

Cybercellar launches subscription service curated by SA wine fundis

Online wine retailer Cybercellar has launched a new wine subscription service called Liquid Social, allowing customers to purchase a package of wine which is delivered to them on a monthly or quarterly basis.



While subscription boxes have become increasingly popular over the last few years, what sets the service apart from other offerings, according to Cybercellar, is that each package is curated by a different, well-respected wine personality, sommelier or winemaker.

Each month, three Liquid Social pack options containing six wines each are on offer to subscribers; Discovery (R650), Explorer (R1000) and Elite (R1800), with delivery free of charge.

To add to the intrigue, members do not know what is in the box until they open it – they can only indicate their preference for a red, white or mixed wine case.



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Curator insight and pairing advice

South African sommelier Tinashe Nyamudoka is the curator of Liquid Social's inaugural packs.

Nyamudoka, who is head sommelier at the Test Kitchen, says of his selection: "I've curated a selection of wines which I personally enjoy for different occasions. Whether it's an everyday wine for the casual sipper, an unusual varietal for the curious explorer, or a fine wine to pair with a meal, customers will find it in the selection I've put together."

The curator's role does not end with the compilation of the packs; they offer insight and pairing advice in the form of personalised, in-pack tasting notes. The curator is also available for scheduled 'tweet-ups', where members have the opportunity to connect and ask questions.

Nyamudoka adds, “Wine connects you with other people. As a sommelier, I do not only sell product. I try to incorporate the experience, the story and the passion. This is what sets Liquid Social apart. The story is weaved into the members’ experience, as is the personality of the curator.”



Tinashe Nyamudoka

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