


Project Notes

ASSIGNMENT

New company needed landing page copy for their in-development website.

CREATIVE SOLUTION

I summarized the company's mission in a tone that is friendly and engaging with website visitors. I aimed to give just enough information for the reader to be intrigued without bombarding them with too much content.



Bacchus Roads provides resources and solutions to boutique vineyards and wineries across Moldova who aspire to introduce their extraordinary wine to the American market. Although America boasts the largest market for wine in the world, Moldova has not yet received its deserved recognition as a producer of one of the world's most historically fascinating and delectable wine.

By connecting specialized Moldovan winemakers with American distributors, Bacchus Roads seeks to correct this oversight and introduce modern palettes to the indescribably delicious, 1000-year tradition of Moldovan wine. We hope you join the Bacchus Roads journey as we seek to bring the most incredible 'vin moldovenesc' to American consumers!