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THE WILD WINE RUN SERIES

Specialists in Wine Run Events

- Running
- Free wine tasting
- Charity fundraising
- UK's first as:
 - Wine Run Series
 - Urban Wine Run
 - Wine Running Club

The Wild Wine Run events combine running or walking along iconic English sites, from the countryside to Victoria Park in London; enjoying a free wine tasting; charity fundraising; and community. We introduced the Wine Run in the Midlands; we started England's first Wine Running Club with [Seven Cellars in Brighton](#) and [Levels Wine in Eastbourne](#); and had the UK's first ever Urban Wine Run featuring Renegade London Wine near the iconic Victoria Park.

We started organizing wine runs because we wanted to explore England and learn about its wines. Since we are athletes, we wanted to run or walk around the vineyards. We thought that other people would relish this idea too – who would say no? We organized the first event in 2017 in the rolling hills of the East Midlands. We were delighted to see enthusiastic people - first-time joggers, beginners or seasoned runners alike - enjoying great English wine, the views, and good company. Luckily, smiling is contagious.

After two summers of successful events we expanded in 2019 and partnered with [Walton Brook Vineyard](#) near Loughborough, for 5k and 10k trail running events along its vineyard, as well as [Renegade London Wine](#), [Seven Cellars](#), [Levels Wine](#) and [Humble Grape](#).

We've been involved in charity fundraising, supporting the special work of charities such as the [Canal & River Trust](#), [TRIBE Freedom Foundation](#), and [When you wish upon a Star](#).

We've been proudly featured in international and local publications: Outdoors Magazine, Wine Merchant Magazine, and the Eastbourne Herald.

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The Wild Wine Run Series changes the landscape in events for runners. We successfully combine running, wine tasting, iconic outdoors, fundraising, and great vibes. We are and support unique businesses, and cater to occasional runners and veterans alike. We are the meeting point of people from different backgrounds who nevertheless share the interests of wines, a personal challenge, socializing, and fresh air.



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At every event, the colorful crowd of people of different ages, backgrounds and running expertise gather to tackle the course. Smiling faces before, during, and after the run are everywhere.



At the Wild Wine Run events, participants as well as spectators have complimentary wine tasting. People then hang out at the venues socializing and enjoying a glass of wine.



Participants to Wild Wine Run events vary greatly!



We are proud to have cracked many firsts. Among these, we have introduced the Wine Running Club to the UK! Recurrent and familiar, these events are great to meet locals and neighbors.



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Wine runs in Sussex

Social events that combine wine tasting, fresh air and a 5km run are proving popular in Sussex

Many of us do more exercise and meditation than we need to be in. If you combine a glass of wine or beer with your gym run there may be more incentive to get off the sofa.

Wild Wine Run is doing exactly that and the combination appears to be very popular.

They started to become hit in London but are there are now two events in Sussex and both are pulling in good crowds.

The first run has been so popular that Richard Bruschi and his wife have had to set up social events almost at getting nothing happy people outdoors in the country, making themselves as fast as great wine.

He said, "I thought running, but the best of it

The wine tasting at the end is very interesting. It is informal and obviously we are all in our running gear but it is good fun.

TIM CHURCH
 Running and wine enthusiast

you don't want to, then don't. The event is as competitive as you make them, so think about what you want to do. Want to run fast or slowly? Walk or jog? Walk, the whole length? It's completely up to you.

"We call them wild because the events are immersed in the nature. We want people to be surrounded by vines, fresh air and scenery, other than the running hill, on the countryside or the scenic Victoria Park in London. On trails on paths, green grass and trees will be around you.

Last but not the least, great food, like equivalent of those friends, family might be there, but there will be many other smiling people.

"The larger people are the happier everybody is. Wild Wine has events are currently running in Eastbourne and Brighton



and have received positive feedback from those who have taken part.

The Eastbourne event combines running, wine tasting and wine education. Tim Church organises running and the wild glass of wine to be.

He has started attending the Eastbourne wine runs, which ends with a relaxed wine tasting at Lusha Wine at the back of the Grand Hotel.

This said, "It is a really fun and sociable event. We're out to see us and there are a range of runners with mixed abilities.

"Richard is an excellent host for the event and the wine tasting at the end is very interesting. It is informal and obviously we are all in our running gear but it is good fun.

It runs every first Thursday of the month and tickets are available online. Tim also goes to weekly free craft beer runs at the Little Green in Lewes Road, Eastbourne.

The event is similar and participants enjoy running a glass of wine before meeting



Business at Seven Cellars in Brighton ready to serve their wine

Runners revived by wine tastings

Running and wine drinking might not seem the most obvious combination, but there are exceptions - the Medoc Marathon being the most famous.

New independent wine merchants are claiming a slice of the action thanks to the Wild Wine Run, a project established by Italian athlete Richard Bruschi.

The 5km events were originally conceived as a way of introducing runners to their local vineyards and wineries, but Bruschi has also teamed up with merchants in Sussex to help establish running clubs.

Lewes in Eastbourne and Seven Cellars in Brighton have both organised regular running events with Bruschi's help. The £7.50 entry fee is split between Bruschi and the retailer.

"People get some wine education," he says. "Water is always provided and people will naturally hydrate that way. After that, wine is part of the experience: you're a little tired, you're hungry and thirsty and you want something special.

"Wine is a social drink. It's like going to have coffee. It's a bonding experience."

Do red-faced runners really want to hang around in their sweaty lycra? Apparently so. In Eastbourne the run finished at around 7.30pm, 11 left at 8.30pm and people were still sitting and talking and drinking wine," Bruschi says.

Matt Almsough of Seven Cellars in Brighton says the runs were held fortnightly in the summer and will resume in March. Participants will be encouraged to block-book tickets to minimise the problems created by no-shows.

"We were getting between six and a dozen people for the run and then hosting an informal tasting afterwards in the shop," he says.

"They're sweaty but they're definitely up for a glass of wine. We were still in the summer months so we tried a nice Provençal rosé, we tried some Gewürz from Chalk, and I think we did a couple of light reds.

"It's a nice add-on for the business and it sparks conversations. Customers seem quite positive about it."

Bruschi says he is willing to talk to wine merchants beyond south east England who may be interested in setting up running clubs of their own.

Flying Ficks
 "Our Man with the Facts"

- It is estimated that around 5% of the UK population - some 3.20 million people - have a limited **SENSE OF SMELL**. Some have anosmia, which means the patient has no ability to detect smell at all. The condition can be present from birth but is more usually caused by viral infections and sinus disease.
- In the past five years, **FLAVONOIDS AND SPICED NINE** sales in the UK have increased from just under 6 million bottles to more than 10 million bottles, according to the Wine & Spirit Trade Association.
- The launch of **HMS Royal Arthur** by Queen Victoria in 1891 is the first recorded instance of **CRABAPPLE** being smashed against the side of a ship to celebrate its completion.
- The main component of the crystalline deposits found in some wine bottles is **FOURMETHYLBIURENE**, which in its pure form is used in baking powder. It can also activate benzene to create a hair dye.
- In 2012 English artist **Rob Higgs** made what has been described as the **WORLD'S MOST ELABORATE CORNBREAD** out of 500 components retrieved from scrap yards.

THE WINE MERCHANT - JANUARY 2020
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Article from the Eastbourne Herald.

Article from the Wine Merchant Magazine.

03 Wild Wine Run, 15 September 2019, Loughborough, Leicestershire

Autumn is the season of mellow fruitfulness, so what better way to celebrate the shortening days than with two races that combine wine-induced mellowing with a spot of trail-running? Taking place in scenic Walton Brook Vineyard, amid vines sagging with waiting-to-be-harvested grapes, the Wild Wine Run offers a 5k and 10k option where English wine is served alongside the more usual water at the refreshment stations.

You have to be over 18 to do it as complimentary post-race wine tasting is included in your entry. Breakfast and lunch can be purchased on site, and you're welcome to invite your dog along to either spectate or trot along beside you. Whichever way you look at it, you're in for a truly wild time.

Enter here: wildwinerun.com

WHAT BETTER WAY TO CELEBRATE THE SHORTENING DAYS THAN WITH TWO RACES THAT COMBINE WINE-INDUCED MELLOWING WITH A SPOT OF TRAIL-RUNNING. ENGLISH WINE IS SERVED ALONGSIDE THE MORE USUAL WATER

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Article from Outdoors Magazine.