



July 2007

Discover the Most Flexible Way to Enjoy Quality Wines with the Nectar Wine Club

With the launch of the Nectar Wine Club this month, you can relax and indulge in a refreshing glass of dry white wine or a smooth full-bodied red, delivered direct from the vineyard to your door.

The UK's leading loyalty card has teamed up with the world's largest independent wine specialist, Direct Wines, to offer both wine buffs and novices a flexible way to enjoy delicious wines with zero fuss.

If you're a Nectar Cardholder who loves spending your Nectar Points then the Nectar Wine Club is for you. It's both versatile and flexible, allowing you to redeem Nectar points for cases of wine, which start from 13,000 points. Alternatively, cases can be paid for with a combination of cash and Nectar points.

Members of the Nectar Wine Club can place orders at any time and choose from over 1,500 fabulous wines, many of which are award winners. Cases of reds, whites and mixed bottles are perfect for entertaining or to share with friends.

Nectar Cardholders also have the option to sign up to the specially created Nectar Wine Plan and receive regular three-month deliveries of twelve bottles, comprising all the latest seasonal selections and many hidden gems you won't find in the supermarket. Members will earn triple Nectar points on each case bought, and receive a minimum 10% discount on the usual price. Perfect if you love collecting points! Delivery is fast, convenient, direct to your door and includes free expert tasting notes with each mouth-watering selection.

With the Nectar Wine Plan, Nectar Cardholders can also take advantage of an exclusive launch offer and save over £30 on their first twelve bottles of wine, while also collecting 1,000 bonus points.

John Sheekey, Marketing Director, at Nectar says: “At Nectar we are always looking for new ways that our cardholders can collect points in order to treat themselves. The Nectar Wine Club couldn’t be more convenient or offer more choice. Simply order what you want when you want and pay with cash or points.

“In addition, the Nectar Wine Plan offers a regular selection of terrific wines on which you can collect triple points each time you order- triple the enjoyment! If you love wine and Nectar points then the Nectar Wine Club and Plan will not disappoint.”

ENDS

***For further information please call Natalie Murtagh or Matt Stokoe
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Notes to Editors:

- It's easy to collect Nectar points when shopping for groceries, clothes and home furnishings, paying household bills, buying petrol and even eating out. Retailers and service companies involved in Nectar nationwide include Sainsbury's, Debenhams, BP, Ford, EDF Energy, Hertz, Thomson, Brewers Fayre, Beefeater, American Express, Talk Talk, Dollond & Aitchison, the AA, Thomson Directories and Gala Bingo
- In October 2005, LMUK launched Nectar eStores, a shopping portal offering Nectar points for purchases from over 80 online retailers including Amazon, eBay, Dell and CD WOW. To earn Nectar Points through Nectar eStores log onto www.nectar.com

- To find out more about Nectar or to apply for a card, log onto www.nectar.com