

Newsletter - Issue 4 - August 2019

School's finally out for the summer and the weather is hotting up. Perfectly timed for all those parents who now have to occupy the children for the next 6 weeks!

This month the big and exciting news is that our Wine Club is launching from 1st August!



alteus wines
Wine Club Membership

alteus wines

WINE CLUB
Registration Form

CONTACT

Name

Address
(please include postcodes)

Email

Phone Number

Questionnaire

Which wines are you happy to try
(tick all that apply)

Red
White
Rose
Sparkling

What style of red wine do you prefer
(tick all that apply)

Light
Fruity
Oak/Spice
Full bodied

What style of white wine do you prefer
(tick all that apply)

Light/Dry
Fruity
Uncooked
Some oak

It will work as follows:

- Annual membership fee of £50
- You will receive a membership card that entitles you to 5% on any wine purchases in the shop all year round
- It includes invitations to 3 exclusive tastings per year
- You will get priority to any limited or exclusive wines we have access to
- Every 2 months we will put a case of 12 wines together depending on your chosen price point: £120 with bottles in the price £10 - £12 price range OR £180 per case with bottles in the £15 - £18 price range
- You can switch between the different price points each time you pay for our case, so if you want to spend little more for a special occasion then just let us know
- You just need to commit to taking a minimum of 4 cases per year

When signing up, we will ask you to complete a short questionnaire providing us with information about your preferred styles of wine. If you have bought from us before then we will also review your sales history. Basically, we will tailor each case to our customers and carefully select new things for you to try. You just let us know what you love and what you don't and leave the rest up to us! We are really excited to bring you a truly personalised wine club! Sign up in store!

New products in stock

This month has seen a significant investment in new lines. We have now established German, Portuguese and English Sparkling sections in shop. Our feature wall displays many of the new lines and there are tasting notes to help guide you. Whilst we can't list all the new wines, here are a few to give you an idea:

- Villa Wolf Riesling from Germany – a light, refreshing, dry, mineral Riesling - £11.95
- Whispering and Rock Angel Roses- 2 iconic Cote de Provence roses - £20.95 and £27.95 respectively
- The Pepper Pot from South Africa – blend of 6 red grapes- Spicy soft- £11.95
- Chablis from Domaine de la Motte -elegant Chardonnay and no oak in sight! - £16.95

We continue to add to our range of local gins and ciders too and have introduced Tom Cat Gin from our hometown of Crowborough. We have their Sussex Dry and Cloudy Mango in stock.

We also have Dockyard Gin from Chatham. This gin is made using Kent Grains and produced in a beautiful distillery in Chatham.

Our core wine list will soon be available to download for our website. If you ever want to order from the comfort of your home, then just email or call us. We can take payment over the phone and you can collect at your leisure, or we will deliver for any order over £100.

Events coming up!

Fox & Fox Sparkling wines – Saturday 27th July: Fox & Fox is a producer of sparkling wines, with 20 acres of vineyards surrounding the beautiful village of Mayfield. Established in 2004, with their first vintage released in 2009, they produce some fantastic sparkling wines. With the soils of southern England similar to that of Champagne, English sparkling wines are getting rave reviews. Fox & Fox is no different having won awards from Decanter World Wine Awards and Gold at The Independent English Wine Awards in 2019. The tasting is free of charge!



Harvey's Competition: The Harvey's of Lewes competition is still running through until mid-September. For every 6 bottles purchased customers will be entered into a prize draw to join an exclusive tour of the Brewery down in Lewes. The tour is scheduled for October and will be hosted by the Managing Director of Harvey's.

Al and Teresa

Alteus Wines

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