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Raymond Reynolds Ltd Newsletter

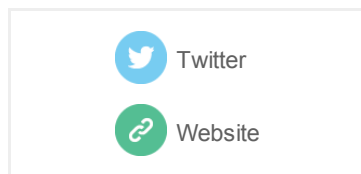
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RAYMOND REYNOLDS LTD

Páginas Verdes

Green Pages

We're back with the second edition of Green Pages. We've had a busy final quarter to 2014 and we'd like to tell you all about it!



Producer Focus

We'd like to tell our customers a lot more about you, our producers! Throughout the coming year we will be creating a 'producer focus' item on our website, in order to provide more information and context. We want to explain **who** makes our wines, **where** the grapes are grown, **how** the wines are made, and perhaps most importantly, how all these things come together to produce such fantastic results. Not only that, we would also like to paint a cultural picture, including regional specific material. For example, local flora and fauna, your favourite cuisine or restaurant, or perhaps even your favourite hobbies.

We will contact each of you individually throughout the year to put these together.

Raymond Reynolds Ltd in 2014

2014 saw us expand our valuable customer base. We also saw an overall increase in sales, the main contributions to which came from our existing customers.

For the first time we can publish the geographical spread of our/your top 200 customers (see below). This includes Wine Merchants and Restaurants of all shapes and sizes.



The aim is to add value by reinforcing your stories, so please have a think about what you'd like to tell your UK audience, about yourselves.

Events in 2015

The start of this year's calendar already has plenty booked in:

26th Feb

Wines of Spain
London

2nd Mar

All Points North
Edinburgh

3rd Mar

Meet the Winemakers
Manchester

4th Mar

Meet the Winemakers
London

5th Mar

Wines of Portugal
London

26th Mar

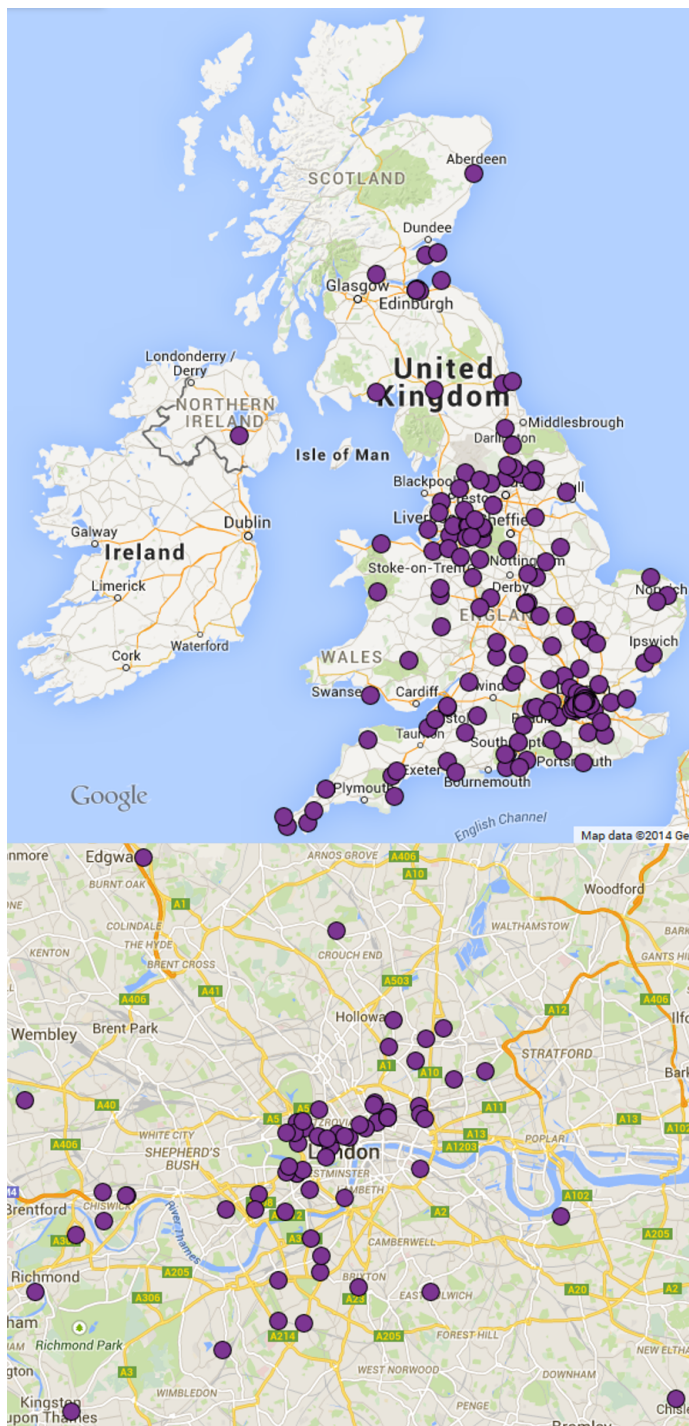
New Douro
London

6th May

B.F.T.
London

Sales news

Over the last quarter RR Ltd have welcomed several new customers to our family. We would particularly like to highlight the web-based retailer Cork Of The North, the up-and-coming independent Wine Utopia, who already have 2 shops in



UK top 200 customer map and London focus.
[produced using Google Maps]

The Main Campaigns

To reward loyalty and increase listings, we have run several campaigns this Autumn:

Barbeito #MadeiraSaturday tastings

Niepoort port special format offers

Herdade de Sao Miguel magnum offers

Hampshire after only 3 years in business, and The Wine Shop in Leek, Staffordshire.

As Christmas 2014 approached, orders for Ports increased, as ever. Niepoort's efforts with 5 Litre and half-bottle formats provided a specific focus, and helped to increase the number of listings for RubyDUM, TawnyDEE and Dry White Port.

Customer Feature



Salut wines are brand new to Central Manchester. The only one of its kind in the city, this wine bar offers a range of over 40 wines by the glass, utilising the Enomatic wine preservation machines. They stock a healthy range from RR Ltd, and constantly change their wine list to maintain interest. We see this as an innovative format for quality-driven, modern wine bars, and we wish them continuing success. [visit their website by clicking the logo above]

TRADIÇÃO COM PAIXÃO
BARBEITO
Madeira Saturday
15th November

In the run-up to Christmas we worked closely with our Madeira producer, Vinhos Barbeito, to hold the inaugural #MadeiraSaturday! This little festival of Madeira saw over 50 of our customers holding a madeira tasting on the 15th November. With stock kindly provided by Barbeito, RR Ltd commissioned the production of a spiced molasses cake to pair with the wines. This was based on a traditional Madeiran recipe and made by a local artisan bakery, The Buxton Pudding Company.

Advertisement and promotion using social media, and the hashtag #MadeiraSaturday, was remarkably successful. This promotion saw final-quarter sales of Madeira rise by over 60 percent, when compared to the same period in 2013.

Here are a few images sent to us from our lovely customers enjoying the day:



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