

## Conviviality

### Description

What's your favorite word?

Today's prompt is a beautiful coincidence. I just used **my favourite word** in yesterday's story post on WordPress and today it's asking about it.

**Conviviality** Yes, that's my favourite word. And that's also one of the reasons I love the wine culture since it's all about conviviality.

**More coincidence** I just did a micro research on Internet to gather more insight on this word. To my surprise I found that conviviality is a major theme with the wines and spirits giant Pernod Ricard. So much so that in 2018 the company decided to make its corporate brand synonymous with its vision of conviviality.

**We are all Convivialist** To quote from the company's magazine *Conviviality is the magic, the glue that binds us together, it allows us to meet our innate human need of connecting with one another*. I cannot agree more.



Wine promotes conviviality

**Wine Promotes Conviviality** Wine is a social lubricant which encourages human interaction. To illustrate, while attending a wine Soiree, although we may arrive as strangers to each other, but wine breaks the social barriers and creates a connect almost instantly. Wine has that quality to promote conviviality and camaraderie.

So cheers to more happy and convivial times. Do share your views too ðŸ¥?