

Conviviality

Description

Whatâ??s your favorite word?

Todayâ??s prompt is a beautiful coincidence. I just used **my favourite word** in yesterdayâ??s story post on WordPress and today itâ??s asking about it.

Conviviality Yes, thatâ??s my favourite word. And thatâ??s also one of the reasons I love the wine culture since itâ??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 companyâ??s magazine â??*Conviviality is the magic, the glue that binds us together, it allows us to meet our innate human need of connecting with one another*â??. 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¥?