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VISIT**

Three of the UK's leading merchants visit Navarra



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The final leg of judging for Imbibe's Navarra competition



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EVENTS**

Two new consumer masterclasses announced for autumn

INDEPENDENT PUSH FROM NAVARRA

In a bid to gain wider distribution in the UK, Wines of Navarra is looking to the independent sector to help sell its wines, Charlotte Hey reports.

AS THE VOLUME OF WINE sold through supermarkets in UK increases, and the number of discount offers also, importers and their principals are increasingly looking to break into other sectors of the British market – namely either the on-trade or the independent retail sector, or both.

'I do believe, with continuous effort, it is a matter of time before consumers discover the value to be had in Navarran wines.' Funmilayo Le Moign, Lancelot Wines

According to a recent report in The Drinks Business Buyer's Guide, the independent retail sector represents around 3% of the total UK trade to the end of last year and shows no change in terms of decline or increase in market share, however that is against a rapidly declining multiple specialist sector, which is now



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Search for wines, producers, read about the region, explore the wine map and more...

Simply visit iTunes and search DO Navarra



We want to build awareness for our wines with consumers and this part of the trade is very much part of our focus for 2011

almost non-existent, and a growing on-line retail category which grew at 20% to March 2011.

Wines of Navarra is no different in terms of its strategy to increase exposure in the UK, and while not neglecting the importance of listings in the major multiples, this year's generic campaign will be looking to forge links with regional independent retailers in order to cover off as many aspects of the UK trade as possible.

"We see that the higher end wines from Navarra are particularly suited to the independent retail sector," comments Jordi Vidal, general manager of the CRDO Navarra. "We want to build awareness for our wines with consumers and this part of the trade is very much part of our focus for 2011." He continues, "In order to effectively build awareness we need to spread ourselves across every aspect of the trade as effectively as possible and we see that by supporting this area we are also supporting our exporters and the importers of their wines."

Pilar Garcia Granero, president of the CRDO, adds: "Navarra has to find a suitable outlet for

its wines at higher price points and this is where we feel the independent sector can help. The nature of independent retail – the hand-sell, the building of close and long-lasting relationships with the customer – fits well with our philosophy for Navarran wines. We want consumers to get to know the region and its wines in a personal and engaging way – independent retailers, we hope, can help

us to do this very effectively."

In the past two years the region has concentrated on taking buyers from the independent retail sector of the UK trade to the region, with the aim of inspiring interest and hopefully promoting listings for the wines. Independent retailers from around the UK have been represented on these trips and they are set to continue in the autumn of this year.

"As a region we are keen to build relationships with independent retail buyers. We believe Navarra has a lot to offer, and as a result we have developed a number of retailer bursaries this year to support the promotion of our wines," explains Vidal.

The bursaries are available to any retailer that is willing to set up an in-store promotion of Navarra wines for two weeks this autumn. There are four available, so if you are interested, all you have to do is contact www.winesofnavarra.co.uk for more information. For more details see the box below.

HOW TO GET SUPPORT

Do you want help with a Navarra In-Store Promotion?

All you have to do is contact Angeline Bayly at angeline@bespokedrinksmedia.com with the details of your promotion and you could get up to **£500** and **FREE** wines, plus support for POS and promotion.

The **£500** bursary can be used to fund a tutored tasting or a promotional activity that directly supports the in-store sales promotion. Depending upon the type of promotion 12-24 bottles of wine from the 2011 Wines of Navarra Campaign Wine List will be supplied to each bursary recipient for use during their promotion.

Each bursary recipient must host their promotion for a minimum period of two weeks and at least two wines available for purchase in-store must be from the 2011 Wines of Navarra Campaign Wine List.

We only ask for a few photos of the promotion to prove it was carried out and a short evaluation of the activity as feedback. No cash alternative will be offered.



Wines of Navarra newsletter is published by Bespoke Drinks Media Ltd. on behalf of Wines of Navarra

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Welcome



In this edition we have lots of information about the 2011 campaign – what has already taken place in the first six months of this year, and what will be going on towards the end of the year.

The aim of this year's campaign is to not only increase distribution for our wines, but also to try

to bridge the gap between retail and consumers, and hopefully help to continue to further promote the wines of the region.

We are very excited about the start of our independent specialist in-store promotion campaign in the autumn, when we will be working with a number of independent retailers around the UK to promote Navarran wines.

Also, we are offering sommeliers the opportunity to visit the region as part of a wine and food matching competition that we are running in

conjunction with Imbibe magazine – winners to be announced in the next edition of The Navarra Times in the autumn.

I hope you will enjoy finding out more about what Wines from Navarra has been up to in the UK this year, and if you need more information please contact www.winesofnavarra.co.uk

Salud,

Pilar García-Granero
President, CRDO Navarra

News

TANDEM TO LAUNCH WHITE WINE

Red wine specialists Tandem is expanding its range with a new white wine – “in macula”. The wine will be from the 2010 vintage, fermented in 300-litre French oak barrels. The name, in line with the winery's other Latin-based brand names, is a play on words: “macula” meaning “mark” or “stain” in Latin, “in” being without.

José María Fraile, director says: ‘What we are looking for with

this wine, is a top white which has undergone battonage – the process of mixing the lees with the wine gives it much more volume on the palate.’

TOP OF THE RANGE FOR INURRIETA

The new Altos de Inurrieta will be available this year in the UK. Created from grapes on the slopes of the estate's vineyards, the wine has been made to express the very best of what this winery can produce. Made from Cabernet Sauvignon, Merlot and Syrah, the wine is aged in French oak for 14 months before being aged in bottle for two years.

SEÑORIO DE SARRIA

The Señorío de Sarría Viñedo Nº 5 Rosé has again received an important international acknowledgment, winning a Gold Medal at the UK Sommelier Wine Awards. This competition is one of the few international contests exclusively oriented to wines which are available in the on-trade sector.

MIL GRACIAS FOR OCHOA

The 100% Graciano Mil Gracias from Ochoa has been receiving a lot of critical acclaim so far this year. Voted Best Value Red under €10 in Spanish publication milleurismogourmet.com and

receiving acclaim in XtraMode, Belgium and Terra Vins, Spain, this wine is certainly pleasing the critics.



A NIGHT OF WINE

Over 1,200 consumers hit the streets in Pamplona at the end of June to celebrate the fourth annual, sell out event, “Noche de Vino” (Wine Night). The sell-out event was deemed a great success by Navarra wineries and the consumers, who enjoyed live music from the band BBoys, Russian Red and DJ Funk Fatale. Over 30 wineries attended the event, which is designed to introduce the wines of Navarra and the culture of wine drinking to a younger audience, who were able to taste wines and enjoy pinchos (small, tapas style snacks) in a fun environment which promotes a sensible drinking message. In September, the event will move to Tudela, in the South of the region.

SAN MARTIN RELEASES ALMA DE UNX

The new wine from Bodegas San Martin is a 100% old vine Garnacha made from hand-harvested grapes from some of the oldest plots of vineyards in the winery's estate.

What really makes this wine different is the fact that it is aged in Navarran oak barrels for seven months, the aim being to produce the most Navarran product possible. The oak – Quercus Peterea – used for the barrels is sourced from local forest Maciza Beletu, where the trees grow incredibly slowly to ensure a dense wood, perfect for oak ageing of wines.

After considerable experimentation in the winery, the winemaker has found that this Navarran oak brings soft, sweet tannins to the Garnacha and subtle aromas of vanilla and sweet coconut.

CHIVITE SUCCESS

It seems that the Gran Feudo Edición range from Chivite is gaining recognition this summer for quality.

The team at Chivite was delighted that its Gran Feudo Edición Rosado 2010 was selected in June as one of the best Rosés for summer drinking in The Independent. They were also over-the-moon on winning



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the Taste of London Foodies Wine Trophy for the Gran Feudo Edición Blanco 2008. Chosen from a range of wines available at the fair, the panel of top sommeliers praised the wine for its 'structure, flavour and textural qualities for food-matching'.

Both wines were available to taste at Imbibe Live, London between 5-6th July, 2011.



The Ochoa family

UPDATE FOR SARRÍA

It's been a busy first six months of the year for Bodega Señorío de Sarría. With new-look packaging, a new corporate image, and the release of a new vintage, the team have been working hard.

Export manager Birte Stienfatt comments: "The main thrust of this update has been to improve the visibility of the brand. We have given more importance to Sarría in the brand, in order to emphasize this word, and make it clearer. We believe this will make a greater impact for the brand, especially at point of sale."

Stienfatt also announced that the new packaging for the Señorío de Sarría Crianza 2008 will be launched this month. Then, during the summer, the red Roble, the Chardonnay and Rosé with the new image, will be integrated into the range. She is confident that by the end of the year the change in the packaging of the Reserva and Gran Reserva will also be carried out.

OCHOA FIRST TO GO CARBON NEUTRAL

True to its philosophy of making best possible wines with the least possible impact on the

environment, Bodegas Ochoa has become the first carbon neutral winery in the D.O. Navarra. Certified by Spanish agency huellacero, the winery has achieved one of its objectives in its continued push to fight against climate change.

By planting olive trees around their properties between the vineyards and expanding green cover in the vineyards – a practice Ochoa has been committed to since 2003 – the winery has managed to compensate its own CO² emissions and improve the quality of its grapes. As Beatriz Ochoa says: "When we started to work for this certification, we found that we were contributing positively to the environment, and from May of this year we have started to put our CO² neutral certification on all of our products."

JAY MILLER TASTES NAVARRA

Wine Advocate journalist, Jay Miller was in Navarra this month to taste and assess wine from the region. It was the journalist's first visit to Navarra and he was not only impressed by the wines but identified a specific Navarran blend, of indigenous and international grape varieties, as being unique and special to the region.

Miller believes that Navarra is beginning to gain ground in the USA and that the quality of the wines is continually improving. In addition to visiting the region and spending time at the world-famous San Fermin celebrations in Pamplona he held a master class for 180 people where 14 of the highest scoring wines were showcased.



Jay Miller

NAVARRA

For more information on Wines of Navarra in the UK please contact us. Tel: 01403 733756 or Email: info@winesofnavarra.co.uk



Inside the next issue: Meet the producers and feedback from UK consumers about Navarran wines

A VOYAGE OF DISCOVERY

In May Wines of Navarra took three leading UK retailers to visit the people, wineries and vineyards of one of Spain's most exciting regions. This report uncovers the changes they found throughout the region.

IF YOU'VE NOT BEEN to Navarra recently you would be impressed to see all the changes that have been taking place in recent years. The retailers that went to the region earlier this year found a selection of exciting new wineries that have popped up, along with a range of established and respected wineries with real pedigree.

At the start of their trip the visitors went to the Consejo Regulador to hear first hand exactly what changes have been introduced. From new varietals becoming legal and more rigorous tasting before wines are released with the DO seal to a new breed of wineries that are creating a real buzz about the region.

After returning from the trip in May, Funmilayo Le Moign, partner at Lancelot Wines said: "Really, it was a good trip. I still marvel at the quality and diversity of the wines we had opportunity to taste. I now have a new appreciation and respect for D.O Navarra wines which would have been impossible had I not gone on that trip. It was also amazing to see the passion and commitment of the producers in their quest to make wines that stand out. I do believe with continuous effort, it's a matter of time before consumers discover the value to be had in Navarra wines. And, Lancelot Wines will do our best to support the region."



Bodegas Chivite, Arinzano



Bodegas Ochoa



Tasting at Tandem



Domaines Lupier



Bodegas Chivite

JOIN US

Wines of Navarra is planning a second trip to the region in late September. If you are interested in obtaining more details and applying for one of the places available please contact Angeline Bayly for more information on **01403 733756** or email: angeline@winesofnavarra.co.uk

SHOW US WHAT YOU'VE GOT

Wines of Navarra recently asked you, the country's top wine professionals, to make a case for some free wine, and maybe win a trip to the region. Here are the top 10 entries



Alex Pastrav,
manager,
The Victoria

'For gastronomic experiences, Navarra stands at

the top table of Spanish cuisine. I think the wine in any region should be influenced by the local produce, and Navarra is no exception. We'll benefit from having Navarran wines on our list, as our chef is using top Spanish ingredients like morcilla, Alejandro chorizo, serrano ham and Cañajeral cheese. To match these dishes I'd go for the wines of Navarra.'

IT WAS A SIMPLE

PREMISE. Tell us why Wines of Navarra should send you a sample case of wine, and they'll do just that. Match those wines to dishes on your menu, and you'll be in the running for a trip to Spain to see the region for yourself.

Judging by the entries we received, this was something that you're interested in. Submissions were varied, motivations were diverse, and they came from all-corners of the trade. What they had in common was an interest in and appreciation for an exciting and upcoming region, and a desire to know more about it.

Without further ado, here are the 10 best entrants, with some highlights from their entries. May the best Navarra enthusiast win!

For more about the region, visit winesofnavarra.co.uk.



Graeme Pallister,
chef/owner,
63 Tay Street

'I think that right now Spain is

the most vibrant and exciting wineproducing country in Europe, and maybe even the world. We've improved our offering over the last few months and have seen an increasing interest in these wines, especially in those wines from outside the classic Rioja. I would love to learn more about the wines produced throughout Navarra, and to see how they match with our often aromatic and slightly off-piste food.'



Olivier Gasselini,
deputy head sommelier,
Hakkasan Hanway Place

'Our customers are generally very keen on Spanish wines, Rioja and Rias Baixas in particular. We can already offer a few alternatives, but currently don't list any Navarran wines. I know its reputation based on the rosés, but I would be particularly interested in discovering more about its whites and reds. Chivite and Ochoa were some of the first Spanish wines I tasted, and I am looking forward to trying some more.'



Martin Lam
chef-proprietor
& wine buyer,
Ransome's Dock Restaurant

'I am a keen supporter of all the wines of Spain, and have worked with some of the best Navarran producers over the last 18.5 years here at Ransome's Dock, but keeping up to date with what is happening in all of Spain's regions is a full time job! I last visited Navarra in 1992, the year we opened. I would very much like to return to gain more experience of the region as a whole – its food, culture and wines.'



Roberto Loppi,
head sommelier,
Hakkasan Mayfair

'When I think of Navarra I think about rosé wines, but maybe this is my limited experience with this region. In Hakkasan we serve a lot of Spanish wines, and also by the glass, but for reds we mainly list Rioja and Ribera. I'm always looking for a good food wine, so I would like to taste a larger selection of Navarran wines.'



Jose Gustavo Medina Ramirez,
sommelier,
Tate Catering

'Navarra is well known for its

quality foods and good wines – it's no wonder Ernest Hemingway fell in love with it, attracted by its rich culture, as well as the region's rich and traditional gastronomy. We believe that the rosé, red and sweet wines of Navarra are quality wines. At Tate Catering we have a wide range of styles in cuisine and a diversity of customers. We would love a great chance to match these with our different menus to make the best choices for specific dishes.'



Paul Walker,
bars manager,
Rockliffe Hall

'This is my first job working at a five-star level, and to

really prove my worth I need to start making a name for myself. This opportunity would provide a chance to show my bosses what I can do to help their business, and make Rockliffe Hall work even better with its food and wine offerings. Help me to prove myself.'

NAVARRA MASTER CLASSES

THIS AUTUMN WILL SEE the first Wines of Navarra consumer Master Classes, as part of this year's campaign aim to help gain better distribution in the UK for Navarran wines and help to build consumer awareness across the country. As a result the tastings will be taking place outside London, the objective being to spread the reach for Navarran wines as far as possible.

"It is crucial for Navarra to build resonance with consumers," says Jordi Vidal, general manager, CRDO Navarra. "By starting to work with well-known wine journalists and their audience, we can start to reach out and build knowledge of the region and its wines. We know that this is a drop in the ocean, but we have to start somewhere, and by having top opinion-formers supporting the region we can hopefully link with retailers locally to make some noise around our wines."

The first Master Class will take place at the York Food and Drink Festival, as part of the city's annual gastronomic celebrations in September. Christine Austin, wine editor at The Yorkshire Post, will host the tasting for over 50 consumers at Melton's Too in the heart of York. Six specially-designed tapas will be paired with



Navarran wines that Christine has selected to match with the flavours in the dishes.

The second Master Class will be hosted by Rose Murray Brown MW, wine writer for Scotland on Sunday, in October in Edinburgh. Showing a selection of whites, reds and sweet wines from the region, Rose promises to show her audience and her readers the superb value that Navarra offers for the Spanish wine lover. She will taste through 13 wines, including Chardonnay, Garnacha, Cabernet Sauvignon and Tempranillo, with a range of Spanish style food.

"There is no doubt, that these events will be a success," continues Vidal, "and I hope that we will be able to continue in this vein through into 2012, where we can continue to build more of a profile with the British consumer. Consumers have to start asking for Navarran wines, and this is one way in which we can begin to create some pull in the market."

If you would like to find out more about the wines from Navarra please contact info@winesofnavarra.co.uk.



Christine Austin



Rose Murray Brown MW





Bodega Inurrieta

UK importer: C & D Wines Ltd
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T A N D E M

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Bodegas Ochoa

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Bodegas y Viñedos Nekeas

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DOMAINES
LUPIER

Domaines Lupier

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Bodega de Sarría

UK importer: Boutinot
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Bodegas San Martín

UK importer: seeking UK importer
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Bodegas Nra Sra del Romero
Malón de Echaide

Ntr. Sra. del Romero

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