



Wine Innovations, makers of the single-serve Intrepid Fox 'wine to go', have launched a direct delivery service for its small volume customers.

Individual buyers can now purchase Intrepid Fox directly from Wine Innovations, allowing them to access the product's benefits without committing to a large volume purchase.

The decision to offer the service to smaller customers comes in response to increasing demand from caterers who want to take advantage of the benefits of the pre-packaged wine currently enjoyed by larger retailers.

Speaking about the launch, Renu Sunak, Business Development Manager at Wine Innovations, commented: "We have had lots of enquiries from small-scale catering companies and individual retail businesses, so I am very pleased to announce that we can now take orders from customers wanting a limited number of cases."

Intrepid Fox is a single-serve, PET wine glass, sealed with a foil lid. It allows caterers to serve wine at the fastest possible rate, in areas where glass is prohibited, while affording customers a more sophisticated experience than drinking wine from disposable plastic cups. The unique packaging process gives each unit a shelf life of up to a year.

Renu further commented: “The growth of Intrepid Fox amongst larger customers, from football clubs to cinema chains, has been fantastic, and so we are very excited to enable smaller businesses to access this versatile product as well. Buying smaller quantities directly from us will mean smaller initial expenditures, shorter lead times, with none of the storage concerns associated with bulk orders.”

For more information, please contact chris.hamer@trianglepr.co.uk or jack.cowell@trianglepr.co.uk. Alternatively, call 0161 873 8009.

To learn more about Intrepid Fox, please visit www.wineinnovationsltd.com