



British Promotional  
Merchandise Association Ltd

## Wine Gifts

1. Firstly research your Company's policy on giving alcohol related products, as even though everyone likes receiving wine as a gift it may not reflect your own HR policy.
2. As in all purchasing situations the more information you can give about the recipient's profile the better, wine gifts can so easily be matched to suit your customer's age, tastes and hobbies.
3. If you want a bottle branded with your own label be aware that it may not always be the highest quality of wine, as most growers want to put their own name on the best produce. If in doubt a sample can be provided for tasting – just ask at the enquiry stage.
4. Most companies are equipped to brand the packaging with your logo and company colours, be prepared to discuss and listen to ideas and alternatives.
5. Wine based gifts can be easily themed to suit an event. For example just imagine how many vintages there are!
6. Consider giving wine coordinated with an accessory be it food or a gift item, it can make a more personal gift, help with the theme and once the wine has been enjoyed your client has a keepsake from you.
7. Wine based gifts are bulky and fragile items so always consider where you want your gift to be received, the few UK despatch companies who deliver wine deliver during office hours and if no one is at the address may not leave the parcel. For more impact and to guarantee delivery have your gift sent to the recipient's work address.
8. If you now want to find your wine gift, start by logging onto the BPMA website, [www.bpma.co.uk](http://www.bpma.co.uk) as they can recommend 22 wine based gift suppliers to you.

Sempre Vino