

## **For Immediate Release**

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### **Curious Wines Toasts to Victory**

Small Cork Retailer Wins Against Big Name Brands at Digital Media Awards

CORK, Ireland - Online wine retailer CuriousWines.ie toasted to victory last night after winning the award for **Best Commercial Website** at the Digital Media Awards. These prestigious awards, now in their 7<sup>th</sup> year, annually showcase outstanding achievement in online and digital media at a gala awards ceremony in Dublin.

Michael Kane, Managing Director at Curious Wines, commented "Winning this award is a tremendous accolade for Curious Wines. We're a newly launched company and online sales are at the centre of our business strategy. To win such a prestigious award so early in our history against major national brands like Argus Car Hire, Three and Toyota Ireland is a thrilling confirmation that we've hit our web strategy exactly right."

The Cork company launched in November 2008 and offers over 300 hand-picked wines from around the world with free next day delivery. With warehouse pricing, regular discount schemes, and cases delivered from €99, Kane is bullish on his company's growth prospects in a recession economy. "We're a value-based business, delivering an excellent product at tremendous savings. Wine connoisseurs enjoy browsing our ranges of new of wines across all price points, and everyday consumers are taking advantage of the opportunity to broaden their wine horizons and move a step above supermarket offerings with a 100% guarantee."

Sabrina Dent, the Cork designer who built the CuriousWines.ie site, added "This award is particularly timely because it demonstrates that you don't have to go to the big Dublin agencies and spend tens or hundreds of thousands of euro to design and build a world class site that competes with the biggest national brands. Small businesses can still succeed in this economy, even with small budgets."

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For more information, or to schedule an interview, please contact Michael Kane on 087 968 2598 or email [mike@curiouswines.ie](mailto:mike@curiouswines.ie)