



'Fred. Olsen's on the case!' with Virgin Wines

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'Fred. Olsen's on the case!' with new trade incentive to claim a case of wine worth £100 from Virgin Wines

Fred. Olsen Cruise Lines will be launching a new trade incentive, running from 6th September 2017 to 18th October 2017 inclusive, to coincide with its consumer offer of a free 'all-inclusive' drinks upgrade on new bookings made on 50 selected sailings in 2018. The trade incentive is called **'Fred. Olsen's on the case!'**, and the cruise line will be rewarding agents who make new bookings on selected sailings*, with the opportunity to claim a free case of wine with its new partner, Virgin Wines*.

Agents will need to quote the promotional code 'FREDWINE' at the time of booking to take advantage of this great offer and receive their exclusive voucher code.

Kate Wooldridge, Sales Services and Communications Manager for Fred. Olsen Cruise Lines, said:

"We are delighted to be partnering with Virgin Wines, the 'Online Drinks Retailer of the Year 2017', to offer our valued travel agent partners the opportunity to enjoy a case of wine, worth around £100, when making bookings on selected ocean cruises.

"We feel very strongly about working with, and rewarding, our agent partners; this is just one small way of thanking them for their support during this campaign period."

The new 'Fred. Olsen's on the case!' trade incentive has been introduced to support the release of two new promotional brochures: '*Balmoral* from the north', showcasing a great choice of sailings from Newcastle and Edinburgh (Rosyth) in 2018, which will be the Fred. Olsen flagship's inaugural cruise season from Scotland; and 'Norwegian Fjords 2018', highlighting a range of attractive scenic voyages to Fred. Olsen's historic homeland, of varying durations, next year.

*Excludes bookings made on sailings of five nights or less. Other terms and conditions apply

**Any single ABTA agency is able to claim one case per week throughout the six-week period.

Agents can find all the details of the 'Fred. Olsen's on the case!' trade incentive at www.fredolsencruises.com/travel-agent-centre from the 30th August 2017.

For further information on Fred. Olsen Cruise Lines, visit the website, call our Trade Support Team on 01473 746164.

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

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