



Majestic and Saturday Kitchen join forces to launch exclusive wine club subscription service

- **Majestic and Saturday Kitchen unveil new wine club, delivering exclusive, hand-picked wines from around the world to subscribers' doors**
- **Top wine experts Helen McGinn and Olly Smith personally select every bottle, complete with jargon-free pairing guides**
- **Each box features easy-to-follow recipes from top chefs including Theo Randall, Anna Haugh, Adam Byatt, Poppy O'Toole, Georgina Hayden and Tony Singh**

EMBARGOED UNTIL 00:01 FRIDAY 19th JUNE, 2026: Saturday Kitchen is delighted to announce the launch of the Saturday Kitchen Wine Club, an innovative new subscription service designed to help wine lovers discover new styles from around the world. Created in association with Majestic, the UK's largest specialist wine retailer, the club delivers handpicked global vintages and exclusive Saturday Kitchen recipe pairings from top TV chefs directly to subscribers' doors.

Everyone who signs up to Saturday Kitchen Wine Club will receive a specially curated box every three months. Each case features a premium selection of 12 bottles (two bottles each of three distinct reds and three distinct whites) ranging from the zingy and crisp to the bold and mouth-coating.

Resident wine experts Helen McGinn and Olly Smith will personally select every bottle that goes into the Saturday Kitchen Wine Club cases, working with Majestic's award-winning buying team to taste and source exclusive wines from across the globe. Helen and Olly will bring their trademark personal insight and warmth to the flavour profiles, ensuring subscribers can explore something new and exciting in every box.

All wines are exclusive to Saturday Kitchen Wine Club and won't be available to purchase in Majestic's stores or online – giving wine lovers the chance to discover a host of new wines and learn about how they are made. Each bottle comes with detailed tasting notes and flavour guides compiled by Helen and Olly themselves, meaning subscribers will have two of the best in the business acting as their personal sommeliers.

Every case also comes with delicious, easy-to-follow recipes, carefully curated to be enjoyed with the wines in each box. The debut Saturday Kitchen Wine Club case includes dishes from Theo Randall, Anna Haugh, Adam Byatt, Poppy O'Toole, Georgina Hayden and Tony Singh, with a host of other Saturday Kitchen favourites lined up to contribute to future cases.



The Saturday Kitchen Wine Club offers flexible options tailored to every palate and a range of budgets. Subscribers will also enjoy exclusive access to reorder their favourite bottles through the website while stocks last. The three cases available to subscribers are:

- **The Kitchen Classics:** £120 per quarter. 12 cracking bottles for everyday moments – your reliable, delicious go-to wines.
 - **The Kitchen Signature:** £160 per quarter. 12 bottles of premium, characterful wines that bring the 'wow' factor to your table.
 - **The Kitchen Showstoppers:** £200 per quarter. Top tier selection. 12 bottles of spectacular, high-end wines that truly sing.
- (All prices include home delivery by Majestic).**

For more information or to subscribe visit: saturdaykitchenwineclub.majestic.co.uk.

Elizabeth Newman, Managing Director of Majestic Retail, said: *“We are delighted to be joining forces with Saturday Kitchen to launch this exciting new wine club. Our mission at Majestic is to help our customers discover new wines they will love, and the Saturday Kitchen Wine Club will help even more people do exactly that. Our award-winning buying team has worked with Helen and Olly to source exceptional, exclusive wines that you won't find anywhere else – not even at Majestic. It's a brilliant new way to explore the wonderful world of wine from the comfort of your own home.”*

Amanda Ross, Executive Producer of Saturday Kitchen, said: *“One of my biggest pleasures is tasting Olly and Helen's wonderful wine matches. With so many bottles out there to choose from and budgets getting tighter, it's great to have recommendations you can rely on. The Saturday Kitchen Wine Club does the tasting for you, guaranteeing you brilliant bottles. It's an easy way to explore new wine styles, build your confidence, and even get more adventurous in the kitchen with delicious recipes from some of our favourite chefs.”*

Helen McGinn, resident wine expert, said: *“It's been a joy to select the wines in these cases and pair them with mouth-watering recipes from some of my favourite chefs – so many of which I've had the pleasure and privilege of tasting. I know that subscribers to the club will enjoy becoming part of a community of curious, like-minded wine lovers, and have plenty of fun along the way.”*

Olly Smith, resident wine expert, said: *“I've been recommending top-notch vino for nearly two decades now, so it's great to have the opportunity to bring some more fabulous wine selections to wine lovers across the UK – but this time delivered direct to their doorstep, entirely hassle-free. So, grab a glass, get the oven on, and let's dive into these spectacular bottles together!”*

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For more information, contact press@majestic.co.uk.