

NICE

Hello

WE'RE ON A MISSION TO SOLVE WINE HEADACHES

We're a female-founded, modern wine company built to liberate drinkers from wine headaches. Whether it's inflexible packaging, confusing labels or next day regret, we exist to give people better ways to wine.

We put crowd-pleasing quality wine into beautifully designed, functional formats that actually work for modern moments.

Lucy Busk
Co-founder



Our Wines & Formats



NICE for having nowhere to be

No.1 is our dry, French Pale Rosé, perfect for when the day's work is finished, but the sunlight isn't.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting, swirling, debating to make sure Nice stays beautifully consistent, year after year.



CROWD PLEASING
WINES
EVERY TIME



NICE for times of togetherness

No.2 is our crisp, dry Sauvignon Blanc, equally
perfect with sunlight or candlelight.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting,
swirling, debating to make sure Nice stays
beautifully consistent, year after year.



CROWD PLEASING
WINES
EVERY TIME



NICE for late nights and date nights

No.3 is our smooth, juicy Malbec, perfect for food,
friends and romance.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting,
swirling, debating to make sure Nice stays
beautifully consistent, year after year.



CROWD PLEASING
WINES
EVERY TIME





NICE for sudden bursts of laughter

No.4 is our dry Fizz, glowing, grinning, delicious.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting, swirling, debating to make sure Nice stays beautifully consistent, year after year.



CROWD PLEASING
WINES
EVERY TIME

Loved by critics and consumers



**Jancis Robinson
OBE**

“Really rather respectable wine that finishes dry and had no faults.”



Jane Macquitty

“The best red wine in a can yet.”



Helena Nicklin

“Very ‘nice’ indeed, with gorgeous rose petal colour & refreshing notes of ripe peach and strawberry.”



Cocado
★★★★★

amazon
★★★★★

★ **Trustpilot**
★★★★★

HUNDREDS OF 5 ★★★★★ REVIEWS

“True to its name a really nice wine.
Will repurchase.”

“I liked it so much, I've added it to my basket.
A great summer wine that's light and fruity.
Highly recommend.”

“Crisp, dry, fruity and refreshing.
Will get this again. Perfect summer rosé
to bring to a BBQ.”

“Lovely wine, would highly recommend it.”

“Quite light and very drinkable – a bit
too much maybe!”

“This is a lovely, refreshing little drink.
Would be great for picnics, or travelling
on the train; I will certainly be adding this
to our picnic list.”



Nice is the perfect brand for the “wine confused”

We are building a wine brand with the same instant recognition and loyalty as the most loved beer brands. We drive this loyalty across every format - from tap to table to train. With over 30 million wines sold and 8,000 distribution points, Nice is a signpost of quality. By building recognition everywhere, we ensure that when a passenger sees Nice on your trolley, they see a brand they already know and trust.

CROWD PLEASING
WINES
EVERY TIME



Quality wine; we work with winemakers we trust, tasting, swirling, debating to make sure Nice stays beautifully consistent, year after year.



Certified
B
Corporation

ALWAYS
A
GOOD
YEAR



Commitment to sustainability; vegan, B Corp Certified, sustainable always.

Travel Traction to date



Success in the Skies

VIRGIN ATLANTIC TESTIMONIAL

“Offering Nice canned wine on board has truly elevated our inflight wine experience for our Economy and Premium cabins. The sheer convenience of their sleek cans for the ease of service and cart loading, coupled with the delicious flavour profiles made the switch from plastic bottled wine to canned wine a very easy decision.

In line with our own vision for removing plastic from the inflight service offering, the ethos behind Nice is to make environmentally conscious wine products for everyone, and to suit every occasion. It was a match made in heaven. Nice challenges and disrupts the market with more sustainable wine formats (not just in can).

In terms of the volume we require, offering glass bottles and plastic are the least sustainable form of packaging wine. From an airline perspective, the weight of glass far outweighs that of aluminium cans so by stocking our carts with Nice canned wine, we have reduced fuel consumption and emissions by carrying less weight onboard.

So another win.

For the past four years working alongside Lucy and Jeremy the brilliant minds behind Nice canned wine has been an absolute pleasure. Their passion for quality and innovation shines through and they have crafted a product that not only meets but exceeds expectations in the canned wine space. It has been a seamless process from inception to execution. More recently we have expanded our range to include Nice rose from a seasonal to an all year round offering. We are proud to call Nice our partners (in wine).”



We help our customers solve their wine headaches



Shiada Drysdale • 1st
Manager Beverages Virgin Atlantic
6d • 🌐

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At a recent meeting with [Lucy Busk \(Wright\)](#) and [Jeremy May](#), a couple of questions were raised -

How can we improve what we do?

How can we make our wine easier for your crew to deliver?

The answer: black ring pulls on the red wine cans

Creating this simple change will enable our crew to identify the wine styles which look identical when they are lined up in our cart drawers.

We have been in partnership with Nice for 4 years now and Lucy and Jeremy continue to bring innovation to the table, turning this solution around in a matter of weeks.

Thank you Team [Nice](#) for continuing to be such a proactive partner

Special
Black Ring
Pull





We certified B Corp in 2023

We are a business that puts people first, always. not only our team, with policies like enhanced parental leave and enhanced annual leave but also all those involved & impacted by our supply chain.

we work with zevero to measure our emissions & set reduction targets, everything from which wineries & manufacturers we work with to how we get to the office.

We have a no compromise approach to responsible sourcing (wineries ISO14001 standard), recycable packaging (fsc cardboard & aluminium) and all of our liquids are vegan.



NICE



Thank You