



DE GRENDDEL ROSE 2007

Classy Rose from South Africa - £6.99 a bottle.

SPECIAL OFFER. BUY 6 FOR £40!

Stratford's Wines

WAKEFIELD ESTATE RIESLING 2007



Award winning Riesling - £7.99 a bottle.

Decanter World Wine Award Silver Medal Winner!

Stratford's Wines

SNOQUALMIE WHISTLESTOP RED 2006



A smooth blended Red from North America - £7.99

SPECIAL OFFER. BUY 6 FOR £45!

Stratford's Wines

PETER LEHMANN THE FUTURES SHIRAZ 2005



A classic from the Barossa Valley - £1 off. Now only £9.99

Decanter World Wine Award Bronze Medal Winner!

Enotria Wines

CHEERS WINE MERCHANTS

RAISES A GLASS TO 25 YEARS OF SUCCESSFUL BUSINESS - AND STILL GOING STRONG!

An amazing 2,500 loyal customers come through the doors of Cheers Wine Merchants every week and take advantage of this superb family-run business.

With friendly service dealing in quality products, Cheers has gone from a small off-licence in West Cross to being an on-line national retailer. Since re-launching the



website earlier this year, trade has increased dramatically and they now deliver across the UK.

The extensive range of more than 500 wines, 300 spirits and around 100 beers, lagers and ciders are available to buy both from the shop and online;

www.cheerswinemERCHANTS.co.uk

THE reason Cheers have been so successful for 25 years is all down to customer values.

Being very price-conscious helps - they give the customer extremely good value for money on everything and have really made themselves part of the community in West Cross, supporting local events and charities. Their friendly one-to-one service has made them the place to go for excellent value for money and a superb selection of quality wines in the Swansea area.

"All the wine sold is tasted before it hits the shelves, so the staff at Cheers can personally recommend the grape and the wine for your particular taste with the experience and knowledge to back up their recommendations."

Owner Andrew started trading in 1983, and soon realised that there was a demand for high quality wines at reasonable and affordable prices. Andrew's son Dafydd is now a director of the business and quickly developed an instinct for both tasting and buying wines at the right price.

All the staff at Cheers are always eager to assist and can help you choose the right wine from a huge range from all around the world. Now a thriving wine merchant, Cheers run a successful online business as well as seeing a huge increase in sales through their shop in Swansea.



Instead of trying to compete with the supermarket brand name wines, Cheers choose smaller, independently made wines where quality matters over quantity.

All the wine sold is tasted before it hits the shelves, so the staff at Cheers can personally recommend the grape and the wine for your particular taste with the experience and knowledge to back up their recommendations.

Father and son Andrew and Dafydd enjoy the perks of the job and personally visit vineyards all around the world to get the best for their valued customers. Recently returned from a trip to the Sherry region in Andalucía, Spain and the Chablis region, in France, Dafydd claims to have an excellent relationship with all their suppliers.



Cheers have recently set up a wholesale side of the business and is able to supply pubs, restaurants and even other retailers with wines and beers at trade prices. Local businesses are also catered for with discounts for bulk orders. If you are holding a function and would like advice on wine, free supply of glasses, or delivery to your premises, then give them a ring.

For an idea of the vast amounts of stock at Cheers visit their website (www.cheerswinemERCHANTS.co.uk), where you can browse through the selection at your leisure. Deliveries in the Swansea area are free, and glasses are available for parties at no cost.

Cheers have been running a very successful wine club for the past few years, where customers can choose from various price levels, decide how they would like the dozen or more bottles to be divided or leave the choice to the staff at Cheers. This is then delivered at whatever frequency you require, monthly being the most popular.

The cases are put together using the latest wine arrivals and are guaranteed to give extra value for money. Cheers will also replace anything you don't like!

Call in the shop on Saturday 1st November for a glass of Champagne to celebrate 25 years of trading!

"We'd just like to thank our customers for their continued support for the last 25 years."

– Andrew & Dafydd

132, West Cross Lane,
West Cross, Swansea, SA3 5NG

TEL: 01792 403895

FAX: 01792 241292

Email: sales@cheers-wine-merchants.co.uk

SHOP OPENING HOURS:

Monday - Saturday: 10:00am - 10:00pm

Sunday: 11:00am - 9:30pm



Photo supplied by Food Passion

Wine Merchants
Cheers
25th Anniversary Wine Tasting

Mumbles Ostrime Centre
Friday 14th November
7 - 10 pm



Win a Hamper full of Goodies from Olives & Oils and Cheers



Join Cheers Wine Merchants and Olives & Oils for a night of Great Wine and Tasty Food.

Come and sample over 100 Wines from some of the world's finest wine regions in a relaxed and informal atmosphere at Mumbles Ostrime Centre.

Tickets available from:
Cheers Wine Merchants - 132 West Cross Lane, West Cross 01792 403895
and Olives & Oils - 28 Newton Road, Mumbles 01792 366828

Ticket Price £10



All Ticket Money goes to
WE ARE MACMILLAN.
CANCER SUPPORT

Registered Charity Number 261017



NAVAJAS RIOJA TINTO CRIANZA 2005

A beauty from the esteemed Rioja region - £7.99 a bottle

SPECIAL OFFER. BUY 2 FOR £15!



Moreno Wines

VIDAL SAUVIGNON BLANC 2007

Marlborough Sauvignon at a bargain price!

Save £1 Off a bottle.

NOW ONLY £6.99



Hatch Mansfield

GREMILLET BRUT CHAMPAGNE NV

IWSC Best NV Champagne Trophy Winner - £17.99 a bottle.

SPECIAL OFFER. BUY 6 FOR JUST £99!



Boutinot Wines

STELLA BELLA CABERNET MERLOT 2005 VINTAGE

World famous wine from Margaret River - £10.99 a bottle.

Decanter World Wine Awards Gold Medal Winner!



Alliance Wines

Alliance Wines, Boutinot Wines, Enotria Wines, Hatch Mansfield, Moreno Wines and Stratford's Wines congratulate Cheers on 25 years of successful trading.

HERE'S TO THE NEXT 25 YEARS, CHEERS!