of Marketing Communications Europe, E&J Gallo Winery





the THREE
DRINKERS

London, Wednesday 3rd March 2021

Dear Chris

As requested, please see below a few words about my experience of working with Cube.

I'm a wine writer and broadcaster who has worked in the trade for seventeen years. Having been based in the UK during this time, I have worked with Cube from my earliest days as a drinks communicator and am regularly in touch with them as part of my role with Amazon Prime's The Three Drinkers. With some of my wine columns (especially The Sun and Luxurious Magazine) newspaper requiring very little notice, I have always been able to rely on the team at Cube for quick responses with prices, stockists, bottles shots, samples and general information - something that is sadly not always the case with other companies. Recently, there have been some fabulous initiatives around wine regions too, bringing in large audiences and creating a real buzz in the industry. This was impressive. I have also been on a few press trips with them over the years and have always very much appreciated the seamless organisation and professionalism of the team, while maintaining a huge sense of fun. In short, they are a very safe pair of hands.

I hope to see you soon.

With best wishes

Helena Nicklin
The Three Drinkers

302 Cordage House, 15 Cobblestone Square, London E1W 3AS



VINS DE
BORDEAUX



4th March 2021

Dear Sirs

Re: Cube Communications

I am pleased to provide a recommendation for Cube Communications.

I have worked with Chris, James, Claire and the wider team for six years, during which time they have played an increasingly important role through the delivery of the majority of our UK marketing campaign for Bordeaux Wines, encompassing trade relations, press relation and consumer engagement.

The Cube team has used its exceptional wealth of experience to deliver original, impactful and fully-integrated campaigns. Their ingenuity has been instrumental in raising awareness of modern Bordeaux. They are a seamless extension of our Marketing team and a pleasure to work with.

Yours faithfully

Fiona Juby
UK Market Consultant, CIVB

Address: 1, Cours du XXX juillet 33075 Bordeaux Cedex FRANCE
Phone: +33 (0)5 56 00 22 66

vino sau— rus

To whom it may concern,

As a journalist, I have always found the Cube team to be friendly, fast and focused with a 'can do' approach to requests, no matter how fiddly or detailed. I have travelled with members of the team on press trips which have always been comfortable and very well organised. As a host for Cube masterclass events, I have been struck by the creativity and attention to detail with events that always seem to run smoothly, no matter how challenging.

Yours,



David Kermode, writer, broadcaster - Vinosaurus, Club Oenologique, The Buyer, Harpers, BBC local radio, Food FM, ITV This Morning.



Friday, 5 March 2021

To whom it may concern

I've worked with CUBE for over twenty years, starting when I was still a Wine Buyer at Waitrose Supermarkets and when CUBE was only just starting to make their mark on the drinks world.

Since then, it's been a pleasure to see them build on their success and establish an impressive array of clients. I would consider them to be one of the very best drinks-specialist communications agencies I've worked with internationally, due mainly to the fact that they really care about their clients' success and work hard to make that happen.

They are efficient, organised and responsive and these qualities make my job as an educator and communicator so much easier – and they really understand wine, which means they know what I need to be able to recommend it to my readers and viewers.

I've no hesitation in recommending them as a great partner.

Best wishes



Joe Wadsack

Joe Wadsack – Wine presenter, writer and drinks educator
International Wine & Spirits Competition Communicator of the Year 2016
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