

### 2025 PEDLEY'S PICKS



WELCOME



/ Jel to our 'Pedley's Picks' guide for 2025.

This guide is here to introduce you to all the exciting new listings that we have added to the Crown Cellars portfolio this year. Master of Wine Jonathan Pedley talks us through a selection of his personal favourites from this year's range, along with an overview of the challenges and successes of the 2024 vintage in all the key regions of the winemaking world.

You'll be able to download a full copy of the 2025/6 Crown Cellars Portfolio at www.crowncellarswines.co.uk, or your Wines & Spirits Manager can send you a copy of the printed brochure.

We hope you enjoy browsing this year's new listings, as much as we enjoyed seeking them out! PEDLEY'S PICKS

# Pedley's Picks

Jonathan Pedley, Master of Wine and Crown Cellars' Wine Consultant, chooses his personal favourites from the 2025 wine range.



This year's range selection campaign saw Victoria Chapman (Crown Cellars' wine buyer) and I cover quite a bit of ground. We kicked things off at the London Wine Fair last May, visited vineyards in Kent and Burgundy during the summer, and finalised most of our new listings after a monumental tasting in Wolverhampton in the autumn. The great news is that, as a result, I think that we have some really interesting wines to present to you in 2025.

I am going to start things off in the Southern Hemisphere for a change, not least because several of my picks are from down there. First up is the Franschhoek Cellar Cinsault from South Africa. "Love at first sight" is a bit of a cliché but after tasting this wine for the first time I was already begging Victoria to see if we could find a space for it in the range. I just adore the immediate fruitiness and gluggability. Cinsault (sometimes spelt without the "I") is one of those grape varieties that usually ends up in blends, whether it is with Grenache and Syrah in the Rhône or Ruby Cabernet in South Africa. It is often attacked for lacking colour, acidity and tannin. I am delighted that the winemaking team at Douglas Green Bellingham (DGB) have confounded the critics and produced this juicy quaffer.



### **FRANSCHHOEK CELLAR** 'Mountain Pass' Cinsault

The winemaking team at Franschhoek Cellar has focused on producing a wine that expresses the joyous and hedonistic character of the Cinsault grape variety. The colour is a pale vibrant pink. On the nose the wine is attractive and uncomplicated, bursting with ripe plum and raspberry fruit. On the palate it is dry but softly tannic and low in acidity. The finish is smooth and rounded. In the summer, do not be afraid to serve it slightly chilled. In contrast to most, heavier, reds I am happy to drink it on its own. It is also the perfect wine to accompany informal dishes: pizza, pasta and salad. PEDLEY'S PICKS



Belinda Jackson was the very first Crown Cellars' wine buyer thirty years ago. We worked together in those early days but then Belinda moved out to New Zealand. It was a joy when she reappeared a couple of years ago as the export director of Lawson's Dry Hills, a family-owned premium winery in Marlborough. We have had great success with the Sauvignon Blanc and Pinot Noir under the exclusive "Inviniti" label from Lawson's Dry Hills, so we have decided to add a Pinot Gris. Of course Pinot Grigio and Pinot Gris are the same grape variety, but we reckon that using the Pinot Gris name conveys the riper and rounder character of this New Zealand version.



### INVINITI Marlborough Pinot Gris

The grapes are sourced from the beautiful Wairau Valley, part of the Marlborough region on New Zealand's South Island. After gentle pressing the juice is cool fermented in stainless steel tanks to preserve the aromatic character of the Pinot Gris. Pale lemon in colour, the nose is light and youthful showing delicate greengage and melon notes. In taste the wine is off dry, the hint of sweetness being balanced by moderate acidity. It is mid bodied and gently fruity on the end. A delightful wine to serve by the glass or as an accompaniment to fish or chicken.



To round out our mini jaunt south of the Equator I have chosen a couple of Australian classics. Many years ago, I spent an idyllic day at St. Hallett in the Barossa Valley with the then winemaker Stuart Blackwell and his wife Faith. I have been a fan of the wines ever since so I am delighted that we can add the Faith Shiraz to the portfolio this year.

If Barossa is the spiritual home of Shiraz in South Australia, then Coonawarra fulfils a similar role for Cabernet Sauvignon. Katnook Estate produce an excellent example badged "Founder's Block". The estate's Chardonnay is very good as well, but I do not have room for everything.



### **ST HALLETT** Faith Shiraz

Barossa Shiraz is perhaps the benchmark style of Australian wine, with St. Hallett amongst the producers that created and now maintain its reputation. The "Faith" bottling is a moderately priced introduction to this hallowed liquid. Look out for the impressive deepish pink-purple colour. As you would expect the nose is forward and fairly pronounced with distinctive bramble and vanilla aromas. The wine is mid full bodied on the palate, but with gentle tannins and low acidity. The finish is succulent and harmonious. Grilled meats, particularly lamb, call out for a red like this.



### **KATNOOK** Founder's Block Cabernet

Coonawarra is a tiny place in South Australia a long way from anywhere. However, the combination of cool maritime climate, free draining "terra rossa" soil and Cabernet Sauvignon vines is responsible for producing one of the world's great wines. Founder's Block Cabernet Sauvignon has a deep ruby colour. The nose is intense and multilayered, showing notes of clove, seaweed, liquorice and prune. The palate is mid full bodied with sandy but stylish tannins. The end is long and savoury. You can push the boat out with a red like this: roast sirloin with all the trimmings followed by fine Somerset Cheddar. Moving up to the Northern Hemisphere but staying in the New World I have a pair of Californian wines in Pedley's Picks. I first encountered Clos du Bois decades ago when it was part of Allied Domecq and I was a budding MW student driving around visiting wineries in Sonoma and Napa. Even back then, the speciality of Clos du Bois was Chardonnay. A lot has changed but I can report that the Clos du Bois Chardonnay is still a heck of a wine. "Heck of a wine" also applies to Hahn's Boneshaker Zinfandel.

Low yielding, gnarled old Zinfandel vines (some of which were planted before Prohibition) are part of California's living wine heritage. The fruit off these veteran vines makes supremely concentrated red wines; it is a privilege to welcome this one to our portfolio. These two picks are part of a substantial strengthening of our Californian range. Other new wines include a Pinot Noir and a GSM (Grenache/Syrah/Mourvèdre) from Hahn, and a Central Coast Cabernet Sauvignon under the Smith Hook label.

### CLOS DU BOIS

### Californian Chardonnay

This is a no holds barred, politically incorrect, unreconstructed, shouty Californian Chardonnay. Chablis drinkers and other devotees of "thin potations" should venture no further. The fruit is ripe, the oak hits you between the nostrils and the butteriness of the malolactic fermentation complements the leesiness from the barrel ageing. Mid lemon gold in colour, the nose is pronounced and displays the toasty oak and biscuity lees notes mentioned above. There are hints of peaches and cream as well. The palate is dryish, moderately acid and mid bodied. Grilled Pacific salmon, seared tuna or pork loin would be deserving partners.



CLOS du BOIS

### BONESHAKER Lodi Old Vine Zinfandel

Lodi may lack the tourist appeal of places like the Napa Valley, Russian River and Monterey, but it is where the biggest concentration of old Zinfandel vines has survived in California. The family-owned Arbor Vineyard and Fathom Ranch continue to supply Hahn with grapes from their 60 to 100+ year old vines. This fruit is the basis of the Boneshaker Zinfandel. It is mid deep ruby in colour, impressively intense on the nose with a complex bouquet of spice, pepper, prune and date. It is full bodied and chunky in the mouth but finishes with refinement and no rough edges. A rare steak would be the obvious partner, but I would risk all and go for venison or wild boar. Returning to the Old World, I had last visited the Balfour estate before Covid, so it was great to drop by in June to get an update on the latest developments at this dynamic English vineyard. After the visit Victoria and I compared notes and decided to strengthen our range with two new additions: Luke's Pinot Noir and Liberty's Bacchus. Much as I enjoyed the light bodied, red-fruited Pinot Noir, it is the exuberant but bone dry white Bacchus that gets my vote for Pedley's Picks.

### **BALFOUR** Liberty's Bacchus

### The Bacchus grape variety was developed in Germany just under a hundred years ago, but many people would say that it has found its natural home in England. Although its parentage includes both Riesling and Silvaner, aromatically it comes across as much closer to Sauvignon Blanc. Fergus Elias at Balfour crafts a stand out example. It is almost water white, with just a hint of lime to the colour. The aromas are vibrant and youthful – cut grass, privet and elderflower. The palate is dry, refreshingly crisp and light bodied, finishing clean as a whistle. It would be perfect with a stir fry or paella.

Since moving on a couple of years ago, a former colleague in Crown Cellars, Graham Crawford, has become something of a specialist in Portuguese wine. Crown Cellars has always sold a bit of wine from Portugal but Victoria wants to try to liven things up a bit. Graham and Victoria have got their heads together, tracked down a pair of superb value for money wines (a white based on Fernão Pires and Sauvignon Blanc, and a red made from Castelão and Cabernet Sauvignon) from the Tejo region, and dusted off the "Lazy Bones" label. With new, light hearted packaging and a keen price we have high hopes. I have plumped for the red to go into my selection.



BALFOU

### LAZY BONES Castelão-Caberi

Castelão-Cabernet Sauvignon

This exciting new red is the sort of honest, well made, sensibly priced wine that should make a lot of friends, hailing from the vineyards of the Tejo region in central Portugal. The mid-bodied tinto is deep pink purple in appearance, with pronounced dark blueberry and black grape aromas. Overtly youthful and juicy on both the nose and palate, it has decent acidity and a touch of tannin to provide grip. The grape mix is 80% Castelão (the most widely planted Portuguese variety) and 20% Cabernet Sauvignon. When it comes to food, this is pretty versatile stuff: drink it with pies, casseroles and chili con carne.

### PEDLEY'S PICKS

The renaissance of Greek wine over the last quarter of a century has been extraordinary. Rediscovered grape varieties, a massive improvement in viticulture and modern winemaking have changed the face of Greek wine beyond measure. Even Retsina is unrecognisable from its old guise! For this reason, we have been on the look out for a couple of Greek wines and finally I think we have cracked it. A fellow MW, Lance Foyster, works with a winery in the Peloponnese called Strofilia. The property's mid bodied red is made from the Agiorgitiko grape variety, but my choice for Pedley's Picks is the floral, dry white based on Moschofilero.



### **STROFILIA**

### 'August' - Moschofilero Savvatiano White

"Et in Arcadia ego" (I too am in Arcadia): this wistful Latin phrase may ring a bell with fans of Star Trek, Brideshead Revisited and Poussin but in the case of this wine, it is literally true. The vineyard district of Mantinia is located high up in Arkadia, the central part of the Peloponnese. This beautiful area is almost definitely the origin of the Moschofilero grape, the main component in our delicate new white wine. Mid pale straw in colour, the aromas are gently floral (primrose) and fruity (pear). In the mouth the wine is dry, crisp and lightish bodied with a pleasing texture. You can enjoy this wine on its own or with pan fried prawns, grilled fish and meze.

To round things off this year I am popping over the Channel to France. Sancerre remains insanely popular so we have added a new option from a producer called Raimbault-Pineau. However, they also make another super Sauvignon Blanc from the neighbouring appellation of Menetou Salon. It is a little more fruity on the nose than the Sancerre, and not quite so hard and flinty on the palate. It is also considerably cheaper, so I am hoping that you will understand why I have put it into Pedley's Picks.



### RAIMBAULT-PINEAU

Cuveé Prestige Menetou Salon Sauvignon Blanc The appellation of Menetou Salon lies a few miles south-west of Sancerre and covers ten villages. The subsoil is limestone. In fact, despite growing Sauvignon Blanc, geologically the area is very similar to Chablis. The winemaking team at Raimbault-Pineau go for a low temperature fermentation to preserve the fruit aromas and some lees ageing to add texture. The colour is a palish straw. The nose is quite forward and expressive, with a charming ripe apple pie character. On the palate the wine is dry but not too acid. In fact, for a Loire Sauvignon Blanc it is open knit and almost juicy. Dover sole or other white fish are the natural food partners. From the south of France, my final pair of picks are rosés. The exquisitely packaged yet conventionally made "Cuvée du Soleil" will fly off wine lists but putting it in Pedley's Picks will do no harm. Its pink partner is the Alcohol Free Rosé from La Baume Saint-Paul. Our strengthening of our "No/Low" offering was one of the successes of 2024 and we are building on that outcome with the addition of a trio of de-alcoholised wines from La Baume Saint-Paul (a red, a white and the rosé I have chosen for Pedley's Picks).

### **SIEUR D'ARQUES** Cuvée du Soleil IGP Pays d'Oc Rosé

Just because rosé wine is perfect for drinking when unwinding on informal occasions does not mean that it is easy to make. The good news is that our friends at Sieur d'Arques (long standing suppliers of the Aimery varietal wines) know exactly what they are doing. For this "Cuvée du Soleil" they use a blend of Pinot Noir and Grenache grapes. Very pale coral pink in colour, the nose shows subtle intensity: narcissus and white peach. The palate is dryish, moderately acid and light bodied. The finish is elegant and clean. I am happy drinking this on its own or with canapés and dips.



### LA BAUME SAINT-PAUL

### Alcohol Free Grenache-Cinsault Rosé

In many respects rosé is the perfect wine to offer in a de-alcoholised form. We often drink rosés in an uncomplicated "chilled" setting, away from "fine dining" events which seem to call for posh reds and whites. If the winemakers can remove the alcohol whilst preserving the fruit, the job is nearly done. Les Grands Chais de France have achieved exactly that with this Grenache/Cinsault blend from La Baume Saint-Paul. It is a mid coppery pink with a touch of spritz. On the nose it is pure and light showing red fruit, strawberry in particular. The palate is light bodied and medium dry: refreshing acidity providing balance. Drink it on its own or with whatever you fancy.

Last year, as I put the finishing touches to Pedley's Picks, it was starting to snow. No such wintry magic this time around. However, I am just back from the most spectacular visit to the vineyards of Argentina. My head is buzzing with ideas for the range, but they are going to have to wait until 2026.

**JONATHAN PEDLEY,** Master of wine and crown cellars' wine consultant

VINTAGE REPORT





### Bordeaux

FRANCE





Unremitting rain in the spring and early summer took its toll. Between October 2023 and July 2024 1,200 mm of rainfall were recorded compared to an annual total of 850 mm in a normal year. The flowering was badly disrupted with lots of coulure (floral abortion) and millerandage (shot berries). This was followed by widespread outbreaks of downy mildew. There was some better weather in August but the prayedfor Indian Summer in September and October never really materialised. In

many cases the producers had to cut their losses and pick what they still had rather than wait for some late season miracle. From a quality perspective, as is often the case in cooler, damper years, the dry whites and rosés should be decent. When it comes to the reds, 2024 will be ordinary and at the top end will almost definitely be a vintage to skip. The 2023 vintage was small and, for the reasons outlined above, 2024 may be similar, if not even smaller.





There were some localised spring frost events but nothing that had a major quantitative effect. As in Bordeaux, what did the damage was the torrential rain. The flowering in early June had been affected by stormy weather, and by July downy mildew was developing on the leaves of the vines. Another type of mildew, powdery, was also present in the southern parts of Burgundy. Just to complete the horror show, there were hail losses in both Chablis and parts of Beaujolais. Despite all of the above, the vines did manage to keep going, helped along by a warmer drier spell in August. Picking got underway in September a little later than in recent years. With yields drastically curtailed (between 20% and 60% depending on appellation) the harvest was quick. Quality is going to be heterogenous, with one report suggesting that things improve as one goes south (favouring the Mâconnais and Beaujolais over Chablis and the Côte d'Or).





The "rain shadow" afforded by the Vosges Mountains was not able to block out all of the downpours that afflicted the rest of France. As a result, the growers in Alsace had to battle downy mildew like everyone else. Yields were hit: the region's overall crop is down around 18% compared to a normal year. However, there is a marked variation by variety. The Gewurztraminer harvest was relatively large whilst those of both Riesling and Pinot Gris were small. From a quality perspective the coolness of the season bodes well for aromatic precision and refreshing acidity.

FRANCE FRANCE

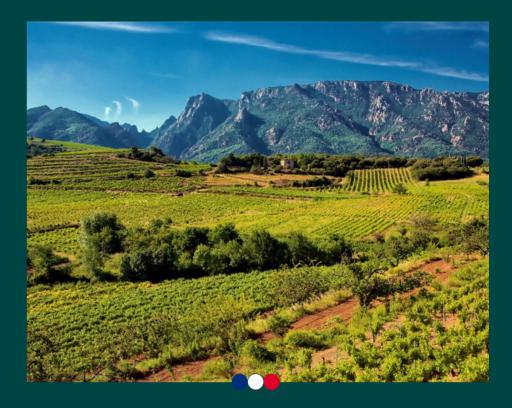
The 2024 season got off to a good start with a mild winter, plenty of rain during the dormant period and only a few isolated frost losses. As in the rest of France the problem was that the rain never went away. The flowering did not go well and the battle against downy mildew continued through the whole summer. The harvest at Bougrier started on 12th September with Pinot Noir in Touraine and did not end until late in October with the last Cabernet Franc in Anjou-Saumur. The company's winemaking team are refreshingly honest in stating that all of the grape varieties struggled to reach optimal ripeness. However, the Sauvignon Blanc does seem to have done better than most; this grape variety is often at its brightest and most refreshing in cooler years. The region's total crop is down about 15% against the five-year average.



### Rhône & Provence



The bud burst was early following a mild winter. Unfortunately, this created the ideal conditions for spring frost on 20th April when the mercury plummeted in the Luberon. These losses were localised: what were not were the flowering (coulure and millerandage) and downy mildew issues that accompanied the heavy rainfall in April and May. Perhaps unsurprisingly, drought was not a factor in 2024 and neither were the fearsome heatwaves that have become a feature of recent summers. In fact, September 2024 was distinctly cold. A couple of reports indicate that given the cooler conditions the harvest commenced a little later than usual and was unhurried. Sugar concentrations were moderate and acidity levels a little higher than in recent years. This points to an elegant vintage for reds, whites and rosés. Yields are down though, between 10% and 25%, depending on appellation.



### Languedoc-Roussillon



Languedoc-Roussillon remains France's key volume region so it is headline news that the crop was in the region of 10.1 million hectolitres (down 9% on 2023 and down 13% against the five-year average). Two main factors were responsible for reduced yields. In the Gard (in the north-east) there was apocalyptic spring rainfall that triggered massive outbreaks of downy mildew. Further south and west (in the Aude, Pyrénées-Orientales and parts of Hérault) many vineyards were still struggling with years of cumulative drought. Temperatures during the summer were not excessive allowing for steady and even ripening. As in the Rhône, this does suggest that we can expect some harmonious, stylish wines, with refreshing underlying acidity.





Champagne France FRANCE

The southern end of Champagne, the Aube département, was hammered by a severe frost on 22nd April. Fortunately, losses elsewhere in the main Marne département were less drastic. What no vineyards in Champagne could avoid was the seemingly relentless rain that had started falling in the previous October and never really eased off. Inevitably there were the usual flowering problems (coulure and millerandage) and downy mildew, the scourge of 2024 across France. There was a brief warmer interlude in August but going into September many grapes were still well short of optimum ripeness. The harvest was delayed to try to get the sugar levels up. Although the crop was small, much of it was healthy. It sounds as if most of the base wines will go into non-vintage blends, the angular tartness of 2024 complementing the richer, fuller reserves from 2023 and 2022. AGE CROP SIZE

Average

UK

Fergus Elias (director of wine at the Balfour Estate) was pleased to report that there had been no frost losses in the spring of 2024. However, even before the flowering, Fergus could see that there were fewer embryonic flower clusters than there had been a year ago. Anyone who was in England this last summer will know that it was cool and wet. What casual observers will probably not have appreciated is the significant difference between the east and west of the country. Whilst western counties did get soaked, and therefore struggled against downy and powdery mildew, over in East Kent and Essex conditions were considerably drier and the disease pressure much lower. Pinot Noir from Essex was possibly the pick of the crop, along with some vivacious Bacchus.





VINTAGE REPORT



The total Italian harvest is estimated to be up 7% on 2023 but down 13% against the five-year average. As ever, these national figures disguise very different weather conditions and outcomes along the peninsula. In the south (Sicilia, Puglia and Abruzzo) the growers are still having to contend with chronic drought. This has severely impacted yields. The silver lining is that in many places the quality is promising. In the north (Piemonte,

UP

Toscana, Veneto and Friuli) the weather was closer to that in France: heavy rain in the spring (triggering landslides in places) followed by a surge in temperatures in the late summer. Conditions were mixed for the harvest. However, the picture seems to be reasonably positive in the commercially crucial Veneto, where both the Pinot Grigio and Glera (destined for Prosecco) vintages were quantitatively and qualitatively successful.

ENETO

## Germany

Severe

ROST

COP DOWN V 2023 FIN

Cahors and the Aube département in Champagne) that got badly hit by frost in April 2024. The final crop was down 30% on 2023. Curiously, barely 100 kilometres to the east, the Rheinhessen and Pfalz experienced only localised damage and recorded normal-sized harvests.

The rest of the growing season was far from plain sailing. Just as in France, persistent summer rain meant that the growers were continuously battling fungal diseases, blowing the budget on sprays and labour costs. The ripening was slow and so the harvest did not get going until well into September. The weather remained changeable with no sign of "Goldener Oktober" appearing to bring about a miracle. As a result, producers are talking about 2024 being a year that will be dominated by Kabinett and Spätlese wines, rather than the more fabled late harvested liquids.

PERSISTENT

RAIN

PEDLEY'S PICKS





VINTAGE REPORT

## Spain





In Rioja bud burst started on time after a dry but mild winter. The vines developed slowly because of unseasonably cold spring weather. The growers welcomed heavy rain in May as it broke the drought and set the vineyards up for the flowering. The summer temperatures were moderate at first but it got hotter in August, although not excessively so. For the harvest in September the weather was mixed. Medievo seem happy with their white grapes (Sauvignon Blanc, Chardonnay and Viura). Things are a little more patchy for the black grapes. Garnacha is the pick of the crop, with the Tempranillo a little lighter and fresher than usual. Over in the north-west Atlantic coast of Spain the vintage was largely drama free and can be counted as highly successful. Both As Laxas (Rías Baixas) and Joaquin Rebolledo

(Valdeorras) were delighted with their

harvests of ripe healthy grapes.

**EXCELLENT** 

Portugal

SLOW AND STEADY EXCELLENT

After a series of bakingly hot, dry vintages, producers in Portugal seem relieved to be able to report a normal – dare one say, "old fashioned" – growing season. Decent winter rainfall set the vineyards up well. A cold spring resulted in a slow but steady development of the vines. The summer was warm enough to get the grapes ripening but not so hot that there was raisining. Apart from the odd shower in September, conditions were nigh on perfect for the picking. From Vinho Verde and the Douro in the north to Alentejo in the south, the producers seem very happy with 2024. I am going to stick my neck out and say that I reckon that there will be Vintage Ports made this year.

VINTAGE REPORT



### California



Plentiful winter rainfall in California refreshed the soils and filled the creeks and dams. The spring was cool with only a few localised frost events. The weather was favourable for the flowering, and then warm conditions in June and July accelerated the development of the vines. The first grapes were picked in August. Temperatures eased off in the



second half of September allowing the harvest to proceed at a steady pace. However, a final blast of hot weather in October saw the remaining grapes ripen rapidly and the vintage ended a little earlier than usual. Quality sounds to be very good with most of the key premium varieties being mentioned in despatches.



### South Africa

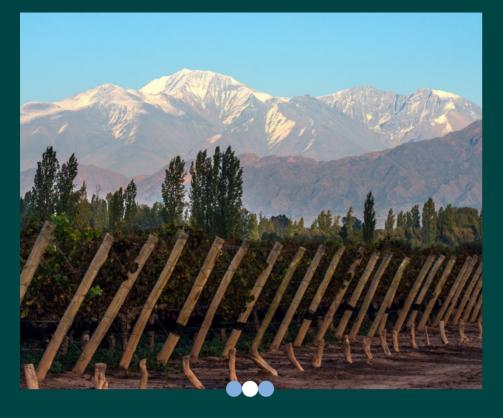
17 DOWN V 5 YEAR AVE



<u>. </u>STRONG いの WINDS

"Bucket loads of rain" was how Douglas Green Bellingham (DGB) characterised the 2023 winter in South Africa. This is great news as it fills the dams and refreshes the soil's natural moisture content. As is often the case, spring in the Cape was marked by strong winds. When these coincide with the flowering of the vines, yields can be hit; this seems to have happened in 2024 for the early varieties such as Chenin Blanc, Chardonnay and Pinotage. The New Year ushered in the first of a series of heatwaves in January and February. The ripening accelerated and the harvest of grapes destined for sparkling wine production started on 9th January, followed by most of the white grapes over the following weeks. There were some showers at the end of February after which temperatures moderated in March. The black grapes were picked in these cooler conditions, dodging the odd shower. Quality looks to be very good, with highly intense flavours. The rub is yields.

VINTAGE REPORT



# Argentina





CHALLENGES

After the disastrous spring frost losses in 2023, it is a pleasure to report that there was no rerun in 2024. There was plenty of snow in the Andes in the winter but this is an entirely positive thing – as this melts, it provides the water that makes viticulture possible in Mendoza. The main challenge in the spring of 2023–2024 was the Zonda wind. This hot, dry wind sweeps down off the mountains and can damage tender shoots. Although there were some localised losses the overall effect was not great. The summer saw several hot episodes but the vines seem to have come through unscathed. Overall, 2024 seems to have been a very successful vintage and we are expecting some good quality wines.



### Chile

(15<sup>%)</sup> Crop DOWN V 2023



El Niño was very much in charge in Chile in 2023–2024. Caliterra reports the wettest season in the last ten years. Fortunately, the rainfall was concentrated when it was needed, during the winter and early spring. It was also cool in the spring and this delayed the bud burst. Although temperatures in the summer and autumn were close to the long-term averages, the slow start to the season meant that the vines were able to develop gently, without any hydric stress or heatwaves. The harvest was one of the most extended ever experienced in Chile. The one challenge seems to have been yields. Quality overall should be high and the fruit was healthy, the gentleness of the season meaning the grapes were able to retain acidity whilst reaching full ripeness at moderate sugar levels (and hence moderate alcohol levels).



### Australia





2023 saw La Niña finally release its grip on the weather system in the Southern Hemisphere, with its sibling El Niño taking over for the 2023–2024 growing season. From an Australian perspective, this should have meant a switch from cool and wet weather to hot and dry conditions. What actually transpired was much more chaotic, with enormous regional variation. Individual vineyards across the country experienced just



about every possible affliction: frost, hail, strong winds, flooding, heatwaves, as well as the depredations of pests and diseases. From a quality perspective the results are going to be highly variable, and it is a similar story with yields. However, the net effect is that 2024 is another small vintage. Whilst the crop is up on the meagre harvest in 2023, it is still 18% below the ten-year average.

### New Zealand



HEALTHY



The switch from La Niña to El Niño seems to have progressed more smoothly in New Zealand than it did in Australia. There was a decent amount of spring rainfall and despite a frost event little actual damage was done. What did peg back yields was a period of unsettled weather during the flowering. However, from that point onwards the summer was glorious with warm dry weather right through until harvest. As a result, the fruit was beautifully healthy and ripe. Given the above it sounds as if 2024 will be an excellent quality vintage in New Zealand. All the key grape varieties and regions seem to have done well.

1	BRIGHTSIDE	Ve	Moldova	2	ß	36117
	Pinot Grigio					
	Light and fresh with youthful appley notes.					

2	BRIGHTSIDE	Ve	USA	5	±88	34571
	Zinfandel Rosé					
	Medium-sweet with ripe summer berry fruit flavours.					

3	BRIGHTSIDE	¢	Ve	USA	C	HB	34725
	Cabernet Sauvignon						
	Medium bodied with plum and blackcurrant notes.						

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USA

2

4 JACK & GINA

Chardonnay

5

Medium-bodied with ripe pear, melon fruit and a creamy finish.

Explore this year's shortlisted wines for you to taste and discover.

JACK & GINA		USA	5	£€€	36118
Zinfandel Rosé					
Light-bodied and medium with plenty of summer berry fruit flavo	ur.				

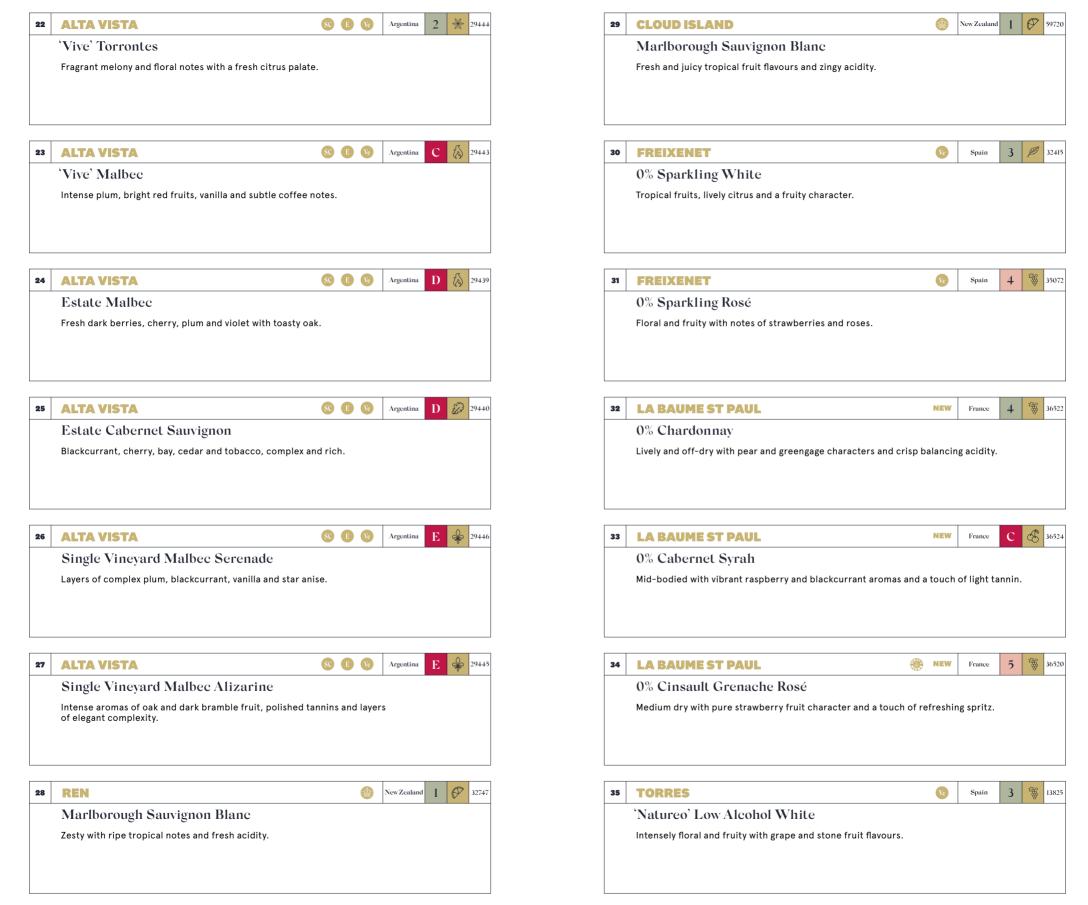
6	TO BE CONTINUED	🐠 💽	USA	5	±∰ 3457					
	Zinfandel Rosé									
	Light and sweet with loads of juicy strawberry fruits and a refreshing finish.									
					₩ 3563					

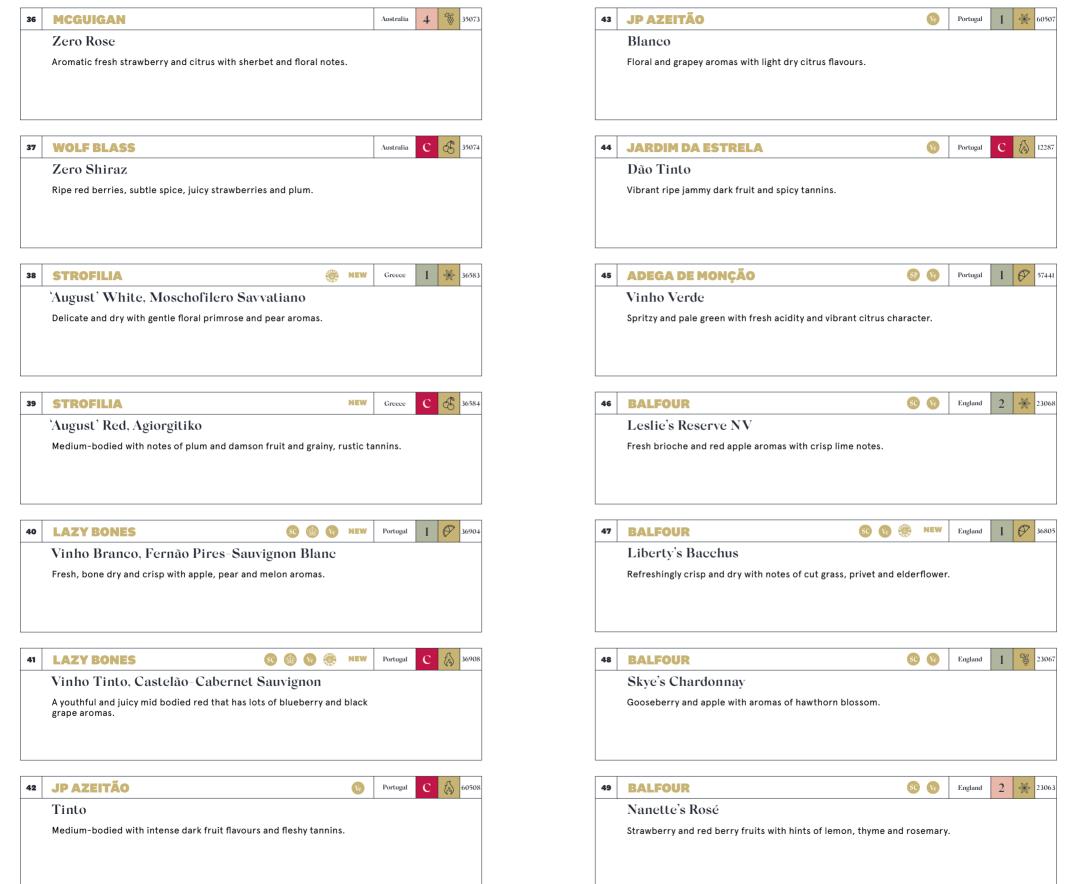
Chardonnay

Melon and apple fruit flavours leading to a crisp finish.

35

8	GULARA 🛞 🕲	Australia	B 👹	57493
	Shiraz			
	Youthful bramble fruit and a hint of pepper.			
9	INVENIO	Italy	2 🖉	7 35309
	Pinot Grigio DOC delle Venezie Clean and fresh with pear, citrus and apple flavours.			
10		Chile	2	35463
	Chilean Sauvignon Blanc Refreshing lime citrus with tropical passionfruit and guava notes.			
		USA	5	36119
11	INVENIO		- 0	30119
11	Zinfandel Rosé Light and fruity, bursting with fresh strawberry, blueberry and watermelo			30119
11	Zinfandel Rosé			
	Zinfandel Rosé Light and fruity, bursting with fresh strawberry, blueberry and watermelo	n notes		
	Zinfandel Rosé Light and fruity, bursting with fresh strawberry, blueberry and watermelo INVENIO ( French Merlot Ruby in colour with raspberry and plum characters. INVENIO ( NOVENIO ( NO	n notes	C	57290
12	Zinfandel Rosé Light and fruity, bursting with fresh strawberry, blueberry and watermelo INVENIO French Merlot Ruby in colour with raspberry and plum characters.	France	с ¥	57290
12	Zinfandel Rosé Light and fruity, bursting with fresh strawberry, blueberry and watermelo INVENIO () French Merlot Ruby in colour with raspberry and plum characters. INVENIO () Australian Shiraz	France	с ¥	57290

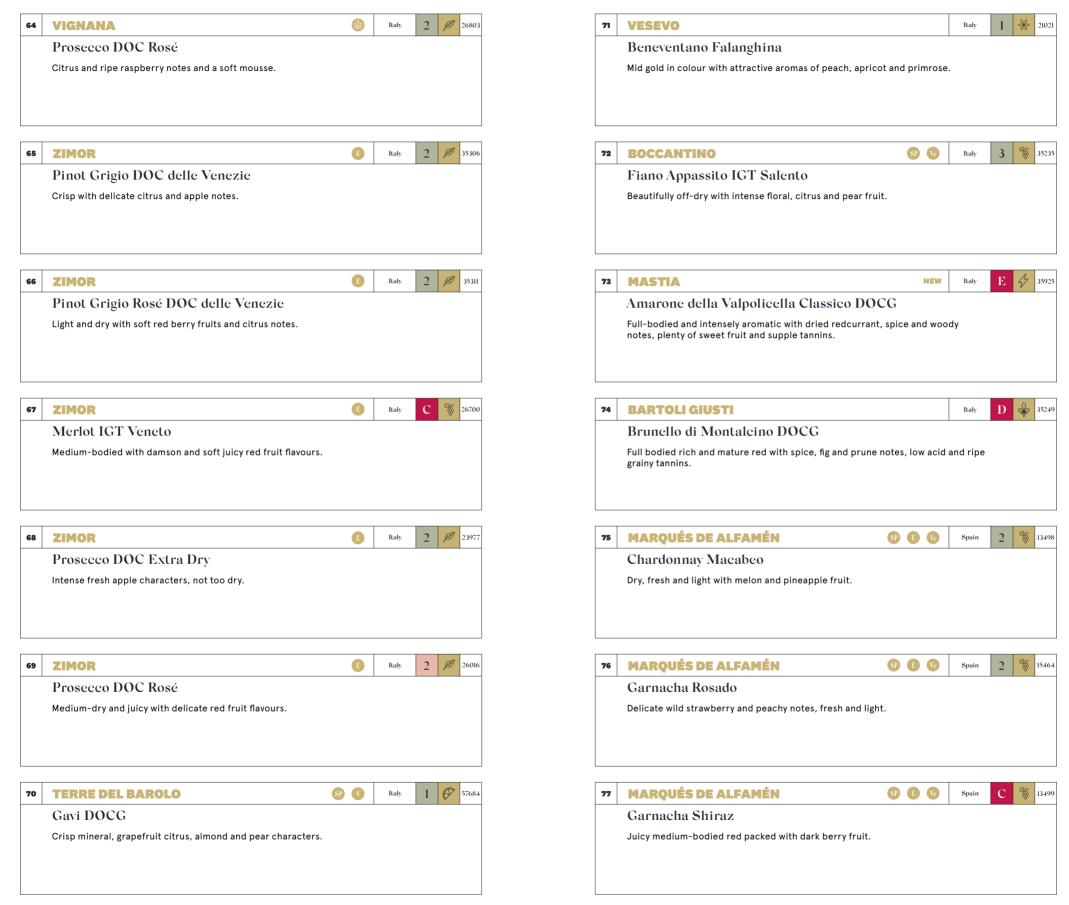




41

### SC Ve NEW England 50 BALFOUR 57 **SMITH & HOOK** NEW USA 3627 Luke's Pinot Noir **Cabernet Sauvignon** A gentle and light bodied red that has lovely redcurrant and raspberry fruit. Full-bodied and juicy with intense raspberry jam and liquorice notes, and no shortage of grippy tannins. NEW 51 **HAHN WINERY** USA 2 🚫 36267 58 KATNOOK Ve NEW 2 Australia 3557 Founder's Chardonnav Founder's Block Chardonnay Weighty and elegant with ripe green fruit aromas and a lingering finish. Quite full-bodied with a complex bouquet of melon, toast and hazelnut. 52 **HAHN WINERY** NEW USA 59 KATNOOK NEW Founder's Pinot Noir Founder's Block Cabernet Sauvignon An intense, deeply coloured and savoury wine with layers of clove, Delicate red plum and cherry aromas characterise this elegant, mid-light bodied red. seaweed, liquorice and prune. 53 **HAHN WINERY** NEW USA **ST HALLETT** NEW NEW 60 Australi 8627 Founder's GSM **Faith Shiraz** Dense and full-bodied with ripe tannins and notes of loganberry, tar and pepper. Gentle in tannin and low in acidity yet pronounced in intensity with distinctive bramble and vanilla notes. **HAHN WINERY** NEW VIGNANA ÷ 2 54 61 Itals USA D 3626 584 Pinot Grigio DOC delle Venezie Founder's Cabernet Sauvignon Clean, crisp and fresh with plenty of zingy citrus. A rich and complex Cabernet with layers of cassis, dark cherry, oak and spice notes. -55 **CLOS DU BOIS** 8 NEW USA 62 VIGNANA Itab 2 3557 2 Californian Chardonnay Pinot Grigio Rosé DOC delle Venezie Creamy and rich with toasty oak, biscuity lees and stone fruit characters. Refreshingly crisp with notes of citrus and redcurrant. 56 BONESHAKER NEW USA 63 VIGNANA ÷ Itals 2 003 Lodi Zinfandel Vignana Prosecco DOC Extra Dry Full bodied and chunky with an impressively complex bouquet of spice, Ripe pear and crisp citrus, light-bodied and refreshing. pepper, prune and date.

43



	BODEGAS DEL MEDIEVO	E Ve	Spain	2 🔗 17252	85 FLAVIUM	Spain	C Z
	Barrel Fermented Rioja Blanco Peachy and dry with intense ripe yellow fruit and oak notes.				Mencia Roble, Bierzo 100% Mencia grapes, aged in American oak giving blackberry, blueberry smoky cedar and mineral notes.		
79	BODEGAS DEL MEDIEVO Rioja Rosado Dry with floral summer fruit aromas and plenty of fresh acidit	E <table-cell></table-cell>	Spain	2 🛞 16290	86       BODEGAS PIQUERAS       00       10<	Spain	<b>D</b> 4
80	BODEGAS DEL MEDIEVO Rioja Crianza Dense black fruits, wild raspberry and rich tannins.	8 0	Spain	D 🖉 19279	87       H. LANVIN & FILS       D       O         Champagne Brut NV       Elegant and toasty with a fine mousse, yellow fruits and brioche.	France	1  Ӿ
81	BODEGAS DEL MEDIEVO Rioja Reserva Prune, leather and vanilla with polished tannins.	8	Spain	E ᡒ 32060	88       H. LANVIN & FILS       Description         Champagne Rosé Brut NV         Pale salmon pink with delicate fresh red berry and toasty notes.	France	1 *
82	<b>BODEGAS DEL MEDIEVO</b> Rioja Gran Reserva Intense, complex layers of drier berries, spices, mocha and d	B 🔞	Spain te.	D 🖗 33769	89       AIMERY       E         Crémant de Limoux Brut NV       Fresh and light with crisp apple, off-dry.	France	2 🔆
82	Rioja Gran Reserva			D 33769	Crémant de Limoux Brut NV	France	2 ★

Vouvray

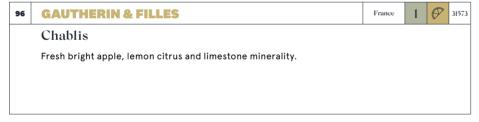
### TASTING SELECTION

92	RAIMBAULT PINEAU	۲	NEW	France	2	Ø	36521	
	Cuveé Prestige Menetou Salon							
	A winning Loire Sauvignon, dry but not too acidic with juicy apple pie flavours.							
L								

	Fragrant, slightly honeyed a	nd appley, refre	eshing and balanc	ed.				
94	BOUGRIER			E Ve	France	4	Ø	57230
	Rosé D'Anjou							

Delicate and light with fresh cherry notes.

95	GAUTHERIN & FILLES	France	1	Ø	31577
	Petit Chablis				
	Ripe apricot with subtle mineral undertones, very fresh.				





ТЛС	TING	CEI	ECT	
IAS	I IN G	SEL	EUI	

99	SIEUR D'ARQUES	۲	NEW	France	2	36526
	Cuvée du Soleil IGP Pays d'Oc Rosé					
	Elegant and subtle dryish rosé with enchanting aromas o white peach.	of narcissu	is and			
100	AIMEDV			Franco	2	E 56025

 100
 AIMERY
 E
 France
 2
 Second state

 Chardonnay, IGP Pays d'Oc

 Elegant stone fruits, apple and melon with fresh acidity.

101	AIMERY	E	France	C	440 C	56924
	Merlot, IGP Pays d'Oc					
	Soft, fruity plum characters and soft red fruits.					

102	FORTIN PLAISANCE	France	С	5722
	Saint-Émilion			
	Medium-bodied with dark berry fruit and a touch of oak.			

103	CHEVAL QUANCARD	France	D	4	33771
	Château Vieux Cardinal Lafaurie Lalande de Pomer	ol			
	Rich dark plum, dried flowers and a delicate perfume.				

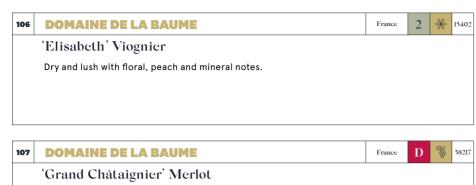
104	DOMAINE ZÉDÉ	France	D	57416
	Margaux			
	Ripe dark fruits with firm tannins and layers of cedar.			

France

2 9 58218

### 105 DOMAINE DE LA BAUME 'Les Mariés' Sauvignon Blanc

Crisp and light-bodied with cut grass and elderflower aromas.



Youthful and intense with dark berry fruit, spice and oak.

108	DOMAINE DE LA BAUME	

### 'La Jeunesse' Syrah

Full-bodied and concentrated with generous plum and pepper spice.

109	MICHEL LEON	France	А	S	29803
	Vieilles Vignes Pinot Noir				
	Lively red cherry and berry fruits with very fine tannins.				

France

D

15403

110	EUGENE KLIPFEL	France	4	☀	33767
	Gewurztraminer				
	Bright spice, exotic fruits, rose, apricots and a floral finish.				

111	EUGENE KLIPFEL	France	2	Ø	35573
	Pinot Blanc				
	Light and delicate apple and pear notes. Drink well chilled.				
112	MARCEL MARTIN	France	1	Ø	27784

Sancerre 'La Chenaye'

Lively flint, citrus and crisp aromatic gooseberry.

TAS	STIN	GS	ELE	CTI	ON

113	DOMAINE LA GEMIÈRE	France	2	Ø	15399
	Sancerre Rosé				
	Perfectly balanced with steely minerals and delicate red fruits.				

HENRI GAILLARD	France	1	Ø	20174
Côtes de Provence Rosé				
Very dry with delicate red fruits and spice notes.				
	Côtes de Provence Rosé			

115	VICTOR BERARD	France	C	ES)	27786
	Côtes-du-Rhône				
	Warm and spicy with plum and black pepper notes.				

116	PASQUIER DESVIGNES	France	Е	ES)	35182
	Châteauneuf-du-Pape				
	Full-flavoured and silky with luscious black and red fruits, dusty savory notes and sage.				

117	DOMAINE DU BOIS DE L'OISE	France	В	S	33768
	Fleurie				
	Fruity raspberry and cherry flavours and smooth light tannins.				

118	PONTE	sc	E	Ve	Italy	2	<i>p</i> 5708
	Prosecco DOC Extra Dry						
	Clean crisp lemon, citrus, green apple and pear.						

Prosecco DOC Rosé Brut

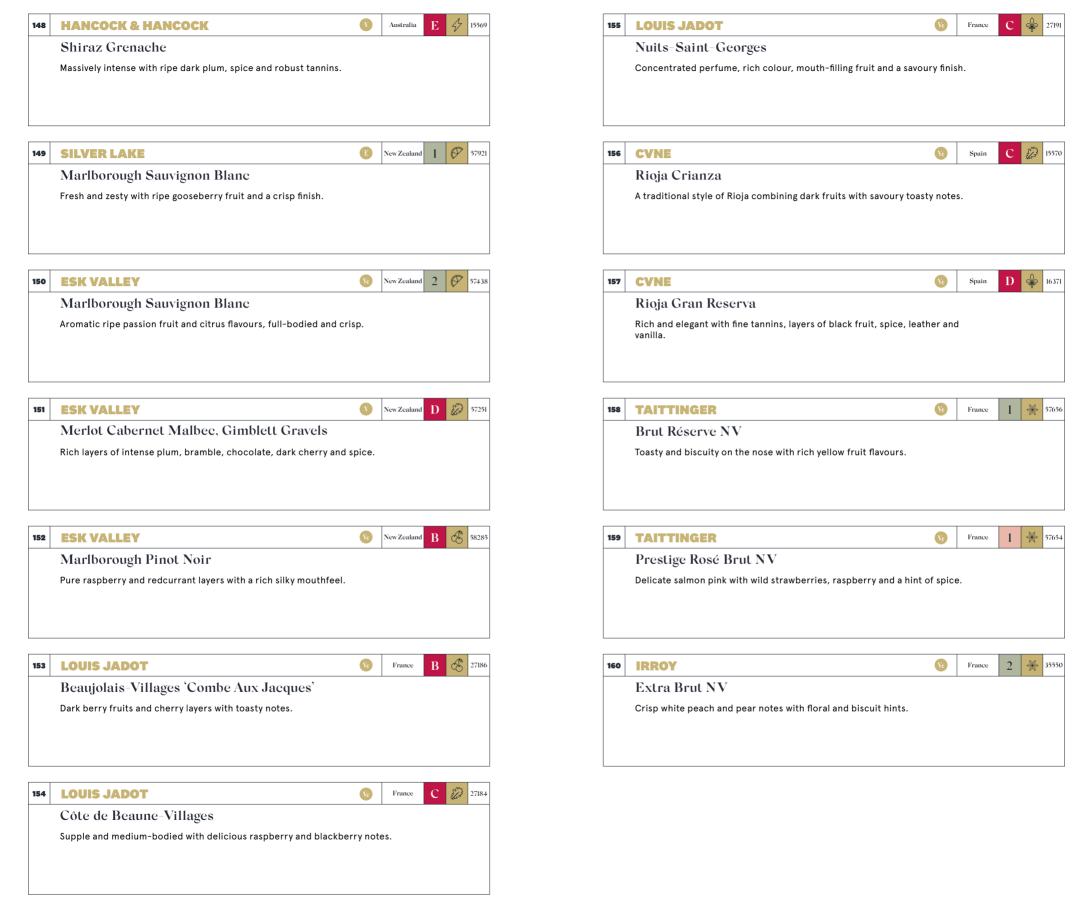
Delicate red berries, cherry and lively citrus notes.

51

<ul> <li>Sparkling Pinot Grigio Brut NV</li> <li>Wibrant, crisp and light-bodied with pear and citrus notes.</li> <li>PONTE</li> <li>PONTE</li> <li>Pinot Grigio DOC delle Venezie</li> <li>Very light and neutral revealing just a hint of green fruit.</li> <li>Ponte Grigio Rosé DOC delle Venezie</li> <li>Rose petal pink with delicate citrus and red berry hints.</li> <li>Ponte Grigio Rosé DOC delle Venezie</li> <li>Rose petal pink with delicate citrus and red berry hints.</li> <li>Ponte Grigio Rosé DOC delle Venezie</li> <li>Rose petal pink with delicate citrus and red berry hints.</li> <li>Ponte Grigio Rosé DOC delle Venezie</li> <li>Rose petal pink with delicate citrus and red berry hints.</li> <li>Ponte Grigio Rosé DOC delle Venezie</li> <li>Rose petal pink with delicate citrus and red berry hints.</li> <li>Ponte Grigio Rosé DOC delle Venezie</li> <li>Rose petal pink with delicate citrus and red berry hints.</li> <li>Ponte Grigio Rosé di tot berry hints.</li> <li>Ponte Grigio Rosé DOC delle Venezie</li> <li>Rose petal pink with delicate citrus and red berry hints.</li> <li>Ponte Grigio Rosé DOC delle Venezie</li> <li>Rose petal pink with delicate citrus and red berry hints.</li> <li>Ponte Grigio Rosé DOC delle Venezie</li> <li>Rose petal pink with delicate citrus and red berry hints.</li> </ul>	120									
vibrant, crisp and light-bodied with pear and citrus notes.   uit   ponte   very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and neutral revealing just a hint of green fruit.     very light and dry with vibrant green fruit and light herb aromas		PONTE	SC E Ve	Italy	2 🔊	21443	27	INVINITI 🛛 🕲 🕲 🋞	NEW	_
Pinot Grigio DOC delle Venezie   Very light and neutral revealing just a hint of green fruit.     2   PONTE   8   9   2   2   9   10   FINCA TRAVERSA   Sauvignon Blanc   Crisp, light and dry with delicate citrus and red berry hints.     10   FINCA TRAVERSA   110   FINCA TRAVERSA   120   PONTE   121   PONTE   122   PONTE   123   PONTE   124   PONTE   125   126   PINCA TRAVERSA   127   128   PONTE   129   FINCA TRAVERSA   120   FINCA TRAVERSA   121   FRANSCHHOEK CELLAR   'Our Town Hall' Unwooded Chardonnay								č	ruit	: fl;
Very light and neutral revealing just a hint of green fruit. Very light and neutral revealing just a hint of green fruit. Vouthful and concentrated with raspberry, plum, subtle spice and flor. PONTE Solution Rose DOC delle Venezie Rose petal pink with delicate citrus and red berry hints. PONTE Solution Rose petal pink with delicate citrus and red berry hints. PONTE Solution Rose petal pink with delicate citrus and red berry hints. PONTE Solution Rose petal pink with delicate citrus and red berry hints. PONTE Solution Rose petal pink with delicate citrus and red berry hints. PONTE Solution Rose petal pink with delicate citrus and red berry hints. PONTE Solution Rose petal pink with bright plum character. PONTE Solution Rose prune and a full body with blackberry and liquorice. PONTE Solution Rose prune and a full body with blackberry and liquorice. PONTE Solution Rose prune and a full body with blackberry and liquorice. PONTE Solution Rose Prune Rose Cellar Solution Rose Pontel Pinot Grigio DOC delle Venezie	121	PONTE	SC E Ve	Italy	1 🖉	35218	28	INVINITI 8 0	Ve	
Pinot Grigio Rosé DOC delle Venezie Rose petal pink with delicate citrus and red berry hints. 23 PONTE Solution PONTE		_		1				-	flor	al
Rose petal pink with delicate citrus and red berry hints.	22	PONTE	SC E Ve	Italy	2 🖉	35217	29	FINCA TRAVERSA	Ve	
Merlot IGT Veneto   Agreeably soft with bright plum character.     Image: Ponte (a) Ponte (b) Pinot Grigio DOC delle Venezie     Image: Pinot Grigio Pinot Grigio DOC delle Venezie     Image: Pinot Grigio Pinot Grigio Pinot Grigio DOC delle Venezie     Image: Pinot Grigio Pinot Finot Fi		•						-		
Agreeably soft with bright plum character.  Agreeably soft with bright plum character.  Agreeably soft with bright plum character.  Dense prune and a full body with blackberry and liquorice.  Dense prune and a full body with blackberry and liquorice.  In the second se	123	PONTE	SC E Ve	Italy	B	35215	30	FINCA TRAVERSA	Ve	
Campe Dhei Pinot Grigio DOC delle Venezie 'Our Town Hall' Unwooded Chardonnay										
		PONTE		Italy	2 🔊	23160			Ve	
	24		•					Our Town Hall' Unwooded Chardonnay		
		Surprisingly weighty with warm citrus notes.	© B ©	Italy	D	17522		Vanilla with pure pineapple, lemon & lime fruit. FRANSCHHOEK CELLAR	Ve	
Campe Dhei Raboso DOC Piave       'Statue de Femme' Sauvignon Blanc         Liquorice, dried fruits and chunky tannins.       Tropical pineapple, gooseberry and grapefruit.	124	Surprisingly weighty with warm citrus notes.  PONTE Campe Dhei Raboso DOC Piave		Italy	D 🐼	17522	32	FRANSCHHOEK CELLAR Statue de Femme' Sauvignon Blanc	Ve	
Liquorice, dried fruits and chunky tannins.		Surprisingly weighty with warm citrus notes.  PONTE Campe Dhei Raboso DOC Piave Liquorice, dried fruits and chunky tannins.	SC B No				32	<b>FRANSCHHOEK CELLAR</b> Statue de Femme' Sauvignon Blanc Tropical pineapple, gooseberry and grapefruit.		

💽 🎆 NEW **FRANSCHHOEK CELLAR** MILLSTREAM 134 South Afric 141 E Ve South Afr 'Mountain Pass' Cinsault Pinotage Bursting with ripe plum and raspberry fruit, this mid-light bodied red is soft and rounded. Characteristically jammy and smoky flavours. 135 **FRANSCHHOEK CELLAR** Ve D 142 **CALITERRA** SC Ve Chile 20 South Africa 'Baker Station' Shiraz Sauvignon Blanc Reserva Deep mulberry, plum, white pepper and oak spice. Grassy and fresh with lime and tropical fruit flavours. Ve SC Ve 136 FRANSCHHOEK CELLAR SouthAfri 143 CALITERRA Chile 'The Churchvard' Cabernet Sauvignon Chardonnav Reserva Blackcurrant and violet aromas with dark berry flavours, tobacco and spice. Uncomplicated Chardonnay showing touches of melon and oak. 137 **FRANSCHHOEK CELLAR** SC Ve Ve 144 CALITERRA Chile South Afri 'The Old Museum' Merlot Merlot Reserva Plum and black cherry with herbs, liquorice and oak spice. Ripe and gently fruity with plum and bramble notes. BELLINGHAM 138 Ve South Afric 145 CALITERRA SC Ve Chile 'Homestead' Pinotage Carmenère Reserva Intense bramble aromas and cherry fruit, soft and full. Succulent black fruit flavours and a touch of smoky spice. Ve 139 **BELLINGHAM** South Afric 146 **POCKET WATCH** E Australi 'Homestead' Sauvignon Blanc Chardonnay Dry and vibrant with gooseberry and tropical fruit flavours. Light and vibrant with citrus and yellow plum aromas. 140 MILLSTREAM E Ve South Afric 147 **POCKET WATCH** E 2 Australi **Chenin Blanc** Shiraz Light and fresh with an attractive quince and pear character. Medium-bodied with intense black cherry and blackberry fruit.

55





We're a

nynl

not just a supplier





















We listen to our customers, understand their needs and work with them to build a plan, before delivering it together.

### **QUALITY & CHOICE**

All of the wines in our award-winning portfolio are tasted and approved by our wine buyers as well as Jonathan Pedley, our Master of Wine. Our buying power and exclusive own brands and promotions mean we are always competitively priced.

### **EXPERTISE**

Our dedicated team of specialists have over 30 years of experience engaging customers and consumers. We have a long standing relationship with industry expert Jonathan Pedley MW, and everything we do is driven by relevant market insights.

### CONVENIENCE

We can take care of all your drinks needs in one order, one account. With our own logistics network and fleet of electric vehicles, you can receive everying in one delivery.

### **SUPPORT & TRAINING**

We provide commercial training as well as formal WSET qualifications. We can help with anything from drinks list tailoring to creation of bespoke POS. We'll help you bring everything together.

## Exclusively serving the On-Trade

WE KNOW **WHAT'S IMPORTANT** TO THE ON-TRADE, AND WE AREN'T INTERESTED IN SELLING **OUR WINES** ANYWHERE ELSE.



### Crown Cellars is 100% focussed on the On Trade. That's important to us because it helps our customers in lots of different ways.

We only put our exclusive brands where we want them, and don't ever sell to the off-trade. That means you won't come under pressure from deepdiscounting supermarkets and stores.

Our brands are designed to be enjoyed at tables in restaurants, hotels, golf clubs, pubs and bars. We're not competing for attention on crowded supermarket shelves, so we can focus on making our labels visually enticing, without being shouty.

We can also be selective. We have no minimum volumes and aren't limited to working with industrial-scale producers. Our closest relationships are actually with smaller family businesses which we've worked with for years. We can support sustainable producers and qualityfocussed wineries, even if they can only sell us a few hundred bottles a year – that means we can stock more interesting wines and react to trends more quickly.

We aren't just a wholesaler but a producer and brand-owner as well - we know what's important to the On-Trade, and we aren't interested in selling our wines anywhere else.





### NECESSITY AND OPPORTUNITY: WHY SHOULD YOU ELEVATE YOUR NO- OR LOW-ALCOHOL OFFER?

All of us in the trade have witnessed the longterm decline in UK alcohol consumption, lately helped along by rising duty costs and pressure on consumer pockets. Consumers still love to socialise, eat out and visit the On Trade, but savvy operators are increasingly having to adapt to how their guests are moderating, substituting or abstaining entirely:

- · Drinking alcohol on fewer occasions
- Having fewer alcoholic drinks when visiting
- 'Zebra' drinking alternating an alcoholic drink with a soft one
- Switching to soft drinks
- Drinking no-low alcohol alternatives

Regardless of whether they are drinking alcohol or not, consumers expect quality, range and a great experience when they visit.

We still see a huge opportunity in this space for our customers to elevate their offers, differentiate themselves from competitors and capture share by becoming the trusted place to enjoy excellent drinks with or without the alcohol, all year round.







### **HOW CAN CROWN CELLARS HELP?**

We offer a selection of what we consider to be the very best 0% alcohol wines available, and we'll keep adding more as this area grows. Our wines and spirits managers can also help in other ways -

- Create bespoke menus and POS to promote your 0% range
- Offer guidance on a broad range of 0% products
- Help with staff training and awareness

Talk with your Wines & Spirits Manager for more ideas on how to develop your offer.

### What does a great No & Low Alcohol drinks offer look like?

### RANGE

Make sure you include something for everyone: beers, ciders, wines, mixed drinks, juices and soft drinks.

### SERVE

Use quality glassware and fresh garnishes, as you would for any other drink.

### STAFF

Let your team taste the drinks, make sure they can talk to guests about your range.

### FLAVOURS

Offer variation including sweet, sour, bitter, spiced, etc.

### VISIBILITY

Consider a dedicated menu and an area for merchandising.

### ONLINE

Can guests see your options before they visit or book?

# INTRODUCING AND A CONTRODUCING

à

Indulge and unwind with this fabulous new Portuguese pair. Exclusively available from Crown Cellars.

These expertly balanced blends bring together native Portuguese varieties with well-loved international favourites, making them the perfect option for your guests to confidently explore something new and a little different.





### ONLINE ORDERING

### Wouldn't it be great to take care of all your weekly drinks needs with just one order, one delivery, one invoice?

Crown Cellars is part of Carlsberg Britvic, so you can manage all of your beer, wines, spirits and soft drinks orders either with the Cockpit app or via our online ordering website.

To activate online ordering and start setting your account up just the way you like it, follow these 5 steps.



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### Helpful Information

### **WINE TASTING GUIDE**

Our style guide comes in two parts. Each of our wines comes with a style symbol, to help you understand the range at a glance.

LIGHT & DELICATE **SPICY & WARMING** LIGHT & BRIGHT REDS # S a **FRUITY & FRESH RICH OAKED WHITES ELEGANT & COMPLEX** 2 Ø **FULL-FLAVOURED & OAKED ZESTY & VIBRANT** × 4 **DRY & AROMATIC CONCENTRATED & POWERFUL** 

Our white and rosé wines then come with an additional indication of dryness or sweetness, ranging from 1 (very dry) to 9 (dessert-level sweetness.)

1	2	3	4	5	6	7	8	9		
1	2	3	4	5	6	7	8	9		
DRY	DRY									

Our red wines come with an indication of body or richness, ranging from A (light-bodied) to E (full-bodied and rich.)



These can be used alongside our tasting notes, which let you know which flavours you'll encounter in each of the wines.

# OTHER ICONS Image: Crown Cellars own Brand Image: Exclusive to Crown Cellars Image: Crown Cellars own Brand Image: Exclusive to Crown Cellars Image: Practicing organic Image: Certified organic Image: Practicing Biodynamic Image: Certified Biodynamic Image: Practicing Sustainable Image: Certified Sustainable Image: Suitable For Vegetarians Image: Suitable For Vegetarians Image: Fairtrade Image: Stelvin (screwcap)

### **ORGANIC, BIODYNAMIC, SUSTAINABLE AND FAIR**

Green and ethical labelling can be confusing for consumers as there are so many different certification systems. Each system sets its own standards, some more stringent than others, and some can involve a high level of cost or bureaucracy for winemakers. For some producers, especially smaller ones, choosing to set their own benchmarks and environmental commitments can achieve the same or better results, though they can't make claims on labels, (terms like `organic' are rightly controlled by legislation, protecting consumers from being misled.)

If your aim is to support the underlying principles even if you can't label the wines as 'organic', 'biodynamic' or 'sustainable' on your menus, look out for wines labelled 'P' for Practicing. This means our producers have shared details on environmental standards they set for themselves, but they don't subscribe to any official certification program as yet. For wines with official organic, biodynamic or sustainable certification that you can label on your menus, look out for wines labelled 'C', for certified.

Let us know if you'd like to know more about specific wines in the range.

