



Virgin Wines' flagship club WineBank named Wine Club of the Year by the IWC

("Virgin Wines", the "Company" or the "Group")



Imagery available to download here: <https://we.tl/t-vNCVtb27W1>

Virgin Wines, one of the UK's largest direct-to-consumer online wine retailers, is pleased to announce that, at the International Wine Challenge (IWC) Industry Awards, its unique WineBank membership was named the IWC Wine Club 2024.

On the 9th July, the UK's wine industry gathered in London to celebrate the 40th annual IWC Industry Awards. Widely acknowledged as one of the world's most impartial and competitive commendations, the IWC credited Virgin Wines as "navigating a challenging wine market by keeping up with the current consumer trends, for example the introduction of lower ABV and vegan wines."

The Virgin Wines team was delighted to take home the gold, being named the IWC Wine Club 2024 for its market-leading WineBank scheme. With over 130,000 customers, WineBank rewards customers with 20% interest on money saved into their accounts each month to spend on wine along with a number of other perks including free delivery. Through wine bought, with Virgin Wines customers having been rewarded with an additional £4m of savings each year through the interest they have earned on their WineBank deposits.

Jay Wright, Chief Executive Officer of Virgin Wines, commented:

"We are thrilled to receive the IWC Wine Club award. We have long believed that our WineBank offering is the best way to buy wine in the UK, and this recognition is a testament to that. Our team's unwavering dedication to providing exceptional experiences and our passion for excellence in every bottle continues to drive our performance. Thank you to our loyal members and partners for making this achievement possible."

When presenting the award, Helen McGinn, Co-Chair at the IWC, stated:

"We are delighted to recognise Virgin Wines for their remarkable progress. Their service-driven proposition has successfully increased membership by over a third, highlighting their commitment to customer satisfaction and innovation.

Virgin Wines is a professionally run business with a dedicated consumer base, consistently at the forefront of technology. They have made significant strides in sustainability and Equality, Diversity, and Inclusion, closely monitoring the positive impacts of these initiatives on their business.

Congratulations to Virgin Wines for continually leading the wine industry with innovation and integrity."

ENDS

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Notes to editors:

Virgin Wines is one of the UK's largest direct-to-consumer online wine retailers. It is an award-winning business which has a reputation for supplying and curating high quality products, excellent levels of customer service and innovative ways of retailing.

Virgin Wines has almost 700 wines and c. 150 spirits in its portfolio which it sells to an active customer base of more than 170,000 members. It has approximately 200 employees and more than 40 trusted winemaking partners and suppliers around the world.

The Company drives the majority of its revenue through its fast-growing WineBank subscription scheme, using a variety of marketing channels, as well as through its Wine Advisor team, Wine Plan channel and Pay As You Go service.

Along with its extensive range of award-winning products, Virgin Wines was delighted to be named Online Drinks Retailer of the Year for 2022 at last year's Drinks Retailing Awards, as well as receiving the bronze award for Contact Centre of the Year at the 2022 UK National Contact Centre Awards. In addition, in 2023 the Group's Head of Buying, Sophie Lord, was also named Buyer of the Year by Decanter magazine.

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

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