

French company that has conceived a romantic card game to be paired with wine tasting is looking to cooperate with Japanese partners under commercial agreement

Summary

Profile type

Business Offer

Company's country

France

POD reference

BOFR20250502004

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

• Japan

Contact Person

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Term of validity

2 May 2025**2 May 2026**

Last update

5 May 2025

General Information

Short summary

The French company has created a card deck that combines romantic conversation games for couples with a wine tasting experience. The card game is available in Japanese as the company is targeting the Japanese market exclusively. It is looking to cooperate under commercial agreement with retailers, importers and online shops working in the wine distribution business.

Full description

This French company has conceived a themed card game that connects the wine tasting experience with emotional bonding. Intended for the Japanese market, the game invites players, namely couples, to deepen their relationship over a bottle of wine through questions, challenges and French words and expressions transcribed into Japanese.

The combination of the conversation card game and the wine tasting is meant to enhance the dialogue and strengthen the connection between two people spending quality time together.

Designed to be played by couples at home, the game consists of 42 cards, the "Nomunicards", that provide an average playtime of about one hour but can be adapted for shorter or longer sessions based on the players' preference.

The main target audience is married couples or those living together. The players are supposed to shuffle the card deck and take turns answering different questions and challenges. If either player prefers to skip a question or

challenge, they must pass their turn and take a sip from the wine.

The game can be sold as a stand-alone card deck but it also comes in three additional gift offering options:

- A gift bag (120 x 90 x 390mm) with cards. It fits all 75cl bottle shapes
- A box bag (99 x 92 x 351mm) with cards. It fits a 75cl wine bottle
- A gift box (320 x 360 x 82mm) including the Nomunicards and two wine glasses (height 180mm - capacity 30cl). The box is designed to hold and showcase a 75cl wine bottle.

The card content and packagings can be customised in collaboration with wine partners or retail brands.

The company is looking for Japanese partners operating in the wine distribution market. These can be importers, retailers, online shops, seeking to accompany their wine offerings with this game concept, thus, building customer loyalty especially, but not exclusively, during key moments of the year in Japan such as Valentine's Day, Hanami, Golden Week, Christmas etc.

Advantages and innovations

- Products tailored to the Japanese target customers
- Concept combining French traditions, etiquette and art of living (including wine tasting) with Japanese culture
- Different marketing options: Card deck, gift bag, box bag, gift box
- Suitable for seasonal gift offering during key moments and festivities in Japan
- Customisable card content and packaging to suit partners' needs and preferences (e.g. specific brand image, visual identity etc.)

Technical specification or expertise sought

Stage of development

Sustainable Development goals

- **Not relevant**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

The company is looking for retail or e-commerce partners specialised in wine sales, e.g. wine shops, importers, or online retailers that are interested in enhancing their seasonal offerings. The ideal partner is active in the Japanese wine distribution market and willing to

add the French company's products to their existing wine selection as an upselling option or bundled promotion during gifting seasons such as Christmas, Valentine's Day etc. or key sales periods.

Type of partnership
Commercial agreement

Type and size of the partner
• SME <=10

Dissemination

Technology keywords

Market keywords

- **07001007 - Other leisure and recreational products and services**
- **07004008 - Other consumer products**
- **07003001 - Wine and liquors**
- **07002005 - Other retailing**

Targeted countries

- **Japan**

Sector groups involved

Media

Images



[Nomunicards-Example.png](#)



[Gift-Box.png](#)



[Gift-Bag.png](#)



[Nomicards.png](#)