



**PRESS RELEASE**

FOR IMMEDIATE RELEASE

WITNEY, OXFORDSHIRE – 19 DECEMBER 2011

## **Ridgeway launches Radcliffe's Wines' Ecommerce Web Site**

Witney web design agency, Ridgeway, has created a new brand identity and launched an e-commerce web site for Radcliffe's Wines, one of the UK's leading Old World wines brands.

Ridgeway worked closely with the Radcliffe's Wines marketing team to develop an identity which supported their ethos and plain-speaking approach to wine and, importantly, great food and wine combinations. The new web site features a delicatessen-inspired design using warm, rustic tones and the web site is crammed with mouth-watering recipes which compliment Radcliffe's range of classic wines.

Because the web site has been built with Kentico CMS, the Radcliffe's Wines team have full control of the web site content, imagery and other media. As well as discovering fantastic wine and food taste sensations, customers can create their own cases of wine by mixing and matching any of the bottles and then purchase directly through the web site.

Becky Nichols, Marketing Manager at Radcliffe's Wines says "Radcliffe's Wines had been trading online for a year with a very basic site and we knew we could offer our customers a much more enjoyable and engaging experience which made browsing and choosing wine as enjoyable as the actual drinking occasion itself.

We chose to work with Ridgeway on this project because very early on we knew that they understood the brief completely and really got what we wanted to provide for our customers. They proved that they have the design expertise to really bring to life and inject some modernity into a product category which traditionally can be quite 'dry' and information heavy."

Simon Lassam, Managing Director at Ridgeway said, "We've had a blast working on this project. As well as the creative challenge, we've devised a means of helping Radcliffe's demonstrate that classic wines and fantastic foods are great combinations. We're pleased to have created a top-class web site complements Radcliffe's top-class wines. We've already placed an order for some, and I'm sure we will be doing so again and again!"

## About Ridgeway

Ridgeway delivers business solutions through creative **web site design, print design and marketing services**. From our studio in Witney, Oxfordshire we offer a consultative approach to projects, matching the solutions we recommend to our clients' needs. Led by an experienced team of web professionals, the agency offers a range of services designed to support any business aspiration including marketing and search strategy planning, logo, brand and creative design, content management, e-commerce and bespoke solution development and multimedia content delivery. Ridgeway has a strong track record in helping businesses of all sizes achieve their marketing goals. Further information about Ridgeway's services and client work can be found at [www.ridgeway.net](http://www.ridgeway.net).

## About Kentico CMS

Kentico CMS is an affordable web content management solution providing a complete set of features for building Web sites, community sites, intranets and on-line stores on the Microsoft ASP.NET platform. It supports WYSIWYG editing, workflows, multiple languages, full-text search, SEO, on-line forms, image galleries, forums, groups, blogs, polls, media libraries and is shipped with 200+ configurable Web parts. It's currently used by more than 4,000 websites in 84 countries. The clients include Microsoft, McDonald's, Vodafone, O2, Orange, Brussels Airlines, Mazda, Ford, Subaru, Samsung, Gibson, ESPN, Guinness, DKNY, Abbott Labs, Medibank, Ireland.ie and others. Kentico CMS is available at [www.kentico.com](http://www.kentico.com).

---

## Media contact

Rachael Green

Ridgeway

Two Rivers, Witney, Oxfordshire, OX28 4BH

+44 (0)1993 899000

[rachael.green@ridgeway.net](mailto:rachael.green@ridgeway.net)

[www.ridgeway.net](http://www.ridgeway.net)