

Commitment to Responsible Drinking

October 2026

Our commitment to drinking responsibly -

Drinking is only fun when you don't overdo it

It will come as no surprise that everyone at Virgin Wines loves their wine. Whether it is a glass of wine to relax in the evening, or a bottle of bubbly to share with friends, wine is a big part of our lives. However, we also know there is a serious side to alcohol and that drinking is only fun when you don't overdo it.

Units in alcohol – What you need to know

Units are something that are often mentioned when it comes to alcohol, but what do they actually mean? In basic terms, units are a good way of measuring how much you have had to drink, and do help when it comes to making sure you don't overdo it.

The size and strength of your drink will determine the number of units it contains. Sadly, this means that there is no standard unit number attached to every glass of wine. Below is a rough guideline to help you

White wine
Your average a glass of white wine will generally be around 11% ABV

125ml – 1.4 units
175ml – 1.9 units
250ml – 2.8 units

Red wine
Your average a glass of red wine will generally be around 14% ABV

125ml – 1.8 units
175ml – 2.4 units
250ml – 3.5 units

To give you a helping hand we make the ABV clear on all our wines. You can also sort our listing pages so the lowest ABV wines show first.

We support the UK Chief Medical Officers' low-risk drinking guidelines, which recommend that adults should not regularly drink more than 14 units of alcohol per week. Spreading drinking over several days and having drink-free days can help reduce health risks associated with alcohol consumption.

Virgin Wines Wine Tasting events

We know that our tasting events are a fantastic way to try a vast array of new wines, and we want you to ensure that everyone has a great time. But it's worth keeping in mind that whilst the tasting measures don't look very big individually, they all add up and you can end up drinking more than you might have intended to. With that in mind, here's a few tips to ensure you make the most of the event without overdoing it.

1) **Drink plenty of water**
   There is always water available on every table so it's a good idea to have a glass at regular points during the event to keep yourself well hydrated.
2) **Use the spittoons**

There are big red spittoons beside every table for you to use at any point. Plus it means you don't have to finish your full sample if you don't want to.

3) **Tuck into some food**
We recommend grabbing something to eat before you join us at the tasting, however we also aim to have food available at every event too.

All Virgin Wines tasting events are conducted in accordance with the Licensing Act 2003 and any conditions attached to the relevant premises or event licence. All staff involved in wine tastings are trained to comply with the Licensing Act 2003 and any applicable licence conditions, including age verification and the responsible service of alcohol. Staff can reserve the right to refuse service to any individual who appears intoxicated. Our events are designed to promote responsible enjoyment of wine, with measures in place to support moderation and ensure the safety and wellbeing of all attendees.

We are here to support you

If you wish to stop receiving marketing materials from us, you can opt-out of communications by heading to the 'Contact methods' page found under 'My Account'. Alternatively, please contact us at help@virginwines.co.uk.

If you wish to close down your account completely so it cannot be accessed, please also contact help@virginwines.co.uk.

Further help

If you're worried about your own or someone else's drinking, you can call Drinkline, which is a free national alcohol helpline and speak to them in complete confidence. Call 0300 123 1110 (weekdays 9am to 8pm, weekends 11am to 4pm).

Age restriction

We are committed to preventing the sale or supply of alcohol to anyone under the age of 18. Robust age-verification checks are in place across our business, including online sales and in-person events. Where there is any doubt about a customer's age, we operate a strict age-verification policy and will refuse service if appropriate.

The commitment laid out in this document is intended to provide helpful information and guidance to support customers in making informed and responsible choices about alcohol consumption. It complements, but does not replace, our legal obligations under UK alcohol, licensing, and consumer protection laws, which we continue to meet in full across all areas of our business.