Press release: March 2022



A little luxury this Mother's Day



Mums deserve the best. That's why the team here at Virgin Wines recommend a carefully hand-picked gift designed specifically for those mother figures in life.

<u>Flowers and wine</u> are both failsafe gifts when it comes to Mother's Day. This year Virgin Wines are offering a choice of three gorgeous flower bouquets alongside an exclusive premium bottle of award-winning prosecco. Both will be delivered straight to mum's door, or yours, for quick and easy in-person gifting. Either way they'll be one very happy Mum!

For the true wine lovers, we also have wooden gift boxes printed with a whimsical 'Happy Mother's Day' message and filled with wines that have been carefully selected by Virgin Wines' expert team from small, independent vineyards across the world.

The Mother's Day Red Wine Trio contains three showstopping bottles of red, a signature Spanish Gran Reserva with notes of black cherry and vanilla, a bottle of Malbec with soft and juicy bramble fruit flavours and a full-bodied and deeply satisfying Shiraz from Three Gables.

There's also a <u>Perfect Rosé Duo</u>, with two top selling rosés that are sure to delight. The Anello Piemonte DOC Chiaretto from Italy uses one of Piemonte's flagship varieties, Barbera, with the addition of Pinot Noir resulting in an expressive rosé packed with ripe fruit flavours. Whilst the Black Pig Rosé from Aus is a guaranteed crowd-pleaser full of red berry fruit, a little spice and intense blackcurrant finish.

The team also recommend the <u>English Heritage Organic Dry Gin</u> in a beautifully patterned gift box that's perfect for Mother's Day. This popular London Dry Gin has notes of piney juniper, fresh rosemary and angelica seeds, with a super refreshing finish of cardamom and citrus.

All Virgin Wines gifts come with free delivery, and optional gift messaging.

High-res images can be downloaded <u>here</u> and you can view Virgin Wines full gift range <u>here</u>.

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Images: Perfect Rose Duo in Wooden Gift Box (£29.99), English Heritage Organic Dry Gin in Branded Gift Box (£39.99), Mother's Day Flower Bouquet with Prosecco (from £44.99), Mother's Day Red Wine Trio in Wooden Gift Box (£39.99)

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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/ https://www.virginwines.co.uk/