

'RAFA enters the world of wine'

Or

'Never has a glass of wine been so rewarding!'

The Royal Air Forces Association under their affinity partnership scheme is delighted to have teamed up with one of the most exciting on-line wine clubs in Great Britain!

mywineclub is a company dedicated to finding the most interesting wines from around the world. They work directly with wine makers from over fifteen countries, many of whom have become firm friends over the past decade. They do not simply select wines that match their demanding taste profile but more often than not enter into dialogue with both the winemakers and vineyard owners, often small family owned concerns, in order to create wines that will grace our list in the future.

This engagement has created the present flight of wines on offer today. Additionally, these wines are unavailable in the high street chains and are unique to the wine buyers who choose to select mywineclub as their on-line facility.

The club also offers a range of articles and comments on the world of wine today. Keith Reeves, their principal wine buyer, has also created a bespoke wine course which is available free to all club members and provides an easy to use series of fifteen modules that can be consulted in the comfort of your own home alongside recommended regional wines on a regular basis.

A facility has also been installed so that you may contact Keith on-line with your comments or queries on any or all of the wines he has selected in order to assist with your choice every step of the way. Recipes, restaurants reviews and food and wine tasting tips are constantly posted on-line as is Keith's regular diary column from the various wine regions he visits.

It doesn't stop there: periodic competitions are provided which allow the lucky winners the chance to accompany Keith on one of his famed wine buying trips to Europe, all expenses paid!! To enter all you need do is sign up to become a RAFA Member and register as a mywineclub subscriber. In keeping with the invaluable work of RAFA, the team at mywineclub has made the following commitment:

"Whether bought by the glass or the bottle, a donation from every web sale goes to the RAF Association. The team and I are committed to and indeed proud at being given the opportunity to support this exceptional cause"

Nathan Wride – mywineclub Managing Director and previously a scaly brat!

Aside from the fantastic on-line wine resource that mywineclub offers we are tremendously excited as to the commercial value our recent affinity will provide RAFA and those members it supports. Officially launched at the RAF Museum, Hendon, mywineclub has also produced three exclusively labelled wines that are now available to participating RAFA clubs and officers' and sergeants' messes. Should you wish to place an order for your facility please visit www.mywineclub.co.uk/rafaclubs.

Alternatively, anyone wishing to embark on their own wine journey with mywineclub can register via the RAFA members' website www.rafa-affinity.org.uk. For further information please contact Jo Pickard at RAFA HQ on 0116 268 8772 or the mywineclub team on 01263 732735 or info@mywineclub.co.uk.

