

// PROPOSAL NAME:

WINE3 X BAYC Limited-Edition, Collectible Wine Drop Sponsored by ApeCoin

// PROPOSAL CATEGORY:

Ecosystem Fund Allocation

// ABSTRACT:

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WINE HAS ENTERED THE METAVERSE.

Wine3 invites the ApeCoin DAO to be a strategic launch partner for our inaugural wine release and we'd like \$APE to be the exclusive currency accepted for the first 1,000 Wine3 NFTs – called a "VINT PASS" and redeemable for a case of IRL wine – dropping in late October 2022.

What is Wine3? Wine3 allows YOU to commercialize your own high-value NFTs via one of the world's oldest and most enjoyable collector's items that you can hold and/or enjoy thoroughly IRL: ULTRA-PREMIUM WINE. Starting with Bored Apes first, we will have 9 collection-centric wine drops of 1,000 cases each over the next 12 months.

Visit Wine3 now: <https://wine3.xyz/>

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// MOTIVATION:

- Generate awareness of Wine3 within the Ape DAO community and beyond
- Allow NFT holders to do something special with their IP in the real world via wine
- Allow NFT holders, like BAYC, to commercialize their IP at scale via the Wine3 marketplace and community
- Promote ApeCoin by being the exclusive currency accepted for this project at launch
- Position ApeCoin as a must-have currency in the new world of commerce and in commercializing your own IP

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// RATIONALE:

a. We're web3

– The majority of our team has been in the NFT community for almost two years, and specifically holders of OG Bored Apes since June 2021. We remember the kennel release, deathnut challenge, suited up for Christie's, passed the MAYO, all of it. We're huge believers in the overall space and work every damn day to see this technology and this culture go further into the mainstream.

b. The wine is ready, and it's fantastic

– We've also been making world-class wines for digitally native customers for 9+ years (<https://nockingpointwines.com/>). Combine those two worlds and we have Wine3: The first crypto native wine company.

c. Wine3.xyz is live

– We already built Wine3 – the easiest and best way to commercialize your NFTs at scale on collectible beverages, beginning with wine (<https://wine3.xyz/>).

d. Play a key role in our inaugural BAYC wine drop

– Our first DROP consists of 1,000 VINT PASS NFTs that will be redeemable for a case of one-of-a-kind, numbered wines that display a curated mix of 12 OG BAYC Apes on the labels (of which we pay royalties to the holders/licensors). These VINT PASSES will be available to purchase with \$APE only. This first 1,000 case collection will be 100% BAYC focused, with Apes on each and every label.

e. \$APE as exclusive currency

– The 1,000 cases/tokens in this initial Wine3 X BAYC VINT PASS DROP will be available to ApeCoin holders ONLY. As we launch collections for Cryptopunks, World of Women, and other communities we would consider using \$APE as the sole payment option once again.

f. ApeCoin DAO gets first 100 NFTs (cases)

– Wine3 to set aside the first 100 VINT PASS NFTs (#1-100

) for ApeCoin DAO community. Wine3 can facilitate a raffle to ApeCoin holders (or offer free-to-mint to winners as per direction from ApeCoin DAO).

g. LFG and let's have some fun IRL

– Since the DAO is unable to accept licensing fees paid back to the DAO currently, we will take 5% of the proceeds and throw a party for \$APE holders with tons of wine and vibes in Los Angeles.

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(VINT PASS design concepts, using back label design of the actual wines)

// KEY TERMS:

“Wine DROP”:

A set number of cases of wine that are made for a specific release date, with a specific label/design on them, from a specific vintage and/or blend, that when sold out are gone forever.

“VINT PASS”:

Wine3's burn-to-redeem NFT that represents 1 case (12 bottles) of IRL wine.

// SPECIFICATIONS:

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a. Wine3 mints 1,000 WINE3 X APECOIN NFTs (“VINT PASSES”)

b. Each VINT PASS NFT gets you ownership of 1 case of the WINE3 X BAYC limited-release wine drop. Each case will include 12 one-of-a-kind, numbered wines that display a curated mix of pre-selected BAYC NFTs on the front labels. The wines will include a mixed case of Cabernet Sauvignon, Red Blend, Rose', and Pinot Grigio. See more on the wines here: [Wine3 - Wine has entered the metaverse](#)

c. Each NFT holder can burn their VINT PASS NFT to redeem their wine. Mint and burn dates to be defined by October 22st, 2022. Only redeemable by BAYC NFT owners. Must be located in the United States and over 21 years of age to receive the wine (anyone is eligible to win/purchase VINT PASS NFTs).

d. [NockingPointWines.com](#) will power the wine production, logistics, customization and fulfillment aspects of this inaugural project.

// STEPS TO IMPLEMENT

1. Send hi-res versions of the ApeCoin logo to be used on the back wine labels
2. \$60,000 in APE sent to Wine3's wallet
3. 100 VINT PASS NFTs minted by Wine3 and set aside for ApeCoin DAO community
4. Raffle/free-to-mint access of the NFTs to be decided by community members
5. NFT owners (winners) will be able to burn their VINT PASS NFT and redeem their case of Wine3 X BAYC wine at a date to be announced in late October.
6. Wine3 does the rest.

// TIMELINE

Nocking Point Wines has been producing and delivering ultra-premium quality wines for nearly 10 years. Our time needed to execute on the wine piece is... NOW.

In fact, we're sipping some right now and it's glorious!

Launch timeline:

Day 1:

Wine3 initial mint of 1,000 Wine3 X APECOIN VINT PASS NFTs

Day 30:

NFT burn-to-redeem your wine

Day 60:

Wine is finished, labeled, and delivered to your door (must live in a US state that Nocking Point Wines can legally ship to and you must be over 21 years of age to receive the wine).

// OVERALL COST

\$60,000 for the purchase of the first 100 Wine3 X APECOIN NFTs on behalf of the community.

// ABOUT WINE3

Wine3 – the first winery in the metaverse – was created by the largest DTC winery in the Pacific Northwest, [Nocking Point Wines](#), alongside a hand-picked team of web3 innovators, creators, and thought leaders. Our mission is simple: Provide NFT holders the ability to commercialize their IP through one of the world's oldest, most enjoyable, most sought-after collectibles: WINE.

We believe in the power of web3 and NFTs to build community, create new commerce experiences, unlock the ability to commercialize your own assets, and to create unique opportunities that leverage the collective power of all who participate. We also believe that wine and NFTs share many core attributes like collectibility & tradeability, and that the experiences behind each one should be easily enjoyed IRL by the people and communities who hold them.

// ABOUT NOCKING POINT WINES

Based in Walla Walla, WA, Nocking Point Wines is the largest direct-to-consumer winery in the Pacific Northwest. Since 2013 they have produced world-class wines of nearly every varietal, and delivered them to the doorsteps of over 125,000 customers and counting. In an era when wine continues to be viewed as overly-sophisticated and underrepresented amongst young consumers, Nocking Point has made deep, direct connections with young tastemakers who previously felt zero loyalty or connection to a single wine brand. Wine is an experience with a history, a story, and a purpose behind each one and Nocking Point is proud to deliver these delicious experiences to our loyal customers' doorsteps. And, Nocking Point has donated over \$2M to organizations and causes in their greatest times of need...let's cheers to that!

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