



1. Headlines

Brit Pop- The Second Coming

*The rise and rise of English sparkling wine
(a Sussex story).*

Sloane On The Range

*It's the return of the oh golly, no darl,
you're kidding...*

Grindmaster Flash

*The one thing that will put your home-brewing game
on a whole other level.*

Lightning In a Bottle

The Dark Art of the main title theme song.

My Sherry Amor

*Why we're obsessed with Sherry and why you should be,
too.*

2.Hooks & article openings

2.1. Noel Gallagher predicted it first.

In 1995, at the height of the Britpop movement (the first coming), Oasis recorded Champagne Supernova.

The beauty of origin stories is that it's literally impossible to confirm their veracity (unless you actually go and check with Noel, but I'm assuming that you probably won't).

So here's one of them.

2.2. It's being whispered in farmers markets.

In country estates, apple orchards, wine cellars and in stables from Kent to Somerset- the Sloane Ranger might be making a bit of a resurgence...

I wouldn't call it a comeback just yet. But.

2.3. So you're becoming a bit of a coffee nerd, huh?

You probably caught the bug slowly and without even realising it.

It was shortly after you discovered that cool specialty coffee place that's just around the corner from work.

The chats with your barista definitely precipitated things. And then one day, just like that, she popped the question- 'what do you brew at home?'

You felt embarrassed, because frankly, you were still on the instant. It's ok, you can tell us. We buy it too.

But you didn't tell her this. Of course. You said, 'oh, uh... I use one of those French press thingies...'

3.Website copy

3.1. OAT COFFEE- Coffee shop, Brick Lane

ABOUT page

Oat is a coffee shop that's inspired by the great outdoors.

We're in favour of seasonal, natural and wholesome ingredients.

We champion small, local producers and source organic whenever possible.

We're fully aware that there is no Planet B, so we're determined to look after A in the best way we can.

Having said this, we obviously can't deny our urban identity- I mean, just look at that shopfront.

Our first coffee shop opened in Shoreditch, and the sis (pictured) followed shortly after on Brick Lane.

So I guess you could say that's really what defines us- we're an urban coffee shop that's in love with Mother Nature and honours the fruits of her labour.

Street roots and wellie boots.



3.2. OAT COFFEE- Coffee shop, Brick Lane

MERCHANDISE page

Our love for the outdoors is repped here, in tribute fashion.

These shirts pay homage to two brands that embody our values, well, to a T.

Both originally outdoor brands, they have managed to crossover into streetwear by merit of their authenticity.

Being a coffee shop that was born in one of the most famously urban and creative parts of London, we fully identify with that duality.

A true tale of town and country.



4.E-mail copy

4.1. LA VIE REBELLE- Bespoke PR agency, London

Subject: I like to party (everybody does)

Body:

Dear Jenny:

We hope you enjoyed our last e-mail, and were able to check out one or two of the addresses.

Remember we mentioned a place called Nam Long, right in the heart of Kensington? In case you didn't read it (naughty naughty!), here's [*insert Nam Long press release*] a little taste of what it's all about.

Well guess what- we've decided to throw a good old-fashioned shindig there, to thank all of you guys for joining our community!

There's nothing quite like the smell of spring (rolls) to get people in a celebratory mood.

So we just thought it'd be the perfect excuse to meet all of you and scratch that party itch!

The get-together will be a dream opportunity, not only for us to meet you guys in person, but also for all of you new members to meet each other.

It'll take place on April the 21st, starting from 8pm and into the night.

The invite includes a free welcome cocktail (the *Hot Dang!* named in honour of Nam Long's infamous founder, Thai Dang) as well as a few rounds of delicious canapés.

Please RSVP [here](#), or just reply to this e-mail to confirm your attendance.

Rebelliously yours,

Nikki.

4.2. SARENA CLINIC- Private longevity medicine clinic, Marylebone

Subject: You are unique

Body:

Dear Jenny:

I've been around the block a few times. And yet, I am still periodically shocked at how many of our conventional medicine colleagues still favour a 'square peg in a round hole' approach.

"If you have this symptom, then you must have that ailment- it couldn't possibly be anything else."

Well in fact, this approach could not be further from reality.

You are unique. And this is not just me trying to give you a pep talk here. Although I know for a fact that you are indeed a unique human being. And don't get me wrong- I *will* give you a pep talk whenever you need it, too.

No- I mean, you are truly unique from a biological standpoint.

And yet most doctors still adopt a 'one-size-fits-all' medical philosophy.

We're here to end that. For good. For *your* good.

The way we achieve this is by performing a 360 degree, multi-disciplinary analysis that includes your vitals, chemistry and lifestyle data; as well as your medical history.

This gives us a much clearer picture of your current state of health,
allowing us to make a much more precise plan of action.

Book a complete bespoke assessment with us [here](#).

Stay informed.

Dr. Michael.

5. Captions

5.1. from Brit Pop- the Second Coming



Moët fer it
or Top Of The Pops

5.2. from Grindmaster Flash



Don't push him 'cos he's close to the edge

**Alas, one of the potential side effects
of drinking too much coffee*

Please drink responsibly