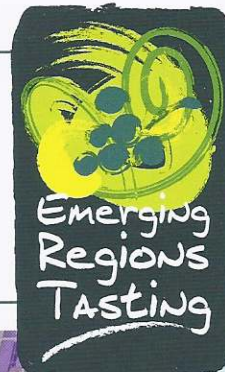


# EVENT PREVIEW

## Emerging Regions Tasting



The Emerging Regions Tasting will be held on September 3, 2014, in London at 8 Northumberland Avenue, and promises to offer buyers the opportunity to unearth some wines that have yet to be discovered in the UK

**T**he tasting is geared to help raise awareness to independent merchants and sommeliers, as well as importers, distributors, agencies and generics representing emerging region producers.

Helen Munday, marketing director at Hallgarten Druitt & Novum Wines says: "Wines from 'emerging' regions have long formed a core part of our portfolio. Steve Daniel, our buying director, champions the Novum part of our wine list which profiles emerging regions and rising-star winemakers who are really setting the trends. Steve's mantra is to source wines with personality and a sense of place."

### JUST THE FACTS:

- **When:** 3rd September 2014
- **Where:** 8 Northumberland Ave, London

### MASTERCLASSES:

- 12.15–1pm  Wines of Lebanon
- 3.30–4.15pm  Wines of Brazil

### EXHIBITING & VISITING

If you are interested in exhibiting at the Emerging Regions Tasting contact Jamie Coles on 01293 610434 or email him at [jamie.coles@wrbm.com](mailto:jamie.coles@wrbm.com)

For more information and to register for the tasting please visit: [emergingregionstasting.com](http://emergingregionstasting.com)

The tasting is a great opportunity for suppliers like Hallgarten to showcase wines from regions that are relatively unknown to the UK. Munday said: "Our offering features unexpected parts of the wine world map – from Japan to India, Croatia to Cyprus. Having a tasting dedicated to these areas gives us a real chance to showcase what we've found, and hopefully get other people as excited as we are about places that are slightly off the beaten track."

In addition to the tasting there will be two masterclasses. The first will be held at 12.15pm and will be hosted by Wines of Lebanon's Michael Karam. He will be discussing the origins of the Lebanese wine industry and the development of the modern sector over the past 20 years. The tutored tasting will showcase wines from six wineries from the Bekaa Valley, Batroun and Mount Lebanon.

The second masterclass will be hosted by Wines of Brasil's brand ambassadors Ana Sofia de Oliveira and Judy Kendrick at 3.30pm. Exports of Brazilian wines to UK this year are already up 300% on 2013 and the UK is its number-one export destination. The masterclass will showcase a variety of wine styles including sparkling wines, reds and Moscatos.

The tasting will include wines from Slovenia, Georgia, Italy, Macedonia, Brazil, South Africa, Israel, Uruguay, India, Japan, Croatia, Cyprus, England, Greece, Romania, Bulgaria and China.

The tasting is open to regions that are relatively undiscovered in the UK market, including new regions that are in established wine-producing countries.

### EXHIBITORS

- Yakata (Kamenki)
- Romanian Winegrowers
- Edoardo Miroglio
- Wines Of Lebanon
- Wines Of Brasil
- Stobi Winery (Signature Global)
- Bibendum
- The Chinese Wine Company
- Vino Nostro
- Hallgarten Druitt & Novum Wines
- Château Mukhrani
- Croatian Fine Wines
- Soul Tree Wine
- Vineyards Direct
- Kedem Europe
- Kayra