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WineDater (www.WineDater.co.uk) - Romancing the Vine WineDater

WineDater (www.WineDater.co.uk) Romancing the Vine WineDater, a new and exclusive dating events company, launched last Monday at The Hide Bar in trendy Bermondsey Street, SE1.

London's singles were welcomed with a glass of fizz before enjoying an evening of tasting carefully selected premium wines and 10 hot dates! During the dating there were five wines to taste blind with a bottle of bubbly awarded to the person recognising the most. Four proved their palates were worthy contenders but in a tie break, Tom from Putney scooped the prize. That's not all he won as he has already lined up two dates with ladies he met at the event! Val from Lewisham who enjoyed the event said, "This is a really fun way to meet people but without the awkwardness, as you all have the love of wine in common," and Nicolla from Bethnal Green agreed, "there was a good amount of time with each date and it's good to have the focus of the wine to make it less daunting!"

Nicolla Greaves, co-founder of WineDater, commented, "It was a fabulous evening with most people continuing the fun for hours after the wine tasting. There have been a number of the daters arranging to meet up again and we're now looking forward to spreading the love at the next event on 22nd April at The Lord Palmerston in Tufnell Park, followed by events in Oval and Fulham."

Nicolla and her WineDater partner (both in the business and the romantic sense), Nigel Littlewood, both hold a range of qualifications from the leading international association for wine and spirits education, the Wine & Spirit Education Trust, and together have 15 years' experience of working in the wine trade, giving WineDater a unique combination of wine expertise and relationships with London's top bars and pubs to ensure WineDaters will all have an exceptional experience. Nicolla says: "Having tried every type of dating event there is, I realised that they are not set up primarily for the benefit of the daters or the venues but instead to generate as much money for the organisers as possible!

Quality over quantity is our motto, so we will only be working with the best venues and wines which means WineDaters can expect a very "tasteful" experience!" Singles can register for free at www.WineDater.co.uk, which also gives access to an exclusive range of discounts on wine tours and cases of top quality wines amongst other things. Places on the singles' wine tasting evenings are strictly limited and cost £30.

For more information please visit the WineDater website at www.WineDater.co.uk

Nicolla Greaves has 12 years experience in wine and spirits retail and wholesale and 7 years experience in wine education in her role at the Wine & Spirit Education Trust (WSET). Nigel Littlewood has been advising businesses for 7 years on development and growth, the last 3 focusing on the bar trade, from start-ups to the biggest names in the market for WSET. Both are available for interview and can be contacted at press@WineDater.co.uk or on 07979 902 050 (Nicolla) or 07912 158 174 (Nigel)