

BERNARD SERIES CHENIN BLANC LANDS IN SAINSBURY'S



Bernard Series Chenin Blanc Listed in 350 Sainsbury's Stores Across the UK

We are delighted to share that our Bernard Series Chenin Blanc has been listed in 350 Sainsbury's stores across the United Kingdom. As one of the country's largest and most prestigious supermarket chains, this listing is a testament to the exceptional quality and appeal of our flagship wine. The first order of 5,880 cases has already been placed, marking a significant milestone in expanding our brand's footprint in the UK market.

Sainsbury's, established in 1869, is one of the **largest and most recognized supermarket chains** in the United Kingdom. With a legacy spanning over 150 years, it has grown from a small London dairy shop to a nationwide retailer, serving millions of customers weekly through its supermarkets, convenience stores, and online platforms.

The **Bernard Series Chenin Blanc** is celebrated for its rich, complex flavors and elegant balance, making it a perfect addition to Sainsbury's premium wine selection. This listing allows us to introduce the wine to a broader audience, increasing its accessibility to both loyal customers and new wine enthusiasts across the UK.

This accomplishment would not have been possible without the dedication and expertise of our team. Special recognition goes to Garreth and the entire sales and logistics team for their tireless efforts in making this partnership a reality. Their passion and commitment have played a crucial role in ensuring that the Bernard Series Chenin Blanc stands proudly on the shelves of one of the UK's most trusted retailers.

As we raise a glass of Bernard Chenin Blanc to celebrate this success, we look forward to strengthening our presence in the UK market and continuing to share our passion for exceptional wines with a growing audience.