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rewards

for
sustainable
living

www.greenrewards.co.uk

New Organic Wines at Green Rewards – June 2010

Green Rewards is continuing the wide expansion of its range by adding a selection of fine organic wines.

These delicious wines are sourced from the award winning wine merchants Vintage Roots, and there is a choice of 7 cases of wine, starting with a half case of European White, Touchstone White, European Red, Touchstone Red, European Rose for around the £50 mark. Or if you fancy splashing out, you can buy a case of European or Touchstone mixed wines for £90.



You can buy the wines, secure in the knowledge that they come from vineyards which are all organic, these means there are made from grapes which are cultivated without recourse to synthetic fungicides, herbicides or fertilizers.

To produce a quality wine it is imperative that the base product is sound and we believe that organically-grown grapes have a head start because they are not in a cycle of chemical dependency.

In vineyards where the environment is respected and biodiversity encouraged, the vines grow in a living soil, full of worms and bacteria. This enables them to draw upon the optimum levels of minerals from the soil. In turn, these healthy vines develop better resistance to disease and go on to produce fruit for years to come.

Biodiversity is encouraged by planting cover crops between the rows of vines. Not only does this create an eye-catching landscape, but more importantly they bring a host of beneficial visitors. For instance, plum trees are planted in organic vineyards in California to attract Anagrus wasps that then eat the destructive vine leafhoppers, which can cause massive crop damage if not controlled.

Certain biodegradable sprays are used from time to time and there are biological controls such as the planned release of ladybirds which eat vine aphids. Mildew problems may also be managed with salts such as copper sulphate and elemental (not man made) sulphur.

Notes for Editors:

Green Rewards is a green and ethical online shop and rewards scheme that provides people with an easy and engaging way to lead a greener lifestyle and play their part in tackling climate change. The venture was set up by Graham Simmonds, former Chief Executive of the environmental charity Trees for Cities and Richard Hammond, Entrepreneur, whilst the radio and television personality, Neil Fox (who currently presents Magic 105.4 FM's Breakfast Show) is involved as a non-executive director.

At www.greenrewards.co.uk people can visit Our Green Shop where we have brought together over 500 eco products, gifts and experiences offering something for everyone – from bird feeders for the garden, energy saving devices for the house, toys for the kids, ethical fashion, green charity gifts and much, much more! Our points can only be spent in Our Green Shop where everything has been rigorously vetted by an Independent Sustainability Advisory Panel that includes some of the UK's leading figures covering carbon footprinting, ethical fashion, recycling and fair trade.

For more information, please call Becky Dell on 0844 879 4148 or 07889 365 297 or email her at rebecca.dell@greenrewards.co.uk

10:10 We've signed up. Have you?