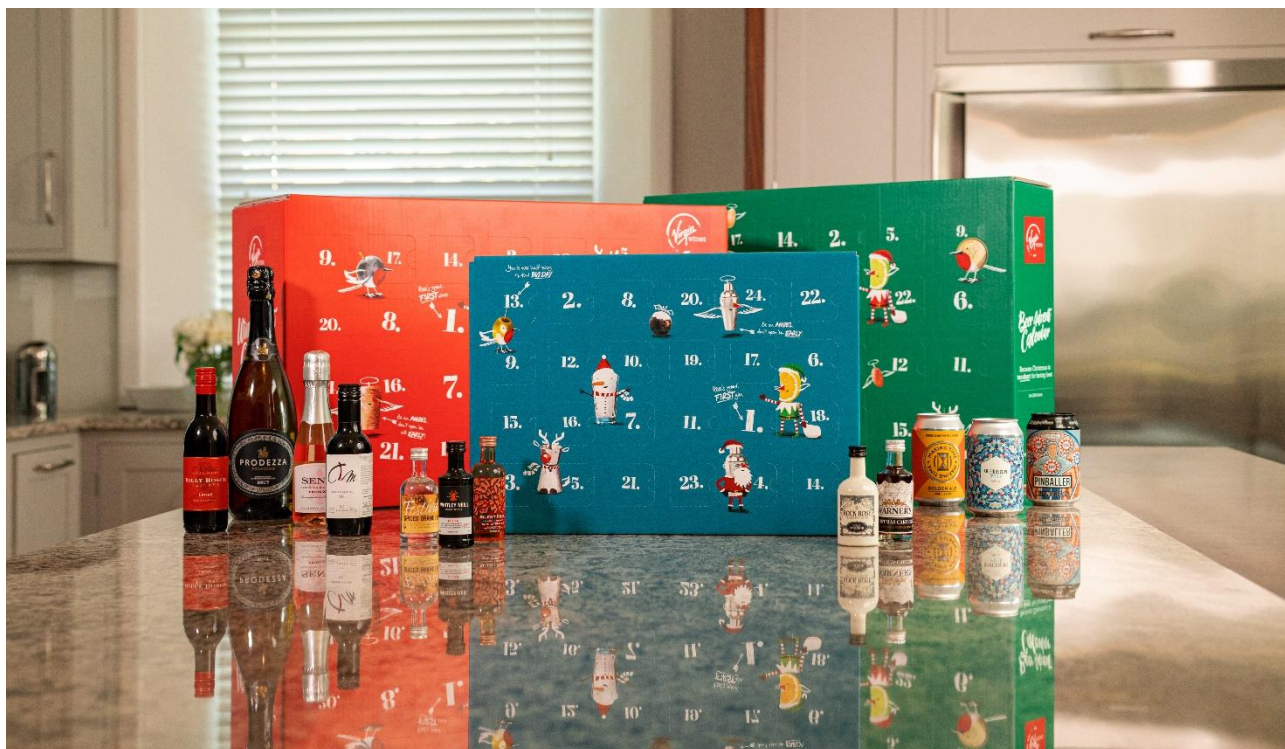




Introducing the 2021 advent calendars no one will be wine-ing about



Virgin Wines release premium wine, gin, and beer advent calendars for Christmas 2021.

Back in 2016, Virgin Wines released the first wine advent calendar onto the UK market. Since then, the popularity of a 'grown-up' Christmas countdown has soared, but Virgin Wines are still leading the way. Only bottles of the highest quality make it behind those little doors of joy, because life's too short for boring booze, especially at Christmas!

Virgin Wines' best-selling Wine Advent Calendar is available in a mixed, all-red or all-white option. All three contain 24 wines, most of which are exclusive, and a full-sized bottle of fizz to open on Christmas Day. Each wine has been carefully selected from exceptional vineyards and winemakers across the world, and some come with a limited-edition festive label.

The tippable of choice for many is gin, which is why the spirit buyers at Virgin Wines have carefully curated the ultimate Yuletide gin experience, with 24 exciting 5cl bottles to savour before ole' Saint Nick arrives. The Gin Advent is packed full of old favourites, along with some new infusions, and lesser-known boutique gins to try.

Last but not least, is the Beer Advent and Christmas really has come early for beer lovers nationwide, as the calendar contains 24 330ml cans exclusively created in partnership with some of the UK's top breweries. That's right, you won't find them anywhere else! Made in small-batches, exclusively for Virgin Wines, there's a jaw-dropping assortment of both craft and traditional styles.



Virgin Wines' Wine, Gin and Beer Advent Calendars are available to [reserve at this link](#) from August 23rd for a holding fee of £10. Available for full sale from November 1st. The calendars will be available to purchase at www.virginwines.co.uk.

High-res images can be [downloaded here](#).

www.virginwines.co.uk

Both images from left: Wine Advent Calendar (£89.99), Virgin Wines Gin Advent Calendar (£99.99), Virgin Wines Beer Advent Calendar (£79.99).

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For further information please contact:

Emily Revell

PR and Outreach Manager

Virgin Wines

T: 01603 886618

E: Emily.revell@virginwines.co.uk

Notes to editors:

Virgin Wines is one of the UK's largest direct-to-consumer online wine retailers. More than 90% of its wines by volume are exclusive and during 2020 the company delivered over one million cases to its customers. The company also sells a growing range of beers and spirits as well as having an industry leading gift service and a thriving corporate sales department.

It is a multi-award-winning business with a reputation for curating and supplying high quality products, excellent levels of customer service and innovative ways of retailing.

<https://www.virginwinesplc.co.uk/>

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