

WINE

In brief

- **Champagne Lanson** has launched an Extra Age Brut cuvée, ahead of the company's 250th anniversary in 2010. The blend aims to recreate the style Champagne Lanson was producing in the 19th century.
- **Italian producer Cavit** has appointed Enrico Zanoni as its general manager. He joins from Ilva Spa Wine & Spirits, and has also worked for Nestlé.
- **Tom Cannavan**, OLN correspondent, publisher of wine-pages.com and founder member of the Wine Gang, has become the new presenter of a TV wine slot broadcast every Thursday on Scottish Television.

- **Barrock Station** has introduced two dual varietal wines – Semillon/Sauvignon and Cabernet/Merlot. The new wines' bottles make the range's environmental message more central and aim to give the brand more shelf standout.



- **Codorru** is running a sampling campaign targeting consumers interested in art and cultural events. The brand is supporting art events such as the Picasso exhibition Challenging the Past at the National Gallery, the Leeds Art Fair preview, the Royal College of Arts Secret Postcards and Final Degree preview shows and pre-sale previews at Christie's auction house.

- **Barwell & Jones** has signed up William Cole, a winery in Chile's Casablanca Valley. The winery grows Sauvignon Blanc, Chardonnay, Pinot Noir, Merlot and Carmenerre on a range of soils over 130ha, and its Sauvignon Blanc was named best Chilean Sauvignon in the Wines of Chile awards in 2009.



- **Bordeaux negotiant Yvon Mau**, part of the FreiXenet group, has appointed Eddie Mosdell as its UK sales director, working alongside Tony Stebbings. Mosdell joined from Hallgarten Druitt and has also worked for Buckingham Vintners and D&D Wines.

- **Isla Negra** has repackaged its dual varietal and reserva ranges and its new sparkling wine, to give them a more premium, elegant appearance and a label that highlights the grape varieties. The new look also introduces a concise tasting note on the front label.

- **Mont Tauch's** new visitor centre is due to open officially on July 17, with more environmentally friendly storage facilities and a new oak-ageing cellar.

'Apprentice' brand to launch

Rosie Davenport

A brand devised by delegates on the WSET's inaugural Business & Commercial Knowledge course in April is being launched this summer.

In an Apprentice-style task, students were asked to create a strategy for a new wine brand. Le Bleu was the brainchild of one of the teams and caught the eye of 10 International director Bill Rolfe.

Rolfe particularly liked the rugby association and has ambitious plans

for the wines, which were sourced from Languedoc. He said: "We had a French project in the pipeline, but didn't have a name or a concept. Initially we're launching a red and white – a Carignan/Syrah and a Grenache Blanc/Chardonnay at £5.99-£6.99. But if we get acceptance with those, we'll develop a three-tier range and make it a serious French brand." WSET chief executive Ian Harris said: "Part of the course



was giving attendees real-life business scenarios where they have a very short time to prepare a strategy. The fact that one of the strategies developed in hours is being launched commercially is testimony to the fact that the course achieved its objectives." The next dates for the annual course are April 13-15, 2010. For details, visit the WSET's website wset.co.uk.

Blue Nun names new distributor

Chalie Richards and Halewood International have been appointed as the new cash and carry distributors for Blue Nun, after brand owner Languth split from its previous UK distributor, Ehrmanns.

Halewood already handled Blue Nun's on-trade business, and Bottle Green distributes Blue Nun to the rest of the off-trade.

Languth export director Arrin Wagner said: "We have worked with Halewood International since 2007, during which time we



have seen the brand's continued development with our on-trade customers. This has confirmed our mutual view that Blue Nun fits well within the Halewood range.

"Halewood's sales structure means it will be able to service our vitally important distribution in cash and carry business and, in turn, the independent sector." Chalie Richards' managing director Bob Rishworth said: "This is a logistical extension to our involvement with the iconic Blue Nun brand, and we feel the recent launches of Blue Nun Sparkling Gold and Blue Nun Medium represent real potential for new business development in the on-trade and cash and carry sectors respectively." Languth sales director Len Granger will be working with both companies to coordinate a smooth transition for existing or new customers. Any customers who need more information can contact him on 01432 371077 or by email on len.granger@languth.de.

Blason relaunches with ad campaign

HWCG's Blason de Bourgogne brand has relaunched this summer, supported by its first national advertising campaign.

The campaign uses the strapline We Are Blason, and will run in the national press until the autumn.

The brand, which was launched in 2002, has new labels telling the Blason story. Premium range additions include Montagny Premier Cru, Rully and St Véran Vieilles Vignes. The website, blason.com, has also been relaunched. A spokeswoman said: "The new-look website and a twice-yearly newsletter



WE ARE BLASON.

form part of the relaunch, with entertaining and interactive information, competitions and a visitors' forum."

The brand will feature at food and drink festivals in 2009, including the Channel 4 Taste festivals and the BBC's Good Food Show. Blason de Bourgogne is made by a co-operative of more than 800 families and was launched with the aim of "making Burgundy understandable".

New Argentinian wine made for two

CellarVino, formerly Barrel Booze, has launched an Argentinian Malbec targeted at friends and lovers who will share bottles in pairs.

Para Dos, which means "for two", is made in Mendoza by Carlos Rodriguez and has a nose of black cherries, blackberries, vanilla and nuts, according to CellarVino.

Marketing director Davinder Shergill said: "We were really excited about the wine's quality and wanted to create a brand to capture the essence of the wine.

"Inspiration was abundant in Argentina – the culture really exploded with passion for sharing with friends and lovers.

"We learned Malbec is predominantly drunk at family and friend meal times in Argentina and the whole idea of sharing a bottle inspired my team to create the Para Dos brand."

The wine has a contemporary design with a screwcap closure and a label made from recycled pulp paper. It is to retail for £4.99.

Supermarkets sweep up awards

Supermarkets have swept the board at the International Wine Challenge's Great Value Awards.

Morrison's scooped best red wine under £5 for its Misterio Malbec 2008, and best sparkler under £5 for its Canté Asti Fratelli Martini Secondo Luigi Spa. Marks & Spencer scored a hat-trick, with its Manzanilla Sherry NV winning great value fortified wine priced £10-15, Bluff Hill Brut NV winning great value sparkling wine priced £10-15, and Scheurebe 2005 winning great value sweet wine priced £10-15.

Sainsbury's won the award for best sparkler priced £15-20 for its Blanc de Noirs Champagne NV. The IWC awarded trophies to a record 122 wines.

France topped the country league with 21 trophy-winning wines, followed by Australia with 15, and Italy and Japan with 12 wines each. Camel Valley Bacchus 2007 won the English trophy. IWC director Andrew Reed said: "The accolade of a trophy or award is an outstanding achievement, particularly in a year when the standard of wines has been so high. The winners have earned this status through their commitment to producing wines of exceptional quality, at a range of price points that are available to all the wine-buying public."



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