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DISCOVER BETTER  
**Laithwaites**  
Wine



Visit [airmiles.co.uk](http://airmiles.co.uk)  
Make your money fly

**Wine offers**  
and free miles inside



Ms AB Sample  
1 Sample Street  
Sample Town  
Sample County  
Sampleshire  
ABC DEF



July 2010

Dear Mr Sample

Want to get free flights quicker? You can collect Airmiles with our exclusive red wine case offers.

The experts at Laithwaites Wine have created three wine cases – **Customer Favourites** for those after bestselling wines, **Old World Classics** for wine enthusiasts and **Wines with a Twist** for the adventurous. All you have to do is pick your case and how many bottles you'd like.

- **3 bottles from £20** (plus £2.99 delivery) – get 25 miles
- **6 bottles from £35** – get free delivery and 50 miles
- **12 bottles from £65** – get free delivery, a free corkscrew worth £29.99 and 100 miles

Your case will be delivered within three working days and comes with Laithwaites' money-back guarantee.

Order yours by post, at [laithwaites.co.uk/airmileswine](http://laithwaites.co.uk/airmileswine) or on 0845 194 7738 (quoting A1Q1D) – by **14 August 2010**.

Yours sincerely

Andrew Swaffield  
Airmiles Managing Director



Order today on **0845 194 7738**  
at [laithwaites.co.uk/airmileswine](http://laithwaites.co.uk/airmileswine)

Lines open: 8am-9pm weekdays, 9am-6pm weekends



OR USING THIS PRIORITY ORDER FORM

1. CHOOSE YOUR WINE CASE

Please tick your chosen wine case

Wine case	3 bottle case get 25 miles	6 bottle case get 50 miles	12 bottle case get 100 miles
Customer Favourites	1 <input checked="" type="checkbox"/> £20	2 <input type="checkbox"/> £35	3 <input type="checkbox"/> £65
Old World Classics	4 <input type="checkbox"/> £25	5 <input type="checkbox"/> £45	6 <input type="checkbox"/> £80
Wines with a Twist	7 <input type="checkbox"/> £20	8 <input type="checkbox"/> £35	9 <input type="checkbox"/> £65
	Plus £2.99 delivery	Free delivery	Free delivery and corkscrew

PLUS MY FREE CORKSCREW

**FREE** we'll include a free corkscrew worth £29.99 with all 12 bottle wine cases ordered by 14 August 2010



PLUS MILES

we'll add them to your Airmiles account

2. ADD YOUR DETAILS

Please add your contact details and check your address is correct

AIRMILES MEMBERSHIP No:

1234567891123456

Evening telephone number <input type="text"/>	Ms AB Sample 1 Sample Street Sample Town Sampleshire ABC DEF
Daytime telephone number <input type="text"/>	
Email address <input type="text"/>	
<input type="checkbox"/> Please tick here if you don't want special email offers from Laithwaites	Your first name <input type="text"/>

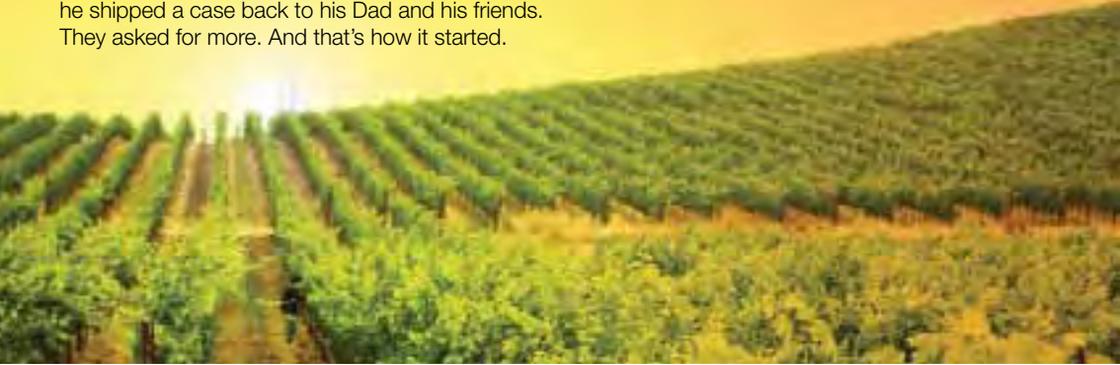


We teamed up with Laithwaites in 2004 because, well, we love good wine.

But we also loved their story.

As a penniless gap year student, Tony Laithwaite arrived in Sainte-Colombe in Bordeaux in 1965. His hosts, the Cassins, taught him about wine and he shipped a case back to his Dad and his friends. They asked for more. And that's how it started.

Tony has spent 40 years on his journey and, although the business has grown and he now has a vineyard of his own in Bordeaux, nothing's changed. It's still about discovering the very best wines, by spending time with the growers themselves, and keeping prices sensible for you.



Introductory Offer – new Laithwaites customers only. Purchasers must be 18 years or over. A maximum of 12 bottles (plus one free corkscrew and 100 Airmiles) per household. Customers purchasing 3 bottles will receive 25 Airmiles; 6 bottles 50 Airmiles and 12 bottles 100 Airmiles, which will be credited to your Airmiles account within 28 days of your order. Offer only available while stocks last. In the unlikely event of a wine becoming unavailable, a substitute of similar style and of equal or greater value will be supplied. If you are unhappy with any substitutions you receive we will arrange collection at our cost. Orders will be delivered within 3 working days (delivery to NI and the Scottish Highlands may take a few days longer). You can track your order online at [laithwaites.co.uk](http://laithwaites.co.uk) or call 0845 194 7738. UK addresses only, excluding Channel Islands. Direct Wines will use information about you to make offers based on your wine preferences. This information may be shared with other companies within the Direct Wines group. We occasionally make names and addresses (but not email addresses) available to companies whose products or services may interest you. If you do not wish to receive such offers, please call us on 0845 194 7738 or write to us at Direct Wines Ltd trading as Laithwaites Wine, New Aquitaine House, Exeter Way, Theale, Reading RG7 4PL. Calls from BT landlines to numbers beginning with a 0845 code operated by Laithwaites Wine cost up to 4p per min. The price of calls may vary with other operators. Please check with your operator for exact charges. Calls may be recorded.

Airmiles bookings are strictly subject to availability and Airmiles Customer and Booking Terms and Conditions and our Carriers' Conditions of Carriage. Seats available to us may be limited on some routes – especially in peak periods. Zones and prices are correct at time of going to print, but subject to change. Examples shown are return economy from London. For direct international flights from regional airports, add 500 miles (if direct flights aren't available, connecting flights may be booked by calling 0844 49 333 49). AIR MILES and the Flying Boat Logo are trademarks of Air Miles International Trading BV. Registered office: The Mileage Company Ltd. Astral Towers, Betts Way, London Road, Crawley, West Sussex RH10 9XY. Registered in England: 2260073.



### 3. ADD YOUR DELIVERY ADDRESS

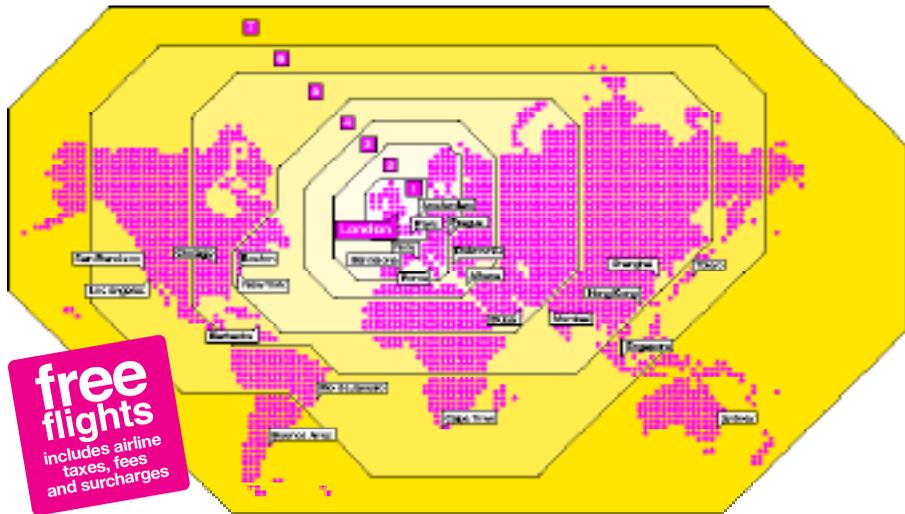
<p><input type="checkbox"/> Tick here if you'd like us to deliver your wine case to the address in section 2</p> <p><b>IMPORTANT:</b> Please tell us where you'd like us to leave your case if you're out (must be sheltered and out of view)</p> <div style="border: 1px solid black; height: 100px; width: 100%;"></div>	<p>Alternative delivery address</p> <div style="border: 1px solid black; height: 100px; width: 100%;"></div> <p>Daytime telephone number</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Evening telephone number</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div>
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### 4. ADD YOUR PAYMENT DETAILS

Please charge	£ <input style="width: 100px;" type="text"/>	to my Mastercard/Visa/Connect/Amex/Diners Club/Maestro card (delete as necessary)
I hereby authorise you to charge my chosen credit card/debit card the appropriate sum upon despatch of my wine case		
Card no.	<input style="width: 100%; height: 20px;" type="text"/>	
Expiry date	Valid from date	Issue no
<input style="width: 40px;" type="text"/>	<input style="width: 40px;" type="text"/>	<input style="width: 40px;" type="text"/>
Signed	Date	
<input style="width: 150px; height: 30px;" type="text"/>	<input style="width: 60px; height: 30px;" type="text"/>	<input style="width: 60px; height: 30px;" type="text"/>
I confirm I am over 18 years of age		

## Where will your miles take you?

With just seven zones and seven fares, it's easy to see where you can fly – and our flights are all free when you're collecting and using miles.



- Zone 1**  
750  
Airmiles
- Zone 2**  
1,500  
Airmiles
- Zone 3**  
2,500  
Airmiles
- Zone 4**  
5,000  
Airmiles
- Zone 5**  
6,500  
Airmiles
- Zone 6**  
8,000  
Airmiles
- Zone 7**  
10,000  
Airmiles

The fares shown are for return economy flights from London. Flying direct from a regional airport? Just add 500 miles.

## Free corkscrew

based on an award-winning design  
when you buy 12 bottles – order by 14 August 2010

Worth  
**£29.99**



You'll also get **100 Airmiles and free delivery**

AM987



# Hand-picked wine cases



**Free delivery** when you order 6 bottles or more

# Customer Favourites

## 3 bottles £20

### Opi Malbec **RED**

**Vintage 2008 | Alcohol 13.5% | Region: Mendoza, Argentina**

With its intense dark fruitiness underpinned by spicy vanilla notes, a result of six months in oak, this full-flavoured red is an exclusive cuvée made for Laithwaites Wine by Rodolfo 'Opi' Sadler of Andean Vineyards, who's rated among the top ten winemakers in the country.

Drink by 31.12.13 | Serve at 18°C | Try with roast pork and sausages



### Il Papavero Primitivo **RED**

**Vintage 2008 | Alcohol 14% | Region: Puglia IGT, Italy**

Cherry-picked from Puglia's vineyards by wine maestro Scipione Giuliani, this powerful Primitivo has evolved from his pursuit of the finest grapes on Italy's heel for his bestselling Papavero red. And the result's a juicy mouthful of ripe plums, spicy raisins, toasty chocolate and soft oak notes.

Drink by 31.12.12 | Serve at 18°C | Try with hearty stews and bolognese



### The Black Stump Durif Shiraz **RED**

**Vintage 2009 | Alcohol 14% | Region: South Eastern Australia**

With its name meaning 'back of beyond', this all-time Aussie favourite is handcrafted by John Casella behind closed doors on his remote family estate. Velvety and voluptuous, it's a medal-winning blend of rare smooth, brambly Durif grapes and Shiraz, which gives a spicy blueberry edge.

Drink by 31.12.12 | Serve at 18°C | Try with roasts and chargrilled steak



## For advice seekers

Ideal if you want a bit more reassurance, the Customer Favourites case features bestsellers from the Laithwaites collection – all with quality guarantees.

So all you need to decide is how many bottles you'd like in your case.

**3 bottles**

**£20**

**Delivery £2.99**

Get  
**25**  
Airmiles

**6 bottles**

**£35**

**Free delivery**

Get  
**50**  
Airmiles

**12 bottles**

**£65**

**Free delivery  
and corkscrew**

Get  
**100**  
Airmiles

Call **0845 194 7738** or visit [laithwaites.co.uk/airmileswine](http://laithwaites.co.uk/airmileswine)

# Old World Classics

3 bottles **£25**

## Château Vircoulon **RED**

**Vintage 2005 | Alcohol 13.5% | Region: Bordeaux Supérieur AOC, France**

From the south and south-west facing slopes of Saint Avit de Soulege, near Castillon, this 2005 vintage claret is recognised worldwide for its quality, structure, ageing potential and balance, and comes from a traditional winery and regular medal winner.

Drink by 31.12.14 | Serve at 18°C | Try with roasts, soft cheeses and pasta



## Château Le Menaudat **RED**

**Vintage 2005 | Alcohol 13.5% | Region: Premières Côtes de Blaye, France**

This fine claret is from a small property that's been in the Cruse family for over a century and sits opposite the famous Pauillac vineyards. It bursts with fresh redcurrant and blackberry aromas and is silky smooth, with lashings of plummy Merlot fruit. A great partner for beef, lamb and sausages.

Drink by 31.12.12 | Serve at 18°C | Try with roasts and shepherd's pie



## Château Haut Montaud **RED**

**Vintage 2005 | Alcohol 13% | Region: Bordeaux, France**

The perfect weather of 2005 produced one of this property's finest wines for many years. Showing smoky red fruit with cassis and blackberry and structured tannin, this red is from a top-quality small chateau that produces great wines at a fraction of usual Bordeaux prices.

Drink by 31.12.11 | Serve at 18°C | Try with beef, cold meats and cheeses



## For wine enthusiasts

A case of classic clarets, this selection lets you enjoy Old World wines from France's premier wine-growing area at a fraction of the usual price.

And they're all from the excellent 2005 vintage - one of the best in years.

**3 bottles**

**£25**

**Delivery £2.99**

Get  
**25**  
Airmiles

**6 bottles**

**£45**

**Free delivery**

Get  
**50**  
Airmiles

**12 bottles**

**£80**

**Free delivery  
and corkscrew**

Get  
**100**  
Airmiles

Call **0845 194 7738** or visit [laithwaites.co.uk/airmileswine](http://laithwaites.co.uk/airmileswine)

# Wines with a Twist

## 3 bottles £20

### The Waxed Bat Shiraz Petit Verdot Malbec **RED**

**Vintage 2008 | Alcohol 15% | Region: Mendoza, Argentina**

Winning a Gold at London's International Wine Challenge, this luxurious deep-purple wine has blackberry and mulberry layers and a hint of exotic spice. Coming from Mendoza's sunny heights, Opi Sadler added a healthy dash of Malbec to small-berried Shiraz and intense Petit Verdot.

Drink by 31.12.13 | Serve at 18°C | Try with cheddar, venison and steak



### Castello Montedoro **RED**

**Vintage 2006 | Alcohol 13% | Region: Castel del Monte DOC, Italy**

From the sought-after vines of Puglia's Castel del Monte, this weighty cherry layered wine is a blend of the region's star grapes, Nero di Troia and Aglianico. Picked from 90 year old vines and gently barrel aged for vanilla warmth, it's ideal with pizza, pasta, stew, even steak and chunky chips.

Drink by 31.12.11 | Serve at 18°C | Try with beef stew, steak and lasagne



### Campanula Pinot Noir **RED**

**Vintage 2009 | Alcohol 12.5% | Region: Balatonboglár, Hungary**

A terrific Pinot Noir, at a fraction of Burgundy's prices, this red launched to universal acclaim. Satin-textured with crushed raspberry and juicy redcurrant flavours, its success is down to Lake Balaton, which absorbs daytime heat and releases it at night, giving the vines a constant climate.

Drink by 31.12.11 | Serve at 18°C | Try with tomato pasta sauces and duck



## For the adventurous

An off-the-wall collection, ideal if you want to try something a bit different.

This case of fine and unusual reds features New World classics with a twist and wines from new regions and new grape varieties.

**3 bottles**

**£20**

**Delivery £2.99**

Get  
**25**  
Airmiles

**6 bottles**

**£35**

**Free delivery**

Get  
**50**  
Airmiles

**12 bottles**

**£65**

**Free delivery  
and corkscrew**

Get  
**100**  
Airmiles

Call **0845 194 7738** or visit [laithwaites.co.uk/airmileswine](http://laithwaites.co.uk/airmileswine)