

A sneak preview of this year's Wine Fair at Carrefour Reserve your wines on Carrefour.fr starting 26 August

Can you find a good bargain while making your life easier? Carrefour is offering its customers the option to reserve their wines online and then to pick up their order from the nearest Drive. A sneak preview of this new service will be available from 26 August as part of the Wine Fair.

A special sneak preview for buyers

As part of this autumn's wine fair (11 to 23 September), Carrefour is previewing its new wine reservation service – designed to make purchasing easier for its customers – at this special annual event. This new service is available in 91 Carrefour hypermarkets with Drives. It will give customers the option to choose their wines whenever and wherever they want, and to enjoy the same advantages that they would get in store (catalogue price and free service).

So buyers will be able to order their wines on the retailer's website from 26 August to 10 September, and then to come and pick up their deliveries in 5 minutes from the hypermarket Drive that's most practical for them. The service will be available from 11 to 14 September.



Virtual wine cellars for browsing and choosing in complete comfort

Each store will have a special area with its virtual cellar completely dedicated to the operation, showcasing all 480 of the available wines. In order to guide and advise consumers as they browse the cellar, the wines that have been selected are divided into categories: *Reds, Whites, Rosés, Sweet Wines, Champagnes* and *Sparkling Wines*. Each wine will have a detailed information sheet including:

- ✓ Medals, scores or information about how it is listed in guides
- ✓ Ideal tasting temperature
- ✓ Advice for ageing the wine
- ✓ Characteristics of the *appellation*
- ✓ Recommendations for pairing it with dishes

Instructions

1. Go to Carrefour.fr on a PC, tablet computer or smartphone
2. Select the Drive where you want to pick up your order
3. Choose your wines between 26 August and 10 September in the dedicated virtual cellar
4. Choose the time and date when you want to come and pick up your order between 11 and 14 September
5. Visit the Drive at the appointed time and your order will be loaded into the boot of your car in 5 minutes!

About Carrefour

Carrefour has over 4500 stores in France operating in 4 formats (hypermarket, supermarket, convenience and cash & carry). For 50 years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. In all its activities Carrefour embraces its economic, social and environmental responsibilities, and is committed to the quality of its products and its customers' satisfaction.

For more information, visit: www.carrefour.com (press area), www.carrefour.fr

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