



November 2007 e-newsletter

Christmas COMPETITION - Our UNIQUE WINE GIFTS

Dear

Christmas is almost here and we have great gifts for all the adults in your family. Our wonderful heart healthy Madiran wines are unique gifts. There is sure to be someone in your life who will benefit from our healthy heart message.

Remember - **A man is as old as his arteries**
- so start protecting them today.

In this issue -

- **Competition - good odds to win CASH BACK on your purchases**
- **Our wonderful unique wines for Christmas gifts**
- **Try something new before Christmas lunch or dinner!**
- **British Heart Foundation reviews its attitude to healthy wines**
- **Functional Foods Seminar attendance**



Christmas Gifts Wine Gift Packs

This Christmas why not give a totally unique heart healthy Madiran wine gift to family and friends. Gift pack prices from \$59.90. For those distant family and friends, we will on your request gift wrap our 2 & 3 bottle wine gift packs so the receiver will not know what it is until they open it on Christmas day. We will also include a Christmas card with your message if you like. There is no extra charge. Its our pleasure as a way to say thank you for your purchases during the year.

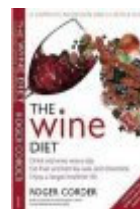
[Click Here>](#) to jump to our Madiran & St Mont wines and gift packs.



Book Gift - The Wine Diet by Prof Roger Corder

For family and friends that are readers, or perhaps need some sensible health and diet advice, then Prof Roger Corder's lifestyle book The Wine Diet is a great gift at \$32.50 plus postage. Its not just about red wine - it's a whole lifestyle guide that includes discussion on other foods rich in heart healthy procyanidins, recipes, diet plans and more. [Click Here>](#) for a review of the book.

This book has been very popular with our customers. Again, if you ask we will gift wrap it with a message.



Christmas Competition - 5 lucky customers will win huge Cash Back

Every order placed from 27 November to 31 December inclusive will be entered into a draw to win back half the value of their purchase. Five winners will be drawn. So the more orders you place, the better the odds. If you have not made a purchase recently, now is the time. Winners will be contacted by email and their names published in our January e-newsletter.

Remember - just one glass a day is all that's required for good heart protection.

British Heart Foundation - accept its time to reconsider

On 30 October the Guardian published an article about the British Heart Foundation, healthy red wine and Prof Roger Corder.

It's a must read for those interested in heart health. [Click Here>](#) to go to our News page for the article.

Of significant interest is the quote by Professor Jeremy Pearson, associate director of the BHF, who admits that there is convincing evidence of the virtues of red wine.

"Maybe it's time we revised our policy," he says. "I think that perhaps we are being too cautious. We've always been reluctant to promote alcohol because of the obvious risks of over-drinking, but I think there's enough evidence now for us to have a re-think".

Try this Christmas day aperitif

Have you ever kicked-off Christmas lunch or dinner with an aperitif? This year start your family gathering with a small glass of chilled Pacherenc du Vic Bilh. Our Domaine Berthoumieu Symphonie D'Automne \$48.00 is a wonderful way to start. This is a beautifully fresh sweet white wine of pure aromatic richness. There is no need for food with this wine and its a superb way to start the gathering before you all sit down to lunch or dinner. With 50ml servings there are 15 glasses in a 750ml bottle.



Of course it's still a great match with its traditional partners like Foies Gras, pate, terrine, blue and strong sheep milk cheeses, fresh fruits and desserts. To see our range [click here>](#). The other two sweet pacherenc wines in our range are more intensely rich and best matched with the foods mentioned above. Again they will make for something different for Christmas.

The Final Word

In mid November we exhibited at the **Functional Foods Seminar** held at the Bruce Mason Centre, Takapuna, North Shore City. We received a lot of interest from food and horticultural scientists and technologists attending.

At the social hour it was very satisfying when people tried our Madiran wines after drinking the soft easy-drinking sweet red wines so common today. We had responses such as "oh, that's wonderful and concentrated" and "boy that other red wine is just so sweet, I never realized".

The seminar covered topics very closely related to our heart healthy polyphenol message.

And, if have not already done so, then you can jump to the website by clicking on www.Lifestylewines.co.nz or go directly to the wines by [clicking here>>](#)



Membership

When you purchase from Lifestylewines.co.nz your contact details are retained and you become a member. We do NOT retain any credit card details. To logon and view or maintain your membership details your account code is "account.name" and password "pswd".

If you use your login before ordering then your account details automatically populate the Checkout page. You can also see your order history and perform administration tasks.

If you have any questions we are here to serve you.



www.lifestylewines.co.nz

Toasting your health

Rob and Dr Erica Lauder and team

Ph: 09 4452945 or send an email reply to this e-newsletter

