

The evolution of wine subscription

Wine List launches brand new concept 'By The Glass' delivering wine knowledge through your letterbox, one glass at a time



This month, Wine List, the first wine subscription focused on learning without fluff and pretension, launches **By The Glass**. The next step in the evolution of the wine subscription, brand new By The Glass delivers a wine tasting experience of three glasses of wine, directly through your letterbox. Set to be the perfect pairing to home entertainment this spring and summer, you'll be confidently choosing your new favourites in no time.

The idea of By The Glass is to bring together a few key trends that founder, **Josh Lachkovic**, has picked up on since launching Wine List in 2019. As a nation, we are now drinking less, but better quality, and a bottle is too often too much to open. But for those wanting to learn, it means creating a lot of waste. Bottles are great, but it's also a centuries-old format. They are also one of the most expensive ways to post wine to people – both in monetary and environmental impact. Therefore, Josh devised a concept that would allow wine enthusiasts to continue exploring their own wine knowledge, without the issue of waste and expense. The three 100ml wine glasses By The Glass delivers through your letterbox give you an insight into the pleasure of every bottle and the opportunity to cover more varietals in a shorter amount of time. To make sure that your glasses of wine arrive as though they have just been poured from the bottle, By The Glass uses a proprietary rebottling system, that keeps wines fresh for up to two weeks. So you can plan ahead, host wine tastings at home, amongst friends, in an easy and relaxed setting, or simply explore the world of wine at your own pace.

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“We’ve launched By The Glass for a few reasons,” says founder Josh Lachkovic. “In the UK, people are now drinking less, but drinking better, which we agree with wholeheartedly. But also, if you’re wanting to learn; being able to taste multiple glasses helps you learn faster. By The Glass allows you to drink exceptional quality wines, in small servings, and it fits through your letterbox.”

By The Glass will reflect Wine List’s well-established philosophy of featuring lesser-known wines that are imported by themselves. By importing directly, you get the savings from cutting out the middleman, with the chance to taste wines not found on the high street. In terms of style, Wine List prefer to showcase indigenous grapes, unearthed regions, alternative styles, and lower intervention winemaking, making your learning and tasting experience that little bit more interesting. And with the help of resident wine expert, Isabelle Lynch, who is Head of Wine at Wine List, all of the wines in the collection have been carefully selected to support and increase your knowledge.

What do you get with By The Glass?



For just £19 per month, the first By The Glass box will include three individual glasses of wine, complete with Wine List’s home course ‘Wine Roots’. The course combines physical and digital elements to make learning accessible, fun, and engaging. With the subscription you also gain access to virtual tastings, hosted by Isabelle Lynch, and a community designed to encourage and build your confidence with wine.

In the first box, you can expect a chillable natural red from Italy, Duzat, 2020 – ideal for spring and warmer weather. A natural chardonnay from Czech Republic, Marada Chardonnay, 2017. And the final glass will be something special selected by the team.

<https://www.thewinelist.net/by-the-glass>

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If you're looking to learn about wine, or just have a single glass in an evening, [By The Glass](#) is the subscription for you. By The Glass will launch on **Monday 19 April**. Sign up to Wine List's newsletters for updates, wine tips, news, and subscription details.

WINE LIST

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Notes to Editors

About The Wine List

Founded by Josh Lachkovic in 2019. The Wine List is the first wine box that helps you learn. It's a wine subscription focused on learning, which extends to every bottle or glass of wine you drink. With some practice, after six-to-twelve months, one should be able to look at a restaurant wine list, or shelves in a local merchant, and have an inkling of what a bottle should taste like. Wine List believes that the best learning happens at home with friends or family, in an interactive way, but with the access to a community of other learners. Every month, members receive 2, 6 or 12 bottles of wine that you'll never find in the supermarkets, alongside learning materials and access to a community that fosters the development of your wine knowledge.

Josh Lachkovic

Prior to founding Wine List, Josh spent most of his career working in growth roles at startups. His first taste for a food and drink startup was Pact Coffee where he joined in 2014 prior to their Series A. From there he went into the education sector, in a digital product and comms role, before joining health-tech startup Thriva. Here, he was head of growth and first employee, and he oversaw the growth from 0 to 50,000 customers. Josh's passions have always been in food and drink. In 2018, he studied the WSET as a consumer and fell in love with wine even more. But – importantly – realised that the way the course educates isn't right for the majority of wine drinkers out there. He started a weekly newsletter called Josh's Wine List shortly after, and that summer recorded the podcast. An Introduction to English Wine – offering some of the first interviews with winemakers such as Ben Walgate of Tillingham, Adrian Pyke of Westwell, and Sergio Verillo of Blackbook. He founded Wine List in 2019 as a way to make learning about wine more fun. "Armed with a little bit of knowledge," he says, "you'll find pleasure in every bottle you drink." Wine List today boasts tens of thousands in its learning community, and has grown exceptionally quickly from its launch in summer 2019.

Isabelle Lynch

Isabelle was trained up as a sommelier in Manchester's pioneering fine dining restaurant Manchester House. It was fine dining in a relaxed style. The aim was to take the pretentiousness out and that is still Isabelle's style now. From here she was the opening team for a further two fine dining restaurants, Restaurant MCR and Parade at Chester Racecourse, bringing that same style with her. They became the number one restaurant on Tripadvisor with their constant focus on the customer's enjoyment. Following this she worked as a freelance sommelier, organising parties, pairing wines at supperclubs and teaching others about wine. She was drafted in to support restaurant industry novices in Netflix's Million Pound Menu TV series. Now as Head of Wine, her focus is on

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opening the conversation about wine. She joined the team in January 2021 but supported them through online tastings since the beginning. On the education side, she encourages questions no matter how big or small. With sourcing wines she goes for the unusual and unknown, finding value here.