

divine write

Hi <firstname>,

If you're that person, the one who takes the same \$7 bottle of wine to every dinner party, **tear this letter up** and throw it in the bin! Secret Vines isn't for you.

But if you really love a great-tasting wine, if you wish you could get your hands on more of it, if you're disillusioned by bottle-shop blandness, by all means **read on**.

I'm Tim Althaus and I run SecretVines.com.au. We seek out and recommend the best wines from around Australia and overseas. Quality creations from boutique, family-owned and hidden-away wineries, that you won't normally find on the retail shelves.

We eliminate the guess-work and expensive trial-and-error, so you **enjoy outstanding wines far more often**.

When I say "we", I mean our Community of well known wine lovers. Myself and a few close friends - all people who've worked in the wine industry for years. We have a wine buyer, X winemakers, a grape grower, a wine importer, two restaurateurs, a chef, a caterer and - dare I say it - Brisbane's answer to Lady Bollinger! Between them, they've racked up hundreds of years of professional wine love.

And because SecretVines.com.au is a social site, where customers can post reviews on our blog, we also publish quarterly recommendations from other wine lovers, just like you. (Why not make yours next?)

How does it work?

By signing up to SecretVines.com.au, you'll get **weekly emails with recommendations** and special offers, that you can **try for yourself**. Buy online and your selection will be on its way within 24 hours - no fuss. And you'll be able to add your experiences to the mix, by **submitting reviews on our blog**.

Take a look at this week's recommendations...

What's so good about our recommendations?

You've read this far, so you obviously agree that bottle-shop wines aren't always the best. Some of them are great, but most are pretty ordinary. That's because quality isn't always the deciding factor in retail. The supermarket **bottle-shops have lock-in contracts** with corporate wineries and distributors; so they **sell what they're obligated to sell**, even if it's poor quality. And the boutique bottle-shops, although not locked into agreements, don't have the resources to go too far afield in search of a really good drop.

We're not constrained by contracts, and we have very low overheads, so we're free to roam and to **make our decisions based purely on what we like**. What's more, our recommendations are community based. They come from a network of people who study wine, serve it, cook for it, sell it and, of course, relish it. Just as importantly, they **discover it outside of the standard retail supply chain**.

As a result, we can offer the **very best wines from small, family-owned wineries** that don't distribute outside their local communities. From startups that don't yet have a foot in the retail door. And from boutique and organic winemakers who do mostly limited editions for private lists.

They're not better than *all* bottle-shop wines, but they're certainly better than *most*. And that's the whole point.

[Take a look at this week's recommendations...](#)

What if you don't like what we like?

If you're not 100% satisfied with our recommendations (or, for that matter, our service), we'll give you a **replacement or a full refund**.

But we're confident that won't be necessary. We love wine for all the reasons it should be loved. All the same reasons you do.

Give us a try - You have nothing to lose

Trusted recommendations, fast delivery, great wines, all at the right price-point. What more could a wine-lover ask for?

Sign up at www.secretvines.com.au, and you'll receive your first recommendation within minutes. Absolutely no obligation. And if you like what you see, you can buy it online, and your selection will be on its way within 24 hours. But be quick! Our recommendations are **all limited releases**.

We look forward to sharing our favourites with you. And we look forward to you sharing your secrets with our community too.

Kind regards