

# BIBENDUM TIMES

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## EXPLORING LESSER-KNOWN EUROPE

New wines from Turkey and Croatia

With our latest range additions we venture to central and south-eastern Europe to discover the brilliant, yet often underrated wines of Turkey and Croatia.

### Turkey Doluca

While Turkey is the fourth largest producer of grapes in the world, only 2.5% thereof is used for making wine. Historically, most of this was sold in Turkey. However, with the changing and less favourable domestic environment, producers are looking more towards export markets, resulting in more realistic costs and increased quality.

Family-owned Doluca was founded in 1926, the same year that the Turkish Republic was formed. Owned and managed over three generations by the Kutman family, they work with indigenous varieties, while investing in modern technology.

The award-winning Kav range focuses on three indigenous grapes - Narince for the Kav White, and a blend of Bogazkere and Okuzgozu for the Kav Red. Narince is grown in mid-northern Anatolia, close to the black sea, which provides cooling conditions. Meaning 'delicately', Narince is considered the 'Turkish Chardonnay'.

With firm tannins, reminiscent of Nebbiolo or Tannat, Bogazkere literally means 'throat burner' - but don't let that put you off! In contrast, Okuzgozu produces fruitier, lighter wines - making these two perfect blending partners. These grapes are planted in eastern Anatolia, a region with

hot, dry summers, but at an altitude of around 1,000m, moderating the climate while maintaining freshness in the wines.

"The growth of Turkish and Eastern food in the UK makes it the perfect time to introduce two Turkish wines from indigenous varieties. Doluca is one of the oldest companies in Turkey, an iconic name in the country." Jamie Avenell, Buyer

### Croatia Veralda

Although better known as a holiday destination than wine producer, Croatia's vinous offer is well worth exploring. Istria is the most northerly, and arguably one of the top regions of coastal Croatia, famous for its very own clone of Malvasia, known as Malvazija Istarska. Close to the border of Italy, Istria experiences a Mediterranean climate that's ideal for grape growing.

Founded in 1998, Veralda is owned by the Visintin family of Verteneglio. It's one of the largest wineries in Istria, with 33ha of vineyards. These are planted on the sunny hills of Buje, 200m above sea level and only 7km from the ocean. Focused on protecting the environment, they are now in their second year of conversion to becoming a certified biodynamic producer.

"Veralda is a family-owned winery from Istria, where they focus on indigenous varieties, and we believe that we've finally found a top notch producer from this country. Their Malvasia is a must-try!" Jamie Avenell, Buyer

See page 02 for more new producers...



Keti and Luciano Visintin of Veralda in Croatia



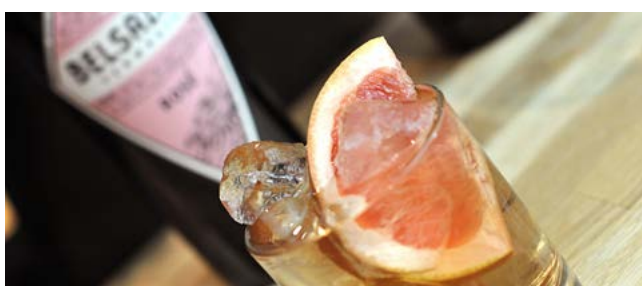
Doluca vineyards



### Bringing Training To Life

Laying the foundations of wine knowledge.

Find out more on [page 08](#)



### Back In Fashion

Discover our four favourite comeback drinks.

Turn to [page 03](#)



### Better Together

The way to perfect food and wine pairing.

Find out more on [page 06](#)

# WHAT ELSE IS NEW?

## Introducing our shiny new wines

With additions from Beaujolais, Languedoc, Puglia and Friuli we have strengthened our regional French and Italian offer. We've also added a new exclusive cava from Spain, along with wines from one of Chile's most important producers.



### France

#### Beaujolais

#### Domaine Yohan Lardy

At only 27 years of age, Yohan Lardy is one of a new wave of terroir-focussed producers in Beaujolais. Having grown up in Fleurie, he first learned about winemaking from his father, Lucien Lardy, who owns a domaine in the appellation. He spent time making wine in Chile and Oregon, before returning to his native France in 2011.

Yohan founded his 2ha estate of old vines – planted in 1911 and 1950 – on the heights of the Moulin-a-Vent appellation in the prestigious plot 'Les Michelons'. He has since added other small parcels of land in Moulin-a-Vent and Fleurie.

All grapes are hand-harvested and Yohan follows a sustainable approach, using natural fertilisers, low sulphur, manual horse ploughing, natural yeasts and spontaneous fermentation. Wines are aged in old Burgundy barrels to ensure the best balance between fruit and acidity.



### France

#### Minervois La Liviniere, Languedoc Chateau Maris

There's sustainable winemaking and then there's Chateau Maris. Purchased by British ex-pat Robert Eden in 1997, the 50ha domaine in Minervois La Liviniere (cru classe) is 100% organic and biodynamic.

Robert's efforts range from using only natural pesticides and fertilisers, to building a winery entirely from hemp bricks to absorb excess CO<sub>2</sub> and naturally regulate the temperature.

The grapes, must and wine are moved around the winery by gravity alone, meaning grapes are handled as gently as possible without expending additional energy. Water is collected from rainfall and then recycled.

Buyer Alastair Pyatt explains why everyone should be drinking these vibrant wines. "Chateau Maris, with Robert Eden at the helm, is at the forefront of biodynamic and organic grape growing and wine production. In 20 years they have built a highly respected chateau, and excited critics worldwide, cited by the Wine Advocate as 'The Biodynamic Apostles of the Languedoc'. The Chateau Maris wines fit perfectly with today's environmentally-conscious wine consumer."



### Italy

#### Friuli

#### La Roncaia

Located in north-eastern Italy, close to the borders of Veneto, Slovenia and Austria, the small region of Friuli is renowned for its abundance of indigenous varieties that produce amazing light and aromatic white wines.

In the DOC of Colli Orientali lies La Roncaia, an estate acquired by the Fantinel family in 1998. Third generation Marco Fantinel and winemaker Gabriele Tami employs a distinctly 'green' approach to production, honouring the region's indigenous grapes.

Their plantings range from modern vineyards with international varieties, to very old vineyards with indigenous grapes, including Refosco, Friulano and Ribolla Gialla.



### Italy

#### Puglia

#### Masseria Borgo dei Trulli

With a shift in focus on wine lists towards regionality and diversity, the spotlight has fallen firmly on southern Italy. Following the runaway success of our Etna and Ciro additions last autumn, we've expanded our range from this part of Italy.

In the heel of Italy's boot, in the Salento region of Puglia, lies Masseria Borgo dei Trulli. Home to dark, thick-skinned black grapes, the focus here is primarily on indigenous varieties and interesting production methods, like the red grape Negroamaro – known in the local dialect as 'niuri maru', meaning black and bitter – and the appassimento style Primitivo, an air drying process that concentrates the flavours of this intensely fruity variety.



### Spain

#### Subirats

#### Llopert

The Llopert story started in 1385, when the Llopert family came into possession of some vineyards located in the country estate of Can Llopert de Subirats. Over the centuries, the Llopert family cultivated traditional Mediterranean agricultural products, such as grape vines, wheat and olives, eventually devoting themselves exclusively to wine growing.

What really gave Llopert its push to success came in the early 1950s, when Pere

Llopert i Vilaros gave his cellars a new drive by helping to launch the 'Craft Cavas', establishing Llopert as a top quality cava producer.

The vineyards are 100% certified organic and the estate comprises 70ha divided into three principal vineyard plots. Llopert is the second oldest cava house in Spain, making cavas in the traditional method and producing only 50,000 bottles a year.



### Chile

#### Santa Rita

Founded in 1880, Santa Rita has been one of the pioneers of the modernisation of Chilean viticulture – seeking out new regions to grow different varieties with a focus on single vineyard plots and producing wines that express a sense of place. Founder Domingo Fernandez introduced not just French equipment and expertise but also electricity to the Alto Jahuel region, where the winery is based.

As Chile's second largest owner of vineyards, Santa Rita can draw on a great diversity of terroir, with vineyards planted across the valleys of Limari, Casablanca, Leyda, Maipo, Colchagua, Apalta, Maule, Rapel and Curico.

The easy-drinking Gran Hacienda range expresses the pristine varietal character of Chilean fruit, while the Reserva wines are made from specific sites in selected valleys. Grapes for the Medalla Real wines are exclusively selected and hand-picked from the best and oldest vineyards, resulting in complex, concentrated and classic wines. Their flagship wine is Casa Real, a super-premium Cabernet Sauvignon only produced in exceptional vintages, showcasing the best of the southern Maipo Valley terroir.

Contact your Account Manager to sample any of these new wines.

# BACK IN FASHION

Four cool comeback drinks

Maybe Granny was right when she said ‘if you keep it long enough it will come back into fashion’. The high street is in the midst of a 90s revival, chicken kiev can be eaten without (too much) irony, and even the smartest bars are listing Lambrusco, Beaujolais and sherry. So why are these drinks that were once so desperately uncool enjoying a comeback? We spoke to Christina Schneider at Som Saa to find out more.

“People are becoming more educated about what they eat and drink,” she says. “And more importantly, they want to be seen to be making those informed choices. It just doesn’t cut it any more to post a picture of a Pinot Grigio or Malbec on Instagram; it’s got to be something different, something undiscovered.” And it seems these ‘old fashioned’ drinks fit right into that category.



## Staging a comeback

### Vermouth

When the eighties were over, so too were the days for that bottle of Cinzano in the back of the drinks cabinet. But vermouth is back with a vengeance. For Ian Bayliss at Belsazar this is down to the huge amount of growth and interest in the aperitif category – “most likely off the back of the popularity of gin and the number of classic cocktails calling for vermouth”.

This surge in popularity as a cocktail ingredient – particularly in the ubiquitous Negroni – has also increased its visibility as a product in its own right. Ian likes to keep it simple when enjoying a good quality vermouth: “Just mix 50ml Belsazar Rosé Vermouth, 100ml of good tonic water and garnish with a slice of pink grapefruit. Refreshing, balanced and full of flavour.”

### Sherry

While the cheap, sweet sherry beloved of the proverbial grandma at Christmas is admittedly still in decline, it’s the premium end of the market that is showing signs of growth. With increased interest in high-quality fino, manzanilla and unfiltered *en rama* sherries, it’s wine lovers in particular that are driving this trend. Sid Singh from Kensington’s Romulo Café

stocks La Ina Fino sherry and has been impressed with the response to it, particularly when it comes to food pairing. “It’s very dry, but very fruity at the same time,” he says. “It works well with lots of our dishes. For example we have a crispy squid, which is very crunchy, with a honey-glazed sauce – the fino goes very well with that.”

### Lambrusco

Often dismissed as too sweet, customers who thought they knew Lambrusco are starting to discover what a delicious, versatile and high-quality category this can be. A lot of people still won’t order it from the list because of their preconceptions, but once they do try it, they’re pleasantly surprised. Brett Sutton from the White Post in Somerset recently held a cheese and wine evening which featured a Lambrusco. “It went down a storm,” he says. “Real bygone era stuff, but people really got it. I’m not sure it will be the go-to bottle when on a shelf among others, but it definitely struck a chord!”

### Beaujolais

Much like Lambrusco, Beaujolais has suffered from an association with a cheaply-produced version of the

product – the infamous Beaujolais Nouveau. Tasty and fun in the right context, it doesn’t compare to some of the exceptional-quality Beaujolais you can find today, which has more in common with good Burgundy than its bubble gum-flavoured cousin.

Christina has memories of drinking Beaujolais Nouveau as a student in Saarbrücken, so was sceptical when her Bibendum Account Manager brought in a sample of Marcel Lapierre Morgon. But when she tried it she just had to list it. “This was a completely different style of Beaujolais,” she says. “Much less carbonic maceration and very Burgundian in style. Producers like Lapierre are doing wonders for the reputation of Beaujolais.”

And when it comes to food matching, it’s great too. “Beaujolais has low tannin and relatively low alcohol, which works great with our menu of Thai food,” Christina says.

**To keep on top of which drinks are hot and which are not, download our latest Market Report.**



“When people think about some of these drinks, they’re probably thinking about the cheap, mass-produced examples that originally gave these products a bad name, and not the high-quality, artisanal drinks that are leading the change in attitude.”

Christina Schneider, Som Saa

# STAY AHEAD OF THE TREND

Introducing our latest Market Insights tool, Mode

While France is having a difficult year in the On Trade with falling volumes (-7%), average bottle prices are rising (+4% this year), indicating a move towards more premium drinking.

Classic favourites such as Chardonnay (-4%) and Merlot (-12%) account for the majority of volume loss, creating an opportunity for fresh styles to influence the market.

Looking beyond current drinking behaviour, our Market Insights team put their latest data tool, Mode, to work in identifying wine trends as they emerge. Rather than relying on sales data, which doesn't reveal trends until after they've begun, we expertly analyse the latest wine lists for over 60 industry-leading venues, from cocktail bars to Michelin star restaurants.

Market Insights analyst, Blonnie Walsh, explains that Mode can help you identify gaps in your list, helping to point towards the must-list wines of tomorrow, while

highlighting what your customers are likely to expect from you as trends develop.

"Looking at the changing dynamics in France, we used Mode to identify how current trends might evolve in the future," she says.

Want to know more about emerging trends? Sign up to our newsletter for the latest news.

## We've put Mode to the test in France

### ALSACE

#### Current trend

*Riesling rising*

Riesling has become a premium option. Its average bottle price increased by 4% in the last year.

#### Emerging trend

*Aromatic Alsace*

Food-friendly and aromatic Riesling and Pinot Gris from Alsace are dominating restaurant lists, very often featuring in the most premium end. Both varieties have also seen impressive increases in overall sales value over the last year, with *Pinot Gris up a staggering 122%*.

### BURGUNDY

#### Current trend

*Chablis dominates*

10% of consumers say Chablis is their favourite region.

#### Emerging trend

*Burgundy is expanding*

In over ¾ of London's trendiest lists, Chablis was either passed over for the 'halo' listing, or left off the list entirely. *The premium spots are increasingly being filled by alternative Burgundian appellations*, like St Aubin and Puligny-Montrachet.

### RHONE & BORDEAUX

#### Current trend

*White Rioja*

White Rioja was identified as a trend in last season's Mode.

#### Emerging trend

*Whites from Rhone and Bordeaux*

*Appearing in almost 60% of the lists we analysed* were white wines from traditionally-red French regions. This is mostly led by white Rhone, but we also spotted a number of entries from white Bordeaux and Beaujolais.

Food-friendly and aromatic Riesling and Pinot Gris from Alsace are dominating restaurant lists

### PROVENCE

#### Current trend

*All about pale pinks*

Provence rosé *grew by 37%* in the last year, with increased consumer awareness of the region.

#### Emerging trend

*Provence reds*

Provence has been getting a lot of airtime for its on-trend rosé, and the rest of the region is now starting to receive wider recognition. Provence reds are *featuring on over a quarter of lists*, sometimes even warranting their own section.

### LOIRE VALLEY

#### Current trend

*Continued rise of Sauvignon Blanc*

*Sauvignon Blanc grew 9% in value* over the last year, with *bottle prices up 6%*. Chenin Blanc also had a strong year, up 13% by value and 5% by bottle price.

#### Emerging trend

*Celebrating the Loire*

The Loire is enjoying fantastic coverage of its styles beyond old favourites Sancerre, Pouilly-Fume and Muscadet. *On more than one in three lists analysed, the most expensive wines came from the Loire*. This trend extends to both red and white, with sub-regions Anjou, Saumur and Chinon all getting in on the action.

### JURA

#### Current trend

*Lighter-style reds*

Pinot Noir *value sales grew by 3%* over the last year, while that of Beaujolais' star Gamay Noir *grew 139%* in value.

#### Emerging trend

*Reds from Jura*

10% of UK consumers have heard of wines from the Jura (more than Gavi or Albarino). Now, *half of the lists analysed contained wines from this region*, in some cases even winning their own section. In last season's Mode, Jura was dominated by whites, but we are now seeing more reds from this region.

The Loire is enjoying fantastic coverage of its styles beyond old favourites

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# A French Revolution

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# BETTER TOGETHER

Creating great food and wine pairings

The perfect food and wine pairing can be awe-inspiring, but there's much more to creating a good match than picking a red wine for red meat. While there are certain basic guidelines, when it comes to seasonal selections, intricate dishes and unusual wines, creating the ultimate match takes a little more thought and a lot more tasting.

The best examples arise when the chef and wine buyer or sommelier work closely together to develop a menu that makes a lasting impression. We had a chat with some of our customers to find out exactly how they make this work on a daily basis.

## Working together

For Michelin-starred Carters of Moseley in Birmingham, the primary objective is a complete dining experience, with the food and wine pairing always a collaborative process.

Restaurant manager Alex Smith explains, "We work closely with chef Brad Carter to understand what key ingredients might be used in the upcoming season. We select several possibilities based around classic and new-wave pairings, always aiming to highlight natural wines, indigenous grape varieties and organic or biodynamic producers.

"Ultimately, it's down to taste, so once Brad completes the dish we try the suggestions together, always looking for the perfect match that showcases the food and wine in its most natural glory," he says.

## Something unexpected

It may be 'easy' to match food and wine in theory, but not always so in practice. Alex recommends exploring what a classic pairing for ingredients might be, and then using that as a basis to build upon.

"Our customers appreciate the care, attention and work that goes into creating the experience. Often our pairings include wines and grape varieties they've never encountered, so there's an enthusiasm towards trying something new," Alex says.

Sommelier and restaurant manager at Adelina Yard in Bristol, Jean-Sebastien Toulouse-Lupiac, explains that they tend to go for the unexpected when matching wine with food. "We try to be different by exploring new grapes or regions. We want to take our customers on a journey where we're breaking new boundaries.

"The food (created by chefs and owners Jamie Randall and Olivia Barry) takes centre stage, so when a dish is created, the wine match follows," Jean-Sebastien says. "Everyone has different taste buds, so the first 'rule' is to follow what you like. In a more classic approach, the strongest element of the dish should be the starting point. After that you need to think about what the wine needs to bring to the dish. The best way to do it right is to exercise your taste buds.

"We have a few favourite matches, but the one we are proudest of is the brill with confit chicken wings, garlic puree and leek, paired with Domaine Rijckaert Savagnin Les Sarres 2012 from the Jura. Both the dish and wine are very complex, but together they form a dream match. They

are on the same intensity level in terms of flavour and texture, but the wine brings a refreshing acidity to the dish," he says.

The Cross at Kenilworth outside Birmingham is a Michelin-starred pub restaurant focused on the total dining offer. Giuseppe Longobardi, business manager and wine director, explains, "Our head chef Adam Bennett works on the best expression of seasonal products, while I support this with wine that leaves a lasting memory of the taste experience."

## Learning the lessons

For Giuseppe it's crucial to work together and he believes that one of the biggest mistakes restaurants make is to create a wine list based only on the sommelier's knowledge, without incorporating the chef's vision.

Alex agrees, adding that you need to be true to who you are and stick to your guns. "Don't follow trends, just go with what you believe in. Go for something tasty, be true to the season and offer value for money – if you do this, you're on to a winner."

## Strictly seasonal

Working with a seasonal menu can be challenging and new Belsize Park restaurant The Juniper Tree is taking this to the next level. This organic British kitchen was created by Andy Kent and opened its doors in November 2016, with every single ingredient used and drink served 100% organic.

General manager Kirsty Landles believes that food and wine matching is about personal taste and sticking to your overall

philosophy, without being too strict about the theory. However, she stresses that staff knowledge and training about the wine and dishes – and how they work together – is key to helping steer customers toward their ideal matches.

## Keeping it casual

But how does this translate for the casual-dining sector? Bibendum director of regional On Trade, Ants Rixon, explains that there are many casual examples of where food and drink are equally important – where the chefs are involved in the entire process, working with those on the wine side.

"An easy way to incorporate this approach in the casual sector is to link signature dishes to specific wines," he says. "By offering smaller serves with a food match and working on cash margins, you can sell more premium products.

"The market is such that no one accepts mediocre anymore – so you need to offer something better and impress customers the first time... you won't get a second chance."

For more on food and wine pairing, visit our [Training Page on the website \(www.bibendum-wine.co.uk\)](http://www.bibendum-wine.co.uk) or talk to your Account Manager.



Chefs in action at The Cross at Kenilworth



Adelina Yard's brill dish with  
Domaine Rijckaert Savagnin Les Sarres

# PAIRING SAKE WITH FOOD

Explore the versatility of sake

Think sake is reserved for sushi? Think again. This Japanese rice 'wine' is a surprisingly versatile category that works well across menus from all corners of the globe. Steak, chocolate or cheese boards, sake offers a great way to make your menu stand out from the crowd.

We visited Yuu Kitchen in London to find out how they serve and match sake with food.

Yuu is the brainchild of Icebar London's Stephen Low and Nobu's Jon de Villa, serving up an array of South East Asian-inspired food. Bar manager Keira Page says, "I first experienced sake when I began managing a Japanese restaurant in Sydney. I had never worked with Japanese products before, let alone tasted sake. I was most surprised at how many steps are involved in the sake-making process, and how much dedication and pride the brewers take in the product.

"Since including sake on our menu at Yuu Kitchen, we have been very surprised at

how many of our customers are curious about tasting it. Most of them have never tasted sake before, which is why our sake flight is perfect: three glasses of different styles."

When pairing sake with food, Keira explains, "Sake can be very delicate, so it will never overshadow the food. Sticking to the basics is key - we pair more oily dishes, such as our raw fish Hawaiian-themed Poke, with a drier sake. Spicy dishes, such as our spicy chicken wings, go best with a more fruity or aged sake with natural acidity."

And what about dessert? "I have a bit of a sweet tooth, so I like the Kishinamien Umeshu (plum liqueur) or Earl Grey Tea Sake Liqueur," she says. "The Atago no Matsu 'Waiting Love' sake is also great with dessert - it's fruity, sweet and lightly sparkled."

Visit our website to download our educational sake booklet and to discover more from our range.



Sake's delicate sweetness, low acidity, savoury umami character and velvety texture make it a very food friendly drink.

## Four sake and food pairing ideas from Yuu Kitchen:



### Hawaiian-themed Poke + Niizawa Hakurakusei Junmai Ginjo

Yellow fish, salmon, octopus and cobia drenched in a sesame and citrus dressing with soft avocado and corn: these subtle, fresh and spicy flavours match perfectly with the delicate Junmai Ginjo. The freshness of this sake cuts through the spice and complements the delicate fish, while its creamy texture is enhanced by the avocado.



### Australian sirloin steak with homemade chilli dressing + Akita Takashimizu Honjozo

This fuller-bodied sake pairs well with the aged sirloin steak and its lightly-spicy dipping sauce. More of a wine-like sake, the Honjozo has lovely savoury and umami characteristics that complement the meat, rounding the dish off perfectly.



### Hot Carolina Reaper chicken wings + Shiraki Daruma Masamune 10 Years Old

These spicy, smoky wings are not for the faint-hearted - but neither is this 10 year old sake. The bold flavours in both complement and enhance each other without overpowering; the spice of the chicken brings out the sweet, nutty character of the sake.



### Chocolate spring rolls + Niizawa Earl Grey Tea Sake Liqueur

Sweet ganache chocolate spring rolls with raspberry sorbet garnished with coconut, nuts and a shiso leaf, paired with the luxurious Earl Grey Tea Sake Liqueur - this is a dessert-lover's dream. The two match each other's sweetness, the sake adding a freshness to the sweet chocolate and acting as a palate cleanser alongside the sorbet.

# BRINGING TRAINING TO LIFE

Laying the foundations of wine knowledge

The hospitality landscape in the UK is changing and not only do employees need to be confident with wine, but proficient in all aspects of customer service within the restaurant environment. This increased need for multitasking has brought about a change in the type of wine education and training required to produce knowledgeable, confident and passionate hospitality professionals who can sell and promote wine, along with everything else.

Considering the many recent articles on 'millennials' - whether they should be called that or not - it's clear that wine educators need to stay relevant in order to reach this generation. This is a group who expect an improved work/life balance, and whose knowledge doesn't come from text books or experts, but from their peers. So while many current hospitality employees have high levels of specific knowledge about categories like gin or natural wines, many cannot describe tannins to a guest.

Bibendum educator, Monica Allan, explains, "We cannot expect these individuals to want to know - or need to know - what we think they should know, based on the individuals we taught 10

years ago. The entry level, foundation stage of wine knowledge needs to be customer focused, but also relevant and actionable.

"As a result, we have updated our materials and moved forward with a fresh approach to wine training in our wine foundation course," Monica says. "This updated course focuses on how you should talk about wine and describe wine to customers in the context of a restaurant or bar.

"It's not enough to know how a wine tastes - it's important for everyone who buys, sells, promotes and works with wine to also know why a wine tastes a certain way, and understand this in the context of quality and price," she explains. "Extensive knowledge of grape variety is largely irrelevant if it cannot be related back to familiar flavours and food pairings, and a significant part of the wine foundation course contains food and wine pairing in practise, using the participants' food menus and wine lists.

"For the majority of people working in hospitality it isn't essential to know about viticulture, trellising, yield control and in-depth winemaking," Monica says. "So while any course needs to be informative, a bespoke approach to training is ideal to provide groups and operators with specific knowledge, whether that is a focus on sparkling wine, upselling or beer.

100% of people who attended our wine knowledge course in the last year said they felt more confident recommending and selling wine to customers afterwards.

"The aim is to instil confidence," she says. "People working with wine should leave the course confident in their own wine lists, their food menus and how they complement each other. Participants should also have the confidence to discuss, promote and serve all wines on their list to all guests. Ultimately, the end goal is to create champions of wine, people who can start wine conversations and promote drinking better-quality wine, thus selling more and better."

Visit the Training Page on our website ([www.bibendum-wine.co.uk](http://www.bibendum-wine.co.uk)) to find out more.



"The team feel a lot more confident advising and upselling wine, while sales have simultaneously increased, especially at the bar. We are now also in the process of matching wines to dishes during our menu tastings."

Domenico Vinci, Restaurant and Bar Manager, Radisson Blu



Wine educator Amanda Willsher in action



# FOCUS ON ALBARINO

Our guide to the less tried and tested grapes

One of the key wine trends in our last Market Report was the huge growth in consumer spending on more unusual grape varieties. While wine list favourites Merlot and Pinot Grigio still come out on top in terms of volume, when it comes to sales growth they are losing out to less tried and tested varieties.

**Albarino was one of last year's big winners, with sales growth up £3m compared to the previous year.**

## About Albarino

One of Spain's most famous white varieties, Albarino's heartland is Galicia's Rias Baixas DO in the northwest. It is also widely planted in Portugal's Vinho Verde region where it is known as Alvarinho. What both of these regions share is their proximity to the Atlantic Ocean, high annual rainfall and extreme humidity. And this is where the Albarino grape comes into its own. With its thick skin and small berries, it is tough enough to survive the damp conditions of the rain-lashed coast without the threat of fungal disease.

But Albarino isn't just restricted to this corner of Europe. There are some great Albarino wines being made all over the world, with notable quality in New Zealand, Uruguay, and the American states of Oregon, Washington and California.

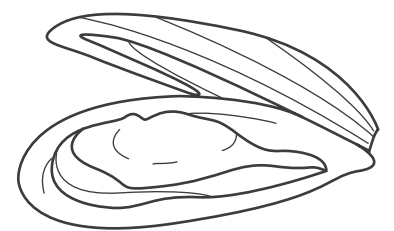
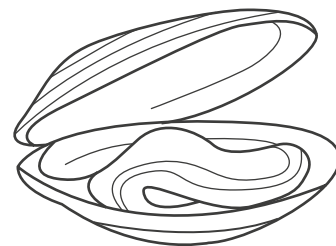
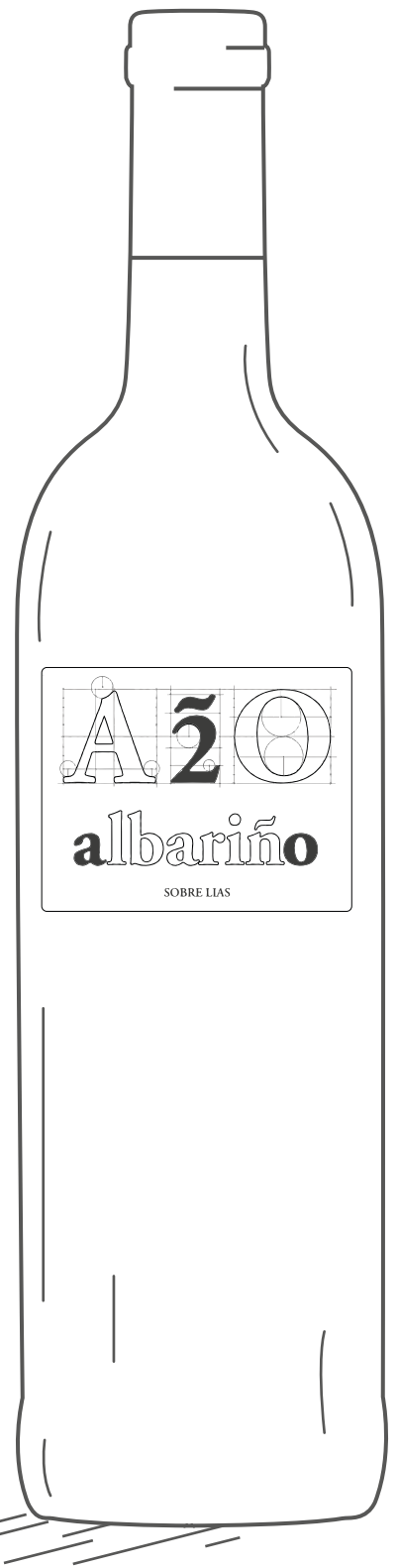
## So what's it like?

If you like the citrus punch of a Sauvignon Blanc and the aromatic beauty of a Viognier, Albarino is a good choice. Known for its aromas of peach, apricot and almonds, the wine is balanced by a high, citrusy acidity and has a rich texture. The grape's thick skin and large number of pips lead to a pleasant hint of bitterness.

## What should I eat with it?

While you can definitely drink this one on its own, the classic match for Albarino is seafood – which makes sense given where it comes from! It's great with raw or lightly-cured seafood like oysters, sushi and ceviche, or try it with an enormous bowl of steamed mussels, grilled prawns or fresh crab cakes. Delicious!

To find out more about which varieties we think will be big in 2017, download the latest Market Report from our website ([www.bibendum-wine.co.uk](http://www.bibendum-wine.co.uk)).



## Three Albarinos to try:

**Bodegas Castro Martin A2O Albarino 2013**  
*Rias Baixas, Spain*

This classic Galician Albarino is made by husband and wife team Andrew McCarthy and Angela Martin at the Castro Martin estate in Rias Baixas. It has a distinct salty minerality accompanied by pure, clean, white fruit aromas. A vibrant acidity on the palate is balanced by flavours of white peach.

**Conde Villar Alvarinho 2015**  
*Vinho Verde, Portugal*

This Alvarinho comes from the Vinho Verde region of north-west Portugal, right on the Atlantic coast. It's a modern style, in a very stylish bottle, that has won several awards including Decanter and IWC. It has generous aromas and flavours of peaches, lemons and orange blossom, with a full-bodied texture, soft mouthfeel and enjoyable finish.

**Garzon Albarino 2015**  
*Maldonado, Uruguay*

On the other side of the Atlantic Ocean (and quite a bit further down!) is Bodega Garzon. Their delicious Albarino has ripe aromas of white peaches, citrus fruits and beautiful floral notes of jasmine. It has a crisp yet fruity mouthfeel, which is rounded off with a fresh, balanced acidity and mouth-watering length.

## SELLING SUMMER

Make the most of your outdoor space

Summer is (nearly) here, so it's time to gear up for warmer weather, longer days, and hopefully an increase in spending. We look at how you can captivate and engage thirsty, sun-seeking customers during the warmer months.

### A taste of summer

As your customers celebrate the arrival of summer, lighter meals and cold options will be popular. Offer a punchy summer drinks menu that includes tasty spritzers, cocktails, flavoured ciders and long, mixed summertime serves – a sure-fire way to attract the attention of your customers and get them into the summer spirit!

When faced with a 'limited edition' offer, guests will be more likely to snap it up. Nobody wants to miss out, especially when there is the opportunity to try something new! Create some fun, bright drinks to put on your summer menu – from festive cocktails and flavoured iced teas, to our new favourite frosé, there is no shortage of ideas to provide something for everyone.

### Frozen fun

Following its huge success in New York, the latest trend to hit Bibendum customers is frosé. It's simple, fast and delicious – all you need is rosé wine, rosé vermouth, strawberries and a slushie machine!

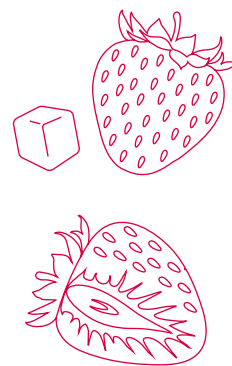
Levy Restaurants UK is the sport, leisure and hospitality business of one of our major customers, Compass Group, and is the catering partner for Chelsea Football Club. When football season finishes, the Summer Garden at Stamford Bridge will open to be the first Compass account serving frosé. They may be known as 'The Blues', but it's going to be a pink summer!

### Share the love

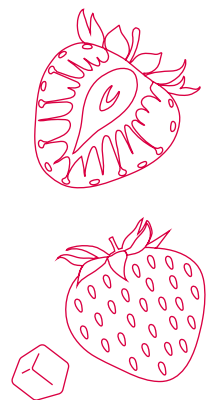
Captivate and entice your guests with sharing serves. Customer Marketing Manager Alexandra Corcoran says, "Spritzer, sangria and cocktail jug serves, or magnums of rosé are always crowd-pleasers, while the carafe is seeing a resurgence for those wanting to try a better wine at a more approachable price point."



### So how do you make the perfect frosé?



Combine Argento Malbec Rosé, Belsazar Rosé Vermouth, strawberries or strawberry puree and sugar syrup in a slushie machine. Pour into a Champagne coupe when frozen and garnish with strawberries and mint.



## LET TASTING NOTES DO THE TALKING

Appealing and appropriate over boring and baffling

Not only should tasting notes tell your customer what they can expect to taste, but also why they should buy it – and even pay more for it. Here's how our Customer Marketing Manager Nicola Farley approaches it.

### Tone of voice

"Before writing your tasting notes, think about your venue, your guests and brand tone of voice. Do they need to be serious, comprehensive and vinous, or can they be cheeky, playful and fun?"

### How long is too long?

Nicola believes that three words to describe a wine can sometimes be all you need. "However, if your guests are going to pay a little more for a bottle it bodes well to give them a compelling reason why. If you have room and feel it's appropriate, select a few interesting bottles to write an extended tasting note on and add an interesting story about the producer or the wine itself."

### Categorise

"If tasting notes are too much for your venue and not necessary, think about

having top line tasting notes by grouping wines into categories, for example 'Fresh & Crisp' and 'Big & Juicy'. Or simply categorise by country and region, making it easy for someone to navigate the list," she says.

### Perfect pairs

Assisting customers in picking the perfect food and wine pairing will enhance their experience and Nicola believes that this reduces their feeling of risk when trying something new. "Remember, you can also put wine recommendations on your food menu to tempt customers with the ideal glass of wine for that dish," she says.

### Enticing and tempting

"Using appealing words to describe the flavours in the wine will make your customers want to drink it," Nicola says. "Your tasting notes should be more tempting as you move up in terms of price. If your cheapest wine sounds the most alluring, guests may not explore the list any further."

All Bar One ensures that their tasting notes are relevant and engaging. Wine category manager for owners Mitchells & Butlers, Lydia Worsey, explains, "Our



tasting notes help nudge a guest's decision from being a price-led one to being more about what they will enjoy drinking, ultimately enhancing their wine experience at All Bar One. It can also encourage guests to get out of their comfort zone and try something different on the wine list!"

Want to find out how our Customer Marketing team can help you? Get in touch with your Account Manager.

# JUDGING A BOOK BY ITS COVER

Why a great label can generate even greater sales

Don't believe a word anyone tells you, looks do matter. And when it comes to wine, the label matters. Not only does a strong visual impress upon first sight – whether that's on a bar display or at the table – it also increases the likelihood of a customer ordering that wine again. The label alone can create a truly lasting impression, all before the cork is even popped.

We've rounded up six of our most striking bottles to try:



Some Young Punks Passion Has Red Lips Shiraz Cabernet 2016  
*Clare Valley, Australia*

Outlandishly confident, the Punks' labels practically jump off the bottle. "We wanted to stand out on the shelf, but tell a story," says winemaker Col McBryde. "It's about trying to make wine in a thoughtful process, with everything imbibing and immersive."



Spy Valley Sauvignon Blanc 2016  
*Marlborough, New Zealand*

Quirky and clean, the new Spy Valley labels each have a unique line of Morse code to fathom. "Our new labels are clean and fresh with a minimalistic feel to reflect the quality of the wine inside," says marketing manager, Nicola Norton.



Charles Smith Eve Chardonnay 2014  
*Washington, USA*

Classy with a rock 'n' roll edge. Charles' dedication to stand-out branding led him to collaborate with none other than Levi's ex-design director, Rikke Korff. "The labels are pieces of modern art that catch your attention, like the wines themselves," says marketing director Lisa Pyrczak.



"One of the first things we discussed with Bibendum was how we could improve the label designs of existing lines and create really engaging labels for new wines. We need bottles that will stand out, are interesting and attractive to look at, have great back bar presence and encourage our guests to try them and buy them."

Henry Boyes, Wine Procurement Manager,  
Mitchells & Butlers



Bernabeleva Navaherreros Garnacha 2014  
*Madrid, Spain*

Inspired by antiquity, Bernabeleva's labels are adorned with a mysterious woman atop a large bear, raising a glass of wine. Owner Juan Diez Bulnes says, "As an architect I am very concerned about design and the transmission of a message through an image. Bernabeleva's labels tell a story of the land's ancient history."



Prinz Von Hessen Dachsfilet Riesling 2013  
*Rheingau, Germany*

A classic and elegant, yet stand-out style that punches above the rest. The badger featured on this Riesling is a tribute to the wildlife that roams Rheingau and the Johannisberg hills, with badgers having long been a part of this scenery.



Castellare di Castellina Chianti Classico 2011  
*Tuscany, Italy*

Intricate and beautiful, each label features a different species of endangered bird from the books of the great English ornithologist John Gould. The winemakers at Castellare are dedicated to protecting their local birds and the vineyards are awash with them.

Contact your Account Manager to request a sample of any of these wines.

# THE TREND FOR HEALTHIER LIVING

How red wine ticks a lot of boxes when it comes to a healthier lifestyle

There's no denying that there's an increasing trend for a healthier approach to diet. Research has shown that particularly for those under 40, health is one of the key decision-making factors when it comes to choosing a restaurant and the kind of food to eat once they're there.

Red wine is often in the media for its health benefits, so we look at why that is and which wines come top of the class.

## The French Paradox

Since the early 1990s, a meaningful number of reports have been written to support the concept that wine, especially reds, encompass a series of phenolic compounds (the compounds that affect the taste, colour and mouthfeel of wine) that could bring health benefits if consumed in moderation.

Known as the 'French Paradox', this refers to the observation that the French have low rates of heart disease, despite consuming a lot of saturated fat and cholesterol. As a key component of the Mediterranean diet, red wine is associated with a lower incidence of cardiovascular disease and other disorders related with oxidative stress.

## Resveratrol

One of the key components believed to be responsible for these benefits is resveratrol. The resveratrol in red wine comes from the skins of grapes used to make wine. Because red wine is fermented with grape skins longer than white wine to extract colour, flavour and tannin, red wine contains higher levels of resveratrol. Studies have shown that the grape varieties Pinot Noir and Barbera usually contain the highest levels. So when considering the healthy options on your food menu, don't forget the wine pairings.

We offer a broad range of wines, so if you have particular requirements to match your food menu, then get in touch with your Account Manager to give them a challenge!



## Top three suggestions for healthier drinking:



Norman Hardie Pinot Noir  
2013  
*Niagara, Canada*

At only 12% alcohol and made from Pinot Noir - thus containing higher levels of resveratrol - this wine from the exciting Canadian maverick winemaker Norman Hardie ticks all the boxes.



Vietti Barbera d'Alba Tre Vigne  
2015  
*Piedmont, Italy*

The history of Vietti can be traced back to the 19th century and this Barbera delivers all the crunchy cherry fruit you expect from this classic Northern Italian region.



Marcel Lapierre Morgon  
2014  
*Beaujolais, France*

Bursting with cherry, liquorice and violet, this is an extremely fresh and exciting wine. Made from Gamay Noir, it's delicious served slightly chilled with grilled vegetables or a charcuterie platter.

# NEW TIMES FOR NEWCASTLE

Explore this up and coming food and wine hub of the north-east



Newcastle has come a long way since its coal mining and ship building days, and more recent reputation as a hen and stag do destination. With its renowned university and an increasing number of premium bars and restaurants, this friendly city is a growing and exciting hospitality hub.

Born and bred Newcastle lad Alex MacPherson is head sommelier at Jesmond Dene House, a boutique hotel and restaurant just outside the city centre. He believes that Newcastle is opening up, with a growing and well-off student population. "There's a lot of money coming in, which has led to more good-quality restaurants opening," he says.

Pleased To Meet You is a Crafted Projects site in the heart of Newcastle, with a focus on wine, gin and craft beer. Manager Tom Proud explains that Newcastle's fine dining and drinking sector has improved dramatically over the last five years. "We've gone from having very few good bars, to now having a huge choice for food and drinks," he says.

Owner of Crafted Projects Barry Ladhar believes that there's now something for everyone in the city. "Drinking out and

eating out habits in Newcastle are changing: people tend to go out more and they're spending more money," he says.

Spanish bar and restaurant chain, Tapas Revolution, opened its latest site in Newcastle's Eldon Square shopping centre. Managing director of the group, Mac Plumpton, explains, "This is our sixth site - it took a while to find the right place, but we are excited to be in Newcastle. This is our biggest square footage yet and is also our first site with a dedicated bar."

While many consumers tend to stick to old favourite drinks, Tom explains that some are more open to suggestions. "It's great if you can upsell on a wine and the customer loves it - it's about the story and the drink, creating a memorable occasion."

Premium wine seems to be slowly growing in popularity. Alex says, "At Jesmond Dene House, the Spy Valley Sauvignon Blanc sells itself. But we also like to offer customers something a bit different - the Bodega Garzon Tannat from Uruguay is a winner, especially with our venison dish, while the new Chateau Changyu Moser XV from China is proving very popular by the glass."

"Sherry has also become more fashionable, especially during our afternoon tea. Visitors are more willing to try new things and take advice from us, and we offer a lot

of interesting wines by the glass and carafe," he says.

House of Tides has become a Newcastle institution in just three short years. The first in the city to receive a Michelin star, Kenny Atkinson really wanted to put his city on the map. Restaurant manager Laura Stephenson has been involved since the beginning and explains that while they had to play it safe at the start, they now have more freedom to do something interesting, to exceed expectations.

Sommelier Adam Renwick believes that having places like this has made an impact on the city's development, with more restaurants now putting an emphasis on fine food and drinks.

Laura explains that they offer a good range by the glass - "even the entry-level wine is great. We don't have Sauvignon Blanc or Pinot Grigio by the glass and it comes down to the staff to be able to suggest an alternative. Training is so important. The more training and knowledge you have, the easier it is to sell."

Although evolving, Newcastle doesn't have a very strong wine culture yet and for Alex it is important to educate guests on things like wine serving temperature. "I hear at least once a day: 'this Chardonnay is too warm', or 'that red is too cold'. But customers' knowledge is improving and

we can help by having trained staff to spread the message further."

With more and more restaurant and bar openings across this expanding city, competition is getting tougher. Tom says, "Bibendum was there when we started - the team helped us pick wines for the different sites and provided training for everyone. They're great at sorting out any problems; it's the small things that make a massive difference."

With a rich history and culture, and beautiful landmarks and coastline, Newcastle is an all-round destination. "It's an exciting city that is growing rapidly. The people are the friendliest you are going to meet in the UK," Alex says. "It's got great bars, great people - what's not to love?"

For Barry, it's about offering something for everyone - "Newcastle has a great, compact city centre that offers many different things. You can get any night out that you are looking for. It's an exciting place to be!"

Operating in Newcastle or looking to expand to this city? Email us at [tradesales@bibendum-wine.co.uk](mailto:tradesales@bibendum-wine.co.uk) or contact your Account Manager to make sure you stay ahead of the curve.

# BITTER AND TWISTED

How we all fell for the great Italian aperitivo

It's been a common sight these last few summers: crowded terraces and bars around the country, spilling over with noisy groups of revellers sipping cheerily on lurid orange cocktails. But they're not drinking Im Bru. It's evidence of an increasing trend for all things bittersweet and the explosion of drinks like the Aperol Spritz and Negroni. So why the lust for bitter?

Rohana Griffin, restaurant manager at POLPO Smithfield, explains that the trend goes hand in hand with an increased awareness for the Italian tradition of aperitivo. "These bitter drinks are perfect for enjoying before dinner to stimulate the

appetite," she says, "and people love coming into POLPO for a Negroni or Spritz".

Loris Contro, national account manager and Italian brands ambassador for Gruppo Campari, says, "The aperitivo movement in the UK is growing, with friends meeting at the end of a working day to celebrate life with an aperitif while they enjoy nibbles in a true Italian fashion." And it's Aperol and Campari that are spearheading this trend, with sales of the former doubling between 2015 and 2016. Quoting recent research from CGA, Loris remarks that "Aperol Spritz and Campari's Negroni are the second and third most popular drinks for high-end consumers in London, after gin and tonic."



## The classic Negroni is made from equal parts Campari, gin and red vermouth

### Campari

It's Campari that gives a Negroni its signature orange colour and bitter kick. Loris explains, "Gone are the days of the sickly-sweet Cosmopolitan in the 90s or the sugary Mojito's popularity in the noughties. Consumers' tastes are changing. They are taking more time over a drink and are starting to enjoy small plates, leading to the preference for the more complex and bitter-tasting cocktails," he says.

### Gin

The rise of the Negroni has gone hand in hand with the boom in craft gin and now allows bartenders to choose from a vast range of subtly-crafted flavours to include in their signature mix. Little Bird Gin is distilled in North Clapham and has a distinctively smooth, citrusy flavour. Co-founder Laura Sullivan says, "Little Bird is super in a Negroni as it doesn't fight with the Campari or vermouth, it complements the other spirits but you can still clearly taste Little Bird and this is key!"

### Vermouth

The key to making drinks like the Negroni so enjoyable is their perfect balance between bitter and sweet. And this is where vermouth comes in. Ian Baylis from vermouth brand Belsazar explains, "Consumers are no longer drinking those sweet, heavy (and blue!) drinks, they're looking for something more balanced to enjoy. It doesn't have to be overly bitter, and products like vermouth have a great balance, which can leave just a slight bitterness on the finish."

## What's your signature Negroni?



"Equal parts Campari, Ish London Dry Gin and Caparno Antica Formula, with a big orange twist."

Anthony Peart, Bar Development Manager, The Hand and Flowers, Marlow



"Equal parts Suze (bitter French liqueur), Sipsmith Gin and Dolin Sweet Vermouth, served with an orange twist."

Sam Boulton, Drinks Designer, Harborne Kitchen, Birmingham



"Equal parts Campari, Beefeater Gin and Cinzano Vermouth 1757 Rosso, served with a slice of orange."

Rohana Griffin, Restaurant Manager, POLPO Smithfield, London

## And what's next?

We asked Bibendum head of spirits development, Tim Veale, what he's backing as the bitter hit of summer 2017.

"I think there are some incredible new spirits to create bitter twists, but Solerno Blood Orange Liqueur is definitely a favourite with huge potential. Try it in a Negroni Twist, a Sicilian Spritz or served up in a Blood Orange Margarita," he says. So watch this space!

Stay head of the curve this summer by asking your Account Manager about our exciting range of craft and branded spirits.

# NOT JUST FOR JANUARY

Make lower-alcohol drinks work for you

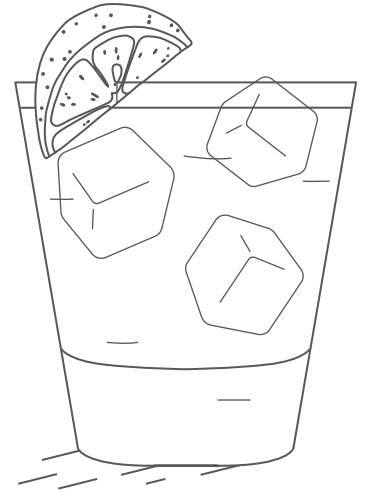
Consumers are increasingly health conscious and, coupled with the boom in premium mixers, it has never been more topical – or easy – to go low alcohol. Not only good to prevent a hangover, drinking less is easier on the liver and doesn't necessarily have to mean going 'dry'.

Generation Z\* are predicted to be the most health-conscious and environmentally-friendly generation yet, indicating a growing demand for low-alcohol alternatives in the future.

While there are lower-alcohol wines available, the trick lies in the cocktail scene. Often synonymous with heavy mixing of different spirits, many of the classic cocktails contain close to 100%

alcohol. But it doesn't have to be that way. We take a look at some low alcohol options for those partial to a mixed drink or three.

Visit our website ([www.bibendum-wine.co.uk](http://www.bibendum-wine.co.uk)) for more cocktail recipes and an up-to-date spirits list.



## Been here all along

### THE LONG COCKTAIL

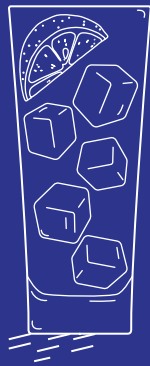
Low-ABV cocktails have been sitting on cocktail menus since the dawn of, well, cocktail menus. Drinks like the classic Mule and Cuba Libre – which combine fresh lime juice with one type of spirit and ginger beer – are perhaps the more understated low alcohol alternatives.

If you've tried these old favourites, we've got a delicate, summery cocktail with a green tea zing for you. And the only alcohol in this refreshing long drink is Fiorente Elderflower Liqueur, at 20% ABV.

### Tealeaf Sling

#### Ingredients

25ml Fiorente Elderflower Liqueur  
25ml sugar syrup  
Half a lemon, muddled  
2 dashes orange bitters  
Light green tea, chilled



#### Method

- Shake the Fiorente, sugar syrup, lemon and bitters together in a Boston Shaker
- Pour into a highball glass filled with ice
- Top up with light green tea
- Garnish with a lemon slice or flower

## Not just a mixer

### VERMOUTH

Long pushed into a dusty corner along with mixers and secondary cocktail ingredients, vermouth is perhaps wrongly known only as a component of the classic martini. It wasn't always this way. In fact, up until the 1800s vermouth was mainly drunk neat as an aperitif. But it makes a cracking primary cocktail ingredient, too.

For our take on an Espresso Martini, we swap vodka (usually around 40% ABV) for Belsazar Vermouth, which sits at 18% ABV. For a little natural sweetness without the coffee liqueur – and extra ABV – the secret is agave syrup.

### Vermouth Espresso Martini

#### Ingredients

60ml Belsazar Red Vermouth  
40ml espresso  
15cl agave syrup



#### Method

- Shake all ingredients vigorously in a Boston Shaker
- Strain into a chilled coupe glass
- Garnish with coffee beans

## Teetotal tippie

### SEEDLIP

This new non-alcoholic distilled spirit is taking the market by storm. Appealing largely to gin drinkers, Seedlip is made from six distilled botanicals and can be enjoyed simply with tonic or in a cocktail.

"From a cocktail point of view, Seedlip isn't sugary or sweet – you can sip and enjoy," says sales ambassador Tori Udale. Seedlip creators love to experiment with vinegars and herbs, and you'll find a host of homemade shrubs in their suggested cocktails, which adds a complex texture and flavour that feels uncannily spirit-like.

### Seedlip Sour

#### Ingredients

50ml Seedlip Garden  
35ml cloudy apple juice  
15ml lemon juice  
5ml cider vinegar  
1 dash of sugar syrup  
1 dash of egg white

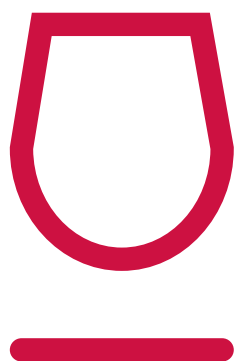


#### Method

- Shake all ingredients vigorously in a Boston Shaker
- Strain into a coupe glass
- Garnish with a sprig of rosemary

# DISCOVER MORE WITH PLONK

Learn more and sell more with our revamped app



Did you know that Albarino is the perfect 'lazy lunch' accompaniment? And that we enjoy Portuguese wines more at the weekend than during the week?

As well as a great educational and staff training tool, our wine app Plonk is uncovering more information about what we like to drink, where we want to drink it and how we enjoy it at different times of the day.

## Remember every great bottle

With 3.5 million photos shared every minute (Deloitte), there's no doubt that we love to share photos online and that's no different when it comes to recording the wines we're drinking. Plonk helps users do exactly that. By focusing on the actual occasion rather than just the bottle of wine, it means that users can remember what they drank at that great party or family dinner. We don't think of wine in isolation and with Plonk, users can build a diary of fun times involving wine and then look back, browse and relive those moments.

## Learn more about wine

There's a tangible educational element to the app too, which includes information on different grape varieties, quirky facts about grapes and styles, and recommended food matches, which means it's a great tool for training. Your staff members can take photos of the wines on your list, add comments and food matches, rate the wines and learn more about the grapes and styles, all on their phone. This means that they have a resource in their pocket with all the wines on your list for easy reference.

## Explore the world of wine

The app also allows users to discover other wines by exploring posts from fellow wine lovers - making it a great way to find some new recommendations.

Download Plonk now to start building your own wine diary and to learn more about wine. It's available via the App Store and Google Play.



## What we've learned from Plonk so far:



The grape most often enjoyed on a Sunday is Cabernet Sauvignon, while Chardonnay is the most popular Saturday grape.



People are more generous with their scores at the weekend - Portugal's average rating on weekends is 5\*, but drops to 3.4\* when people drink it during the week.



South American weekends - 75% of Chilean and 65% of Argentinean 'moments' have so far been at weekends; significantly higher than any other country.



The grape most often tagged with 'lazy lunch' is Albarino, while the most tagged wine for 'after work' is Riesling.



## SMOKE SIGNALS

New ways to add depth and flavour to food and drinks

Dirty burgers, black and blue steaks, posh kebabs – the trend for all things meaty and grilled has been around a while now, with smoke from barbecues, grills and wood burners adding a unique depth and flavour to dishes. But chefs (and mixologists) have started getting more adventurous when it comes to adding a smoky element to their creations. We visited Birmingham's Harborne Kitchen to find out how they've been thinking beyond the barbecue to add complexity and bring a dose of theatre to the table.

Jamie Desogus, the restaurant's founder and chef, says, "Low and slow cooking, grilling and smoking has been all the rage these last four to five years, but we've started being a little bit more innovative with our use of smoke." One of the restaurant's most popular sides is a smoked mash made from cold-smoked fresh cream and salt-dried potatoes, which consistently delights guests. "Every day I get asked how it's made," he says.

Harborne Kitchen is famous for its constantly evolving tasting menu, which allows the kitchen and bar to work closely together to match flavours. One recent dish, a smoked lamb hogget tartare, posed a special challenge to Drinks Designer Samuel Boulton. "Matching drinks with dishes is always difficult, there are a lot of

factors to consider," he explains. "You need to take the flavour of the dish as a whole, which you can either complement, or alternatively, create something bold to contrast with it," he says.

After much experimenting he settled on the 'Smoked Rosemary Laphroaig', which combines smoked vodka, peated Laphroaig Scotch, limoncello for sweetness and a sprig of rosemary, which was lit at the table. "The drink was designed to complement the smoky lamb. The toasted rosemary was the final addition, which made it all pop," Sam says, "and adds a theatrical element at the table".

When asked if there were any other ways to bring a smoky element to drinks, Sam recommended smoking the glass itself. "Take a blow torch to a piece of untreated wood – we like to use an old stave from a Scotch barrel (Macallan) – then when it starts to glow, cover it with your glass," he explains. "Allow the glass to fill with smoke, then turn it over. This method helps to avoid over-smoking which you can get from using a smoking gun."

The smoked glass can then be filled with a cocktail to add light smokiness, or is great for something like an Old Fashioned or a smoked Bloody Mary. "It's a really simple but very effective way of adding complexity to a drink," Sam says.

For more ideas on how to wow your guests with interesting serves, take a look at the cocktail videos on our website.



## Events and Tastings

We have a busy calendar of smaller, tailored events taking place all around the country this year – making sure we get the right products to you in an informative and engaging way.

From London and Oxford, to Manchester and Birmingham, we'll be bringing a host of different tastings to a city near you.

Look out for our Artisan Tastings, where you can meet our passionate producers and discover new and interesting artisanal wines. Our Supper Club series is a gastronomic collaboration with some of the most esteemed chefs and restaurants, bringing together carefully-crafted tasting menus with lust-worthy wines.

We will also be hosting various workshops to get you exploring and interacting with our products, while our Taste & Feast events are great for socialising and enjoying delicious drinks and food in a relaxed setting.

Sign up to our newsletter or visit our website to find out when the next tasting event is coming your way!



# SHINING STARS

Recognising our award-winning producers



La Chablisienne



## The star of the show

La Chablisienne  
Chablis, France

La Chablisienne has been named French Wine Producer of the Year 2016 at the International Wine & Spirits Competition. This follows their International Wine Challenge success last year, with winemaker Vincent Bartement being awarded the Best White Winemaker of the Year trophy for the second time.

## Customer Services

### Office hours

Monday to Friday  
8.30am - 6.30pm

Sunday  
11am - 6pm

Our offices are open on Public Holidays between 8.30am - 5pm, except Christmas Day, Boxing Day and New Year's Day.

Any changes to these hours will be advertised on our website.

### Place an order

Our Customer Ordering Team are here to receive and process your orders.

Telephone  
0845 263 6924 (press option 1)

Email  
tradesales@bibendum-wine.co.uk

## Reds steal the limelight

Paul Jaboulet Aine  
Rhône, France

Their top of the range Hermitage La Chapelle 2015 received critical acclaim from Jeb Dunnuck (Wine Advocate) after its first barrel tasting, who awarded it 97-100 points. We can't wait to taste the first bottling...

Chateau Tanunda  
South Australia

This Australian producer impressed at the Berlin Wine Trophy 2016, walking away with the Best Australian Producer 2016 award and a gold medal for the Newcastle SGMC 2014. They also won two silvers at the International Wine & Spirits Competition 2016.

Vietti  
Piedmont, Italy

The Vietti Barolo Ravera 2013 received rave reviews from James Suckling, who awarded it 97 points. "A fabulous young Barolo. Try in 2020," the report suggests.

Tornatore  
Sicily, Italy

Both the Tornatore Etna Rosso and Bianco 2014 have received critical acclaim in recent months, but the show stopper has to be Pietrarizzo 2014, which scored a whopping 93 points from both James Suckling and Wine Enthusiast.

Black Stallion  
California, USA

This Napa Valley Cabernet Sauvignon won a double gold at the San Francisco Chronicle Wine Competition 2017. It also recently received 93 points from James Suckling.

Josef Chromy  
Tasmania, Australia

The Josef Chromy Pinot Noir 2015 was awarded a gold medal at the International Wine Challenge 2016. It also picked up a gold at the Royal Hobart Wine Show, a silver at the Tasmanian Wine Show 2017, and won Top Red and Top Vintage Pinot Noir at the 2016/17 Taste of Tasmania Awards.

## Who's shaking up the spirits and beer world?



Rock Rose

At the tender age of two, Rock Rose won gold at The Grocer Awards 2016, received three silver medals at the International Wine & Spirits Competition 2016, and gained Difford's Guide Exceptional Quality certification.



Dark Matter

Another win for Scotland, Dark Matter Rum won two gold medals at The Rum Masters 2016. Dark Matter is "the taste equivalent of warping into a liquid black hole, but without every atom in your body being crushed to an infinitely small point".



Blanche De Namur

In our beer category, Belgium leads the way. Du Bocq's wheat beer Blanche De Namur won a gold medal at the 2016 Brussels Beer Challenge.

Download our latest Trade List from the website ([www.bibendum-wine.co.uk](http://www.bibendum-wine.co.uk)).

# CONFESSIONS OF A WINE LIST

Make your wine list your secret sales weapon



Designed in collaboration with Bibendum, the re-vamped drinks list for No.5 Bridge Street in Winchester was launched just before Christmas and has had a great response. The brief was to make it easy to read, accessible and to appeal to a broad range of customers. So that's what we did!

We spoke to No. 5 Bridge Street marketing manager Daniel Turner about why it works and to get some of his top tips and pet peeves when it comes to wine list design.

## 1 How would you sum up No.5's wine list in three words?

Accessible, inventive, thoughtful.

## 2 What's the aim of your new wine list design?

The idea behind the design is to make customers feel relaxed. We don't want them to take one look at it and just panic-order something they recognise the name of. It's designed to be read at leisure and enjoyed, so customers can discover something new.

## 3 What makes a great wine list?

For me, it should add to your complete experience. We live in an experience economy now, so everything from the moment you walk through the door should contribute to that – ambience, products, customer service and, of course, the wine list. The design, copy, everything should reflect the brand's personality.

## 4 What kind of customer is your wine list aimed at?

It's aimed at quite a broad range of people. That's why the list is divided into categories. There's an 'at a glance' section called 'Busy Bees', a section on organic and biodynamic wines, there's some Old World, some New World, tried-and-tested varieties and some more unusual things – something for everyone!

## 5 How did you decide to categorise your wine list?

We wanted to have some fun with the categories and 'characters' in the list, to make customers feel relaxed. The idea was also to break it up, so rather than having a long list of wines, you can browse by what kind of mood you're in first, then take it from there.

## 6 What do you think is the optimum number of wines in a wine list?

For me it isn't about the length of a list, but how it's presented. I like to see a broad range and I like to be 'led' to a decision, because something just looks so inviting. It's more difficult to make a decision when you're confronted by a long, uninterrupted list.

## 7 You've got a great by the glass and carafe selection – why is this?

It's a great way for customers to try new things without committing to a whole bottle, and means that people who can only have one glass can drink something interesting rather than having to stick to one house wine.

## 8 How did you decide which wines to offer by the glass?

There is a range of wines that we offer by the glass. It's important for our brand to have some organic and biodynamic wines there, while you also need to have some of the instantly-recognisable grapes that people know. But we wanted some more unusual things, to get people experimenting without having to commit to a full bottle.

## 9 What is your favourite wine on the list?

My favourite is a dry Furmint from Hungary's Royal Tokaji Company called The Oddity. It's just really complex and interesting. I always recommend it to people who love Sauvignon Blanc, but want to try something a bit different.

## 10 What's your pet hate when it comes to wine lists?

A long inaccessible list that makes you feel intimidated. Wine should be fun!

Ask your Account Manager how our Customer Marketing team can help you with wine list design.



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Daniel Turner, Marketing Manager,  
No.5 Bridge Street



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