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TRADERS' TOAST TO WINETRAK

Wine and spirit traders across the UK are toasting Amtrak Express Parcels' decision to expand its much admired Winetrak service.

Although Winetrak was launched without fanfare five years ago it was quickly spotted by the country's wine and spirit merchants and soon became recognised as the outstanding specialist service of its kind. Now Amtrak has decided to put a fresh marketing push behind the service.

Marketing Manager, Sally-Ann McCusker, says the move underlines Winetrak's consistent performance and its burgeoning reputation among merchants in the UK's £8 billion wine market. ***"Winetrak was introduced in a very low key way five years ago but today it is widely regarded as the best overnight service of its kind in the UK and the time is right to build on that reputation,"*** Sally-Ann said.

Key to that reputation is Winetrak's unique standing as the only service in the UK that insures wine, a major bonus for regular, larger volume customers.

"Customers want the reassurance of knowing that if their wine is damaged they are covered by insurance. Winetrak provides customers with that reassurance,"

Sally-Ann added.



“Winetrak also has the lowest rates of breakage in the industry and that allied to insurance cover adds up to what we believe it easily the best service in the UK. It’s clear that our customers know that too.”

Consignments enjoy special treatment from the moment they enter the service. They carry Winetrak and ‘Handle With Care’ labelling and are sorted separately and at every stage special care is taken to ensure that the wine arrives in pristine condition. As an added safeguard wine will not be left without a customer signature.

Winetrak customer, Peter Bailey, owns one of the best known online wine clubs in the country – winetraders.biz - and he says he has tried most of the other carriers and been “bitterly disappointed.” He switched to Winetrak a few months ago and describes the service as “absolutely superb.”

So impressed is Peter with the quality and reliability he gets from Winetrak that he has included a special ‘Shipment Info’ link on the winetraders website which gives further details about Winetrak.

“My experiences with other carriers has been awful but Winetrak has been a revelation. The service I and our members get is simply superb from the moment my local depot in Brighton collects the wine to the moment the member receives it,” Peter said.