

MDCV UK Partners with Aldi to Launch Bowler & Brolly Sparkling Wine of England - Championing Local, Sustainable, and Affordable English Wine

MDCV UK is proud to announce its exciting new partnership with Aldi, bringing the vibrant spirit of English winemaking to consumers nationwide with the launch of **Bowler & Brolly Sparkling Wine of England**.

Available now in all Aldi stores across the UK at an accessible price of **£9.99**, Bowler & Brolly is a celebration of MDCV UK's commitment to encouraging consumers to **Drink English, Drink Local, and Drink Sustainable**. This sparkling wine offers a fresh opportunity for wine lovers to enjoy high-quality English wine without compromising on taste or values. Crafted with care and precision, Bowler & Brolly delivers a crisp, fruit-forward profile that reflects the best of English terroir and is a perfect example of how sustainability and affordability can go hand-in-hand with excellence in winemaking.

*"This partnership with Aldi marks another important touchpoint in our mission to make English wine more accessible," said **Gary Smith, CEO at MDCV UK**. "Bowler & Brolly is not just a bottle of wine - it's a statement about supporting local producers, embracing sustainability, and enjoying exceptional quality at a fair price."*



Julie Ashfield, Managing Director of Buying at Aldi UK, said: "Silverhand Estate is doing incredible work to push the boundaries of sustainability in British wine. Their focus on quality, innovation and protecting the environment makes them a brilliant addition to our supplier network, and we're excited to be working together to bring something special to our customers."

Whether you're celebrating a special occasion or simply enjoying a glass at home, Bowler & Brolly invites you to raise a toast to the future of English wine.

Drink English. Drink Local. Drink Sustainable.

--- ENDS ---

For further information, samples and photography, please contact emilia@cubecom.co.uk