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DRINKS RETAILING AWARDS



## Malbec voted Britain's favourite red wine for Christmas



**Britons vote Malbec their favourite red wine at Christmas, as 47% of those surveyed say they spend more on bottles for the festive period than at any other time of the year.**

Those who took part in a Virgin Wines survey about red wine at Christmas have voted Malbec their favourite wine to drink at Christmas, closely followed by Merlot and wines from Rioja.

Virgin Wines' Head Buyer Andrew Baker says: "Merlot, Malbec and Rioja are firm favourites all year round, but the industry tends to see a spike in Châteauneuf-du-Pape and Cabernet Sauvignon over Christmas, as people look to deeper reds with a slightly higher-price point. Either way it looks like people are planning to stick with the crowd-pleasers that never fail them, rather than branch out and try something new. After the uncertainty of the last couple of years, it's hardly surprising that people are sticking with what they know and love."

Other data in the survey backs up this school of thought, with 91% of those surveyed saying that they drink the same wine at Christmas as they do throughout the year. Only 126 people out of the 2,000 surveyed said they only drink a specific 'Christmas favourite' over the festive period.

Despite this 47% said they spend more on a bottle of red for Christmas than at other times of the year, suggesting even if people are sticking with trusted favourites, they are more likely to splash the cash on a more premium bottle to celebrate the festivities.

Interestingly, only 12% of those taking the survey considered themselves to be a red wine connoisseur, with 68% of Britons questioned saying they choose their red wines for Christmas purely for the enjoyment of drinking them and not with specific festive food pairings in mind.

Virgin Wines are celebrating all things red wine with a #LoveReds campaign running throughout November and December. We're covering everything from the nation's favourite Christmas red wine to how you can win the very best red wines for Christmas by entering our massive #LoveReds competition!

[Click here to find out more.](#)

*This research was conducted by Virgin Wines using a self-serve research platform on 13/10/2021 at 5:44pm time. 2,000 red wine drinkers in the UK were surveyed. Data is weighted on age, gender, education level, region, and social grade to be nationally representative of adults 18+ in the UK.*

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**ENDS**

For further information please contact:

Emily Revell

PR and Outreach Manager

Virgin Wines

T: 01603 886618

E: [Emily.revell@virginwines.co.uk](mailto: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.

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