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BARRICA WINES

Bespoke service, a unique range of exquisite wine and good value for money; *Jane Cuthberston* presents Barrica Wines

Jane first became interested in wine after experimenting in home winemaking and then going to work for a local homebrew supply company. From there she went on to study wine at local colleges and Liverpool University.

After spending some time managing the Wines and Spirits departments for a local family supermarket chain, she moved to an Italian firm supplying the restaurant sector. In 2006 she eventually set up her own business using her 16 years' knowledge of the industry.

Jane's wine business has operated 'from home' over the last two years and has thrived on her personal attention to each and every client. This is a key element of her enjoyment in her work and indeed the success of the business. Every individual has a unique palate and her memory for their likes and dislikes together with her food matching skills are at the very core of the enterprise enabling her to offer a bespoke selection service. Jane provides a very individual service to her private clients, keeping notes on their

taste in wines, making recommendations and providing hand picked cases and selections to meet their personal preferences.

Jane originally established the business to provide wine tastings wholesale wines, and service private clients to a small selection of prestigious trade customers including restaurants and a Clitheroe delicatessen focused on organic produce. She has also worked with restaurants training staff, hosting dinner tastings and helping them to source the best wines to complement their menus.

Operating throughout the North West, Jane has built up an excellent reputation and a loyal client base, which has grown out of recommendation.

She has recently begun to import wines from three estates in the Languedoc region of France which have gone on to achieve international recognition.

Jane's current range of over 500 wines has taken four years to put together. All the wines have been tasted and personally selected by Jane and she aims to fulfil 4 criteria: -

- Each wine is personally tasted and selected by Jane Cuthbertson
- They must represent good value for money, whatever the price.
- The wine must not be widely available on the High Street for example in supermarkets or through chain wine shops. This ensures that small producers of individual wines get a fair price.
- Estates that implement an environmentally friendly approach to production score highly.

These criteria have enabled her to build a unique range, which is interesting to connoisseurs and wine enthusiasts whilst including many small growers who are not available from larger wine merchants and retailers.

Jane's most recent business venture is to rename the business Barrica Wines and to open a Barrica Wines retail outlet in Huntley Farm's new market hall complex. This venue offers an ideal location and clientele for the business as it is located on the edge of the prosperous Ribble Valley and close to the M6. ■

SERVICES

Barrica Wines offers a wide range of specialist services, making it much more than just a wine merchant.

These services are likely to have particular appeal to the target market helping ensure that Barrica Wines maintains its position as 'Individual' or 'unique'.

- Personal recommendations – and creation of tailored cases
- Gift and presentation cases
- Gift vouchers
- Tastings and presentations to groups and societies
- Corporate team building events
- Wines for special occasions
- Dinner party including food and wine matching
- Private parties and tastings
- Charity fundraising
- Buying and cellaring advice

**'INDIVIDUALLY
SELECTED
WINES EXCELLING
IN QUALITY, VALUE
AND TASTE'**



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and Cletheroe, 1¹/₂ miles from junction

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