



TESCO: REDEFINING SOCIAL DRINKING WITH COMMUNITY CREATED WINE

UK supermarket chain, Tesco, partners with the South African Enaleni Community as well as its own social-media community to launch a new line of "socially created" wine. Wine bloggers were invited to judge five of the wines created by the Enaleni people, who previously lacked the resources to produce or market its wines for global export. Tesco's online community is invited to submit names and product designs through Tesco's Facebook page. This initiative is part of the larger trend of cause-related retail promoted by the Cannes Lion International Festivity of Creativity. For more details on the article [Click Here](#) Looking for all available jobs? [Click here](#).

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