

LAITHWAITES



OFFICIAL WINE PARTNER



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## Laithwaites Wine becomes Official Wine Partner of England Cricket

The England and Wales Cricket Board is delighted to announce a multi-year partnership with Laithwaites Wine which will become the Official Wine Partner of England Cricket. The partnership launches ahead of an exciting summer which features Men's and Women's Ashes Series and limited over matches against New Zealand and Ireland for the Men and Sri Lanka for the Women.

Through the partnership, Laithwaites, a family-run British company and the UK's leading home delivery wine merchant, will bring wine and cricket

together in a 'Vintage Moments' campaign that celebrates great moments in English and Welsh cricket. The partnership includes a range of marketing assets, including in-ground activations and integrated digital campaigns. Laithwaites will also offer exclusive benefits and offers to supporters of England Cricket and retail a range of their wines at a number of international matches throughout the summer.

Russell James, ECB Sales & Marketing Director, said: "We are delighted to welcome Laithwaites Wine as our official wine partner. Laithwaites has a reputation for delivering exceptional quality wines and we are excited to see the partnership help enhance the overall experience for our fans and supporters."

Matt Knight, Marketing Director, Laithwaites Wine, said: "We are thrilled to partner with England Cricket, especially in such a landmark summer. This relationship comes at such an exciting time for English cricket, and gives us the perfect opportunity to reach out to wine lovers across the country, and to introduce them to great wines from around the world."

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## **Contacts**

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## **About Laithwaites Wine**

Laithwaites Wine was founded in 1969, when Tony Laithwaite drove a van of Bordeaux wine to England to share with family and friends. Laithwaites has since grown to become one of the UK's largest wine merchants, yet remains family owned and still gives pride of place to smaller producers.

The Laithwaites wine team tastes over 40,000 wines a year before selecting the best buys for customers. Laithwaites offers 1,200 wines from 26 countries, ranging in price from £4.99 up to £1,200 a bottle and all covered by a 100% guarantee of enjoyment. They also offer an extensive gifts range, complimentary Wine Advisor service, and host a range of events.

Laithwaites Wine is the only UK wine merchant to win the ServiceMark accreditation from the Institute of Customer Service and has twice been awarded Online Retailer of the Year.

## About ECB

ECB is the national governing body for cricket in England and Wales. It is dedicated to supporting the game at every level, from our international teams and professional domestic cricket through to disability cricket, grassroots clubs, schools and junior cricket and recreational programmes.

The ECB's Inspiring Generations strategy sees the whole game united behind a clear purpose: to connect communities and to inspire current and future generations through cricket.

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## Contacts



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