

NATIONAL TRUST FOR SCOTLAND MEDIA RELEASE

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NAKED SUPPORT FOR TRUST'S CRAFTSPEOPLE AND NATURE CONSERVATION

Images: <https://www.flickr.com/gp/133918740@N04/60p3V6>

Scotland's largest conservation charity, the National Trust for Scotland is teaming up with Naked Wines, a customer-funded wine business, to highlight and celebrate the nation's craftsmen and women.

Reflecting their shared commitment to nurturing alliances between people and place, the Trust and Naked Wines will tell the stories of the growing independent craft/maker community spearheading more sustainable and fairer practices. These stories will also provide opportunities to grow support for the charity's conservation work at some of Scotland's most significant and beautiful natural heritage sites.

Naked is sponsoring the Trust's *Meet the Maker* series (www.nts.org.uk). These in-depth Q&As give an insight into the creative journey from conception to creation, profiling the wonderful array of talented makers that the Trust works with to create its unique and successful retail products, alongside some of Naked Wines' global wine producers, many of whom also have Scottish heritage.

Both organisations are dedicated to working with growing numbers of independent makers, promoting their magic formula of craftsmanship, sustainability and quality. These modern-day pioneers are responding to increasingly socially conscious customers who want to ensure their purchases are authentic, sustainably sourced and contributing to small, community-based businesses.

The partners are acutely aware of the need to share and promote the artisans making these products at a time when they face unprecedented challenges due to Covid-19. The *Meet the Makers* programme will grow to include a series of exclusive virtual and physical *Meet the Maker* tasting events. These will see artisans and heritage experts come together to explore and learn about the wine-making process, whilst hearing more about Scotland's contribution to the wine industry.

The partnership will also lead to essential funds being provided for conservation work at the eight National Nature Reserves, including Mar Lodge Estate, the UK's largest, that are in the

National Trust for Scotland's care, with a percentage of sales from special wine selections devoted to the charity.

Naked's mission is to change the way the whole wine industry works for the better, by giving talented winemakers the support, funding and freedom they need to make quality wines with a conscience.

In return for funding the wines upfront, Naked's customers (called Angels) get access to unique, artisanal wines for less than market price - from off-the-beaten-track vineyards around the world.

Naked Wines is proud to support the National Trust for Scotland, their commitment to protecting and promoting heritage - and celebrating people and place. Championing independent artisan makers resonates fully with Naked's organisational values, and they look forward to supporting the Trust in its vital conservation work and to providing supporters with access to their delicious range of wine.

The National Trust for Scotland's Director of Customer & Cause Mark Bishop said: "We're working hard here at the Trust to protect Scotland's heritage and that extends to the skills and crafts for which our country has a well-earned reputation.

"We're proud to work with dedicated Scottish makers and manufacturers to ensure that the products on offer to our supporters enhance this, all while sustaining our vital charitable work.

"With Naked Wines, not only did we find an organisation who shared our passion for celebrating the talented creative communities working with us, we also found a partner who understands the value of nurturing the connections between people and the environment.

"This shared philosophy has laid the foundations for what I believe will be a powerful and purposeful relationship."

Naked Wines' Growth Director, Joanne Gunn, commented: "Partnerships rooted in purpose and with a real cause behind them are hard to find - so we are genuinely proud to be working alongside the National Trust for Scotland to hero unsung artisans from across Scotland and the world.

"Our Meet the Maker series of features and events will do what we do best at Naked: connecting everyday people to independent makers who produce something exceptional. Knowing this campaign will benefit so many small makers, and also contribute funds to the critical conservation work that happens across Scotland's nature reserves, makes this partnership truly special."

For more information, visit www.nts.org.uk.

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Notes for editors

The National Trust for Scotland is the charity that celebrates and protects Scotland's heritage. It relies on the support of its members and donors to carry out its important work of caring for the natural and built heritage of Scotland for everyone to enjoy.

From coastlines to castles, art to architecture, wildlife to wildernesses, the National Trust for Scotland exists to protect the national and natural treasures we all love.

About Naked Wines plc

Naked Wines gives wine drinkers direct access to over 200 of the world's best independent winemakers, crafting over 1,000 quality wines in 17 different countries.

We believe in connecting wine drinkers directly with independent winemakers. Why? Because it's better for everyone. Talented winemakers get the support and funding they need to make the best wine they've ever made. The wine drinkers who support them get access to those wines at discounted prices.

Our mission is to change the way the whole wine industry works, for the benefit of both wine drinkers and winemakers. We have a fast-growing army of 500,000 passionate wine drinkers in the US, UK and Australia, making us a leading player in the fast growing direct-to-consumer wine market.

