

Winecrasher.com launches revolutionary best value wine club

Napa, California, 2016-May-19 — /EPR Network/ — Winecrasher.com, announced today the launch of a new wine club based on the company's unique "Crash Pricing" concept – which guarantees the best prices for critically rated wine.

In Winecrasher's innovative concept, which was inspired by Hotwire/Priceline, the customer is shown all the info about a wine (rating, varietal, region and vintage) but the company only reveals the wine label and name of the winery after the purchase is complete. This discrete discount model allows Winecrasher to offer the greatest discounts on wines while protecting winery brands.

Winecrasher is extending this concept to its newly launched wine clubs which will offer customers a monthly subscription, for either three (3) or six (6) bottles of critically rated wines.

Each of the wine clubs is guaranteed the following:

- The best price in the US market for each bottle
- Each bottle sold has been critically rated by either Wine Advocate, Wine Spectator, Antonio Galloni's Vinous or Burghound.
- Free California shipping and only \$9.99 shipping nationwide (excluding UT, MA, PA, AK and HI)
- Super easy cancellation – just send an email

In addition, Winecrasher will offer a premium experience through its personally tailored wine club for anyone who wants to customize their selection.

"We wanted to create a club where people can try new wines, without preconceived notions, while learning about new regions. With the guarantee that they're getting the best value," said Winecrasher's Co-Founder and Wine Director, Nancy O'Connell. Nancy, who will manage and select the club's wine portfolio, also mentioned that "While we choose the wines based on our own impressions, sourcing only critically rated wine allows the added assurance that the customers receive a product of verifiable quality."

“This wine club concept ties in to the whole philosophy of Winecrasher,” said Winecrasher’s Founder, Niv Nissenson. “We feel that people are tired of wine clubs that market obscure wines or put high markups on the bottles sold. We think that wine consumers are equally dissatisfied with clubs that make it very easy to join but difficult to unsubscribe. At Winecrasher we aspire to create a wine club where the best price is guaranteed, every wine is rated and it’s very easy to cancel”

Winecrasher’s wine club can be accessed in the following link:

http://www.winecrasher.com/Wine-Club_c_61.html

About Winecrasher:

Launched in Early 2016 in California, Winecrasher.com brings a new and unique marketing concept to U.S. wine retail. Inspired by Travel Websites Hotwire.com and Priceline.com, Winecrasher utilizes “crash pricing” to provide it’s customers with the guaranteed best value in wine. Winecrasher provides customers with all the information about a bottle of wine (region, varietal, score etc.) but only reveals the name of the wine after the purchase is complete. This allows Winecrasher to offer the guaranteed best prices in the market while protecting winery brands from public discounting. A win-win for consumers and wineries!

Contact-Details: niv@winecrasher.com 707 6378053



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