



## Cuisinewine toasts sales uplift

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Cooking wine range adds new varieties

A range of duty-free wines is every pub's dream - and, in the kitchen at least, it's a dream come true.


Cuisinewine, which produces a range of cooking alcohols, is reporting strong sales of its products as pubs and restaurants recognise the advantages in terms of cost control.

The products are VAT and duty free, thanks to the addition of a pinch of salt, as well as a lower ABV, which means that the range is classified as a condiment.

The company's has enhanced its core products, classic red and white cooking wines, with additions including the recently launched port and madeira varieties. A range of spirits is also available.

Roland Beumer co-director of Cuisinewine, said: "Every business needs to be making savings. Cuisinewine is a win-win way of doing that as you're not compromising on quality but you are cost controlling much more effectively."

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