



75% of Britons surveyed not worried about wine shortages this Christmas



Despite the warnings of shortages in supply chains the UK is facing, 75% of the British public who took part in a Virgin Wines survey said they were not worried about a wine shortage in the UK this Christmas.

Virgin Wines surveyed 2,000 red wine drinkers across the UK, to gain an insight into the public's thoughts towards wine drinking over the festive period.

75% of those who took part in the survey said they were not worried about a wine shortage in the UK over Christmas, despite weeks of shortage warnings across the country. Only 310 of the 2,000 asked were concerned about wine supply.

Virgin Wines' Buying Director Andrew Baker says: "Concerns about a lack of wine supply to the UK this year aren't unfounded. Across sectors, we're seeing delays in deliveries from abroad and issues with a lack of delivery drivers, amongst other things. It's also been a tricky year for winemakers themselves with many factors contributing to smaller grape yields, leading to less wine production overall. It's good that the majority of our customers aren't worried. I'm entirely confident we can supply wine; the team at Virgin Wines are working extremely hard so that our customers are not affected. We won't run out of wine this Christmas or possibly ever if we have anything to do with it! That being said, it's always sensible for consumers to start early and get ahead of the rush."

Consequently, only 20% of those surveyed said they planned to start buying wine for Christmas earlier than they normally would. 1,471 out of the 2,000 (74%) said they wouldn't be buying any earlier than normal.

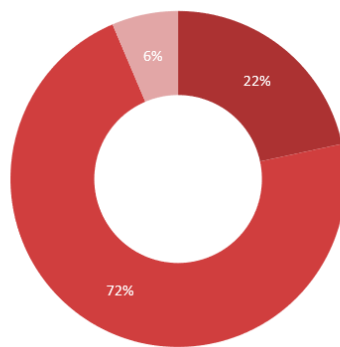
Jay Wright, CEO of Virgin Wines says: “It’s reassuring to know that wine drinkers aren’t worrying about a shortage over Christmas and aren’t panic-buying. We’re not concerned either. Virgin Wines works with independent winemakers across the world, and we’re stocked up and ready to go for the festive season. Our aim is to ensure our customers can have a great, stress-free Christmas after a difficult two years.”

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.

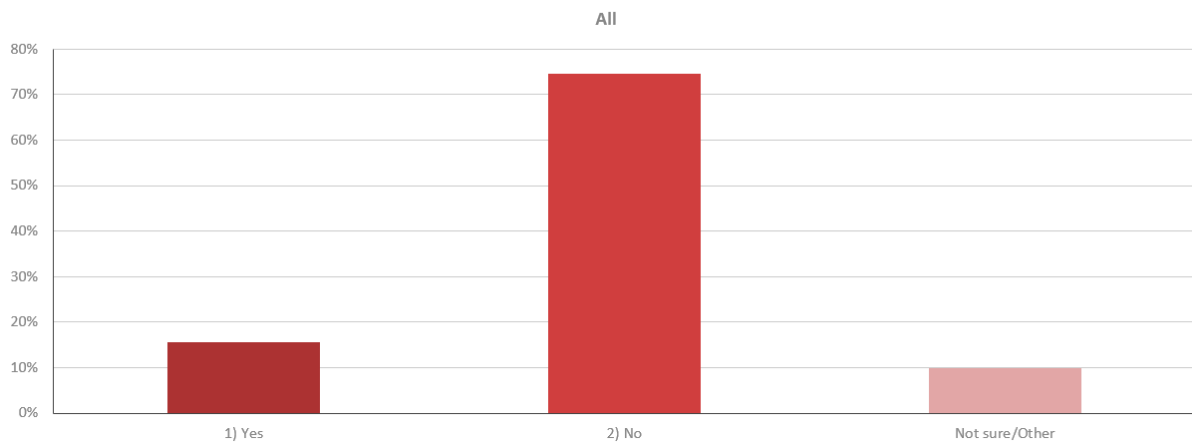
Graphs:

After last year’s restrictions, are you planning to celebrate more this Christmas?

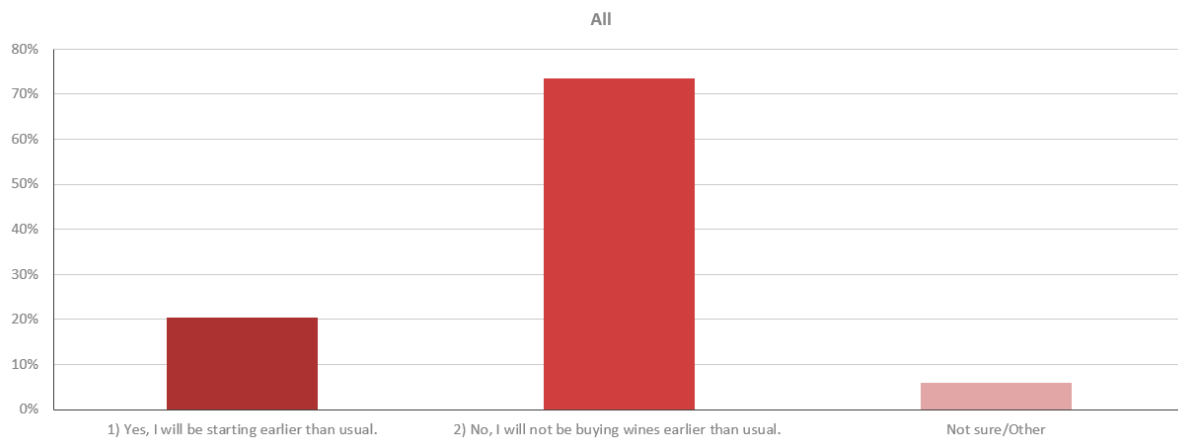
■ 1) Yes, lots of celebrations this year. ■ 2) No, I will be celebrating the same amount as before. ■ Not sure/Other



Are you worried that there will be an issue with wine supply in the UK this Christmas?



Are you planning to buy wines for Christmas earlier than usual this year as a result?



www.virginwines.co.uk

ENDS

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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