

Scotland chosen for bordeaux consumer tasting

3 Sep 2007 by JR

The Auld Alliance is to be celebrated by the first- ever generic bordeaux consumer tasting to be held in the UK in living memory. On Wednesday 3 Oct at least 160 wines, most retailing at under £20 a bottle, will be shown at the George Hotel in Edinburgh.

In recent years Bordeaux has benefited from substantial investment in the vineyards and cellars but has only rarely been pro- active in promoting the results. This first bordeaux generic consumer tasting is designed to provide an opportunity to rediscover the quality and variety of wines produced in this famous but often misunderstood region. The focus will be on those wines retailing under £20. There will also be a special table for sweet white Bordeaux as well as a Desert Island Table for 'that single wine each exhibitor feels they could not live without'.

Standard tickets are £10 from which a donation will be made to the British Heart Foundation.

Date – Wednesday 3 Oct 2007

Time – 6-8pm

Place – The George Hotel, George Street, Edinburgh, Scotland

Tickets - £10 or £5 for OAPs and students are available

- on the door (although it would be appreciated if as many tasters as possible bought them in advance)
- from leading Edinburgh wine merchants
- by cheque payable to 'JK Marketing' sent to Four Lanes End, Mill Lane, Bulkeley, Malpas, Cheshire, SY14 8BL Tel 01829 720130
- from Ticketweb www.ticketweb.co.uk. Tel 08700 600 100

Trade and press may register on line at www.jkmarketing.co.uk