



## Press Release

25 November 2008

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### **CROSSCOUNTRY'S WHITE WINE SHINES.....**

A classic French white wine served as part of CrossCountry's new on-board menu has been voted the best European white wine at the prestigious Mundus Vini Great International Wine Awards.

CrossCountry introduced the Chardonnay, Domaine Peiriere, on 14 September this year and it has proved a success with customers – even helping contribute towards a 6% rise in on-board wine sales with CrossCountry now seeing approximately 1,200 bottles of white wine sold each week.

**CrossCountry's Managing Director Andy Cooper, himself a fan of the award-winning wine, said;** "We are delighted that not only is our new menu proving popular with our customers, but also that we are able to now offer a European award-winning product. Our new on-board menu offers three key things; variety, quality and value for money and therefore we're sure it will continue to be successful as people travel with us across Britain."

**Andrew Marsh, Head of Catering at CrossCountry added;** "A nice wine really does help compliment the other refreshments we offer. Our revised menus include a brand new First Class range and a wide selection of fresh sandwiches from the retail shop or at-seat service which go great alongside a nice chilled glass of white wine."

Domaine Peiriere is served on both CrossCountry and Arriva Trains Wales – both part of the Arriva Group plc. The Mundus Vini Great International Wine Awards are held each year in Germany for wines from each of the wine-growing regions throughout Europe.

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**Please find notes to Editors, CrossCountry facts and figures on the following page.  
For more information feel free to contact us on 0121 2006115 or by email to  
[communications@crosscountrytrains.co.uk](mailto:communications@crosscountrytrains.co.uk)**

**CrossCountry has moved offices. Our new address is CrossCountry Communications  
Department, 5<sup>th</sup> Floor, Cannon House, Priory Queensway, Birmingham B4 6BS**

## **Notes to editors**

CrossCountry started operating on 11 November 2007. The franchise, which is the most extensive in the UK, will run until 31 March 2016. For further information on CrossCountry services and future franchise plans log on to [www.crosscountrytrains.co.uk](http://www.crosscountrytrains.co.uk)

### **CrossCountry facts and figures**

STATIONS SERVED: 131

ROUTE MILES: 1,654

WEEKDAY SERVICES: 288

PASSENGERS CARRIED: Over 30 million passenger journeys a year anticipated

ANNUAL TRAIN MILEAGE: Approximately 16 million

EMPLOYEES: Approximately 1,800

LONGEST TRAIN SERVICE: Penzance to Dundee (701 miles)

CrossCountry is part of the Arriva group which operates transport services in ten European countries, employs more than 38,000 people and provides more than one billion passenger journeys every year. For more information about the Arriva group visit [www.arriva.co.uk](http://www.arriva.co.uk)

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