

Calling singles who love wine

27 Mar 2008 by JR

Are you single and interested in wine? If so, you just might be interested in a new and - yes, you guessed it - exclusive dating events company. [WineClear](#) was set up by Nicola Greaves, who has worked at the Wine & Spirit Education Trust for seven years and her partner Nigel Littlewood, who has had years of experience working with top and bars.

I offer absolutely no assurance whatsoever that you will meet the man or woman of your dreams, or even that you will have a nice time. I merely pass on the fact that the company's first event will take place on Monday 7 Apr at The Hyde Bar in what they call lovely Bernersday Street, London EC1 (conveniently close to the V&S's offices there). The couple of that is not a rude word in this context are looking for 'Singles Who Love Wine' to attend.

The assure us that WineClear is a unique new dating concept which aims to help single Londoners find love whilst increasing their wine knowledge and tasting wines that are a far cry from the average post-work tips. They promise 'premium wine' and together claim 15 years' experience of working with wine. WineClear has a unique combination of wine expertise and relationships with London's top bars and pubs to ensure WineClears will all have an exceptional experience, they claim.

Nicola says: "Having tried every type of dating event there is, I realised that they are not set up primarily for the benefit of the dates or the venues but instead to generate as much money for the organisers as possible! Quality over quantity is our motto, so we will only be working with the best venues and wines which means WineClears can expect a very 'happily' experience!"

Nigel adds: "Having been working with London's top bars and venues for several years in my previous role, such as The Duchesse, London Hilton and the Crown Group, I will be contributing to build strong partnerships with top and establishments for WineClear events. We're delighted to already have events lined up at some of London's trendiest bars and pubs such as The Hyde, The Archer in Fulham, The Last Remains in Tufnell Park and The Footmen Arms in Oval."

The intention is that WineClear evenings will have equal numbers of men and women. Greaves and Littlewood say they intend to start with a 'tasteful' wine tasting so that dates are confident when assessing their wines. (Is there any chance that anyone will take any notice of this instead of zoning up their fellow singles?) The main event comprises short, relaxed dates with different wines to discuss. A prize is awarded to the person correctly identifying the most wines, but the real focus is on fun and meeting like-minded singles.

Places at both the launch and subsequent events may be booked after registering at [www.WineClear.co.uk](#)

...at £20 a pop.

I must confess I am not sure at all whether to ask for feedback.