Tip-top wines at better-than-high-street prices

Friday 25 May, 2018

When Rude Wines set out to create their own-label wines the goal was clear. To give their customers the very best combination oftip-top wines at better-than-high-street prices.

It wasn't an easy task. First, picking a wine region that offers value and quality, and then crafting a blend that pleases everyone takes time and plenty of skill. Then again, Rude Wines has never been about keeping the status quo in wine retailing.

So when the “world's most influential wine competition”, the International Wine Challenge 2018, awarded the Rude Reserve Blanc a coveted Bronze medal, it was welcome recognition of the team’s hard work.

The wine is no stranger to critical acclaim, with TV's Olly Smith declaring it "A thrilling white to please a crowd...", and Tom Cannavan praising its "dazzling fresh finish," calling the wine "a crisp all-rounder."

But being one of the few medal-winning white wines from Gascony is the highest accolade yet.

It's a region in south-west France that's carved out a reputation for making zippy, thirst-quenching white wines that are refreshingly affordable. Heading there with that in mind, the Rude Wines team set out to craft a winning blend of Sauvignon Blanc and Chardonnay, with small amounts of the local Colombard, Ugni Blanc, and Petit Manseng.

The tongue-tingling result manages to carry off that most difficult thing: to be the everyday white wine that everyone seems to love. And, happily, the International Wine Challenge judges seem to agree.

It’s a welcome endorsement for a young company whose enthusiasm for wine, and dedication to go that step further for their customers, is just a few years old. In that short time, tens of thousands of customers have become eager followers of Rude Wines, getting a buzz from the new take on wines the company offers.

The Rude Reserve family of wines also has a best-selling Prosecco and a remarkably accomplished Languedoc red wine blend to go with the award-winning white. Not content to rest on their laurels, plans are afoot for new wines to join the trio very soon.

Rude Wines' search for the best from the world of wine sees an exciting range from familiar wine regions, through to the more unusual - Israel, Peru, and Uruguay among them.

Finding it tricky to pick the right wine is never an issue, with a detailed website and a team of WSET-qualified Wine Advisers on hand to give a nudge in the right direction. Each wine even has its own recipes, tried-and-tested to bring out the best of both food and wine.

Rude Wines offers its customers free delivery (on 12 or more bottles), a 100% money-back satisfaction guarantee, and there’s no ongoing commitment to join a club. Key to their success has been the championing of wines not seen anywhere else, and a focus on sourcing wines that stand out from the crowd.

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