



## JAQK Cellars

Where there are magicians, there are also card tricks, and not to be left trumped up, JAQK Cellars are creating their own witty wine identity. Apart from making a very very drinkable wine, they are also highly taken by the idea of luck and games of chance. JAQK stands for Jack Ace Queen King...the idea was to deliver both in terms of packaging and quality of wine. Each wine has a story attached to it and always has something to do with the ideal of 'play a little'. Joel Templin, founder of Hatch Design that owns JAQK conceptualised a gorgeous little gift box that comes complete with a deck of JAQK Premier Edition playing cards.

Templin is another advocate for less pretentious and more enjoyable wines that are full of good humour and speak great design. "We're out to push boundaries a bit. Old world wines are more typographic in nature, or serious; and we've decided to push it to a playful realm. The reality is that wine is all about having fun and sharing a great moment," he says.

