

**FOR IMMEDIATE RELEASE**

24 May 2007



## **WWA makes debut appearance at LIWSF**

### **[Stand H4]**

**... amid a glittering array of accolades, award wins and new product launches**

Rising star among the independent New World wine specialists, Nicky Burston, recently wowed the judges at the South West Business Awards to be crowned Entrepreneur of the Year 2007:



"I only started trading in January last year, so this is beyond my wildest dreams!" says World Wine Agencies director and busy working mum, Nicky B whose key aims are to demystify wine for consumers and make good quality, value-for-money wine more widely available.

### **New Argentine range makes big splash on the polo circuit**

Earlier this month Nicky announced landmark agreements with three of the UK's top polo clubs, to launch the La Chamiza polo range of wines from Argentina into the UK market and she has recently negotiated for La Chamiza to feature in the London On-Trade through the Maxwells group of leading restaurants. The team at WWA will be working closely with the events teams at the Beaufort Polo Club, Ascot Park Polo Club and The Royal Military Academy Sandhurst Polo Club to run an exciting series of polo hospitality packages and promotions throughout the next five seasons.

### **Von Buhl exclusive agency agreement**

Just last week Nicky signed the exclusive agency agreement to distribute the multiple award-winning Reichsrat Von Buhl range of wines across all channels. Commenting on the agreement, Nicky said: "We're anticipating positive press for the '06 vintages later this year and will be introducing some exciting and funky concept brands with the '07 harvest including a dry Riesling QbA for the wholesalers at a target retail price of £7.95"

### **California takes centre-stage on Stand H4**

Also on the stand, Nicky will be showcasing wines from Jewel (California) - winner of over 400 top awards in four years and rated as "one of the top 10 best value producers from California" by Tom Stevenson in his Wine Report 2007; Middlevelei and Brick Road (South Africa); private label Vaquero and new entry level brand Saturday Red from California - which launched at the Wine Institute of California annual trade tasting in March seeking to be fun, unpretentious and approachable and is already proving to have strong consumer appeal - currently listed nationwide in Co-op and positively flying off the shelves. The show will also see packaging redesigns for the already popular Sacramento Trail, Sandhill Crane and Paradise Point wine ranges, reinforced by an 'Ambassador Trip' to California for valued customers in the second week in June.

### **On-line Ezine goes out to worldwide subscriber base**

Due out today is the second edition of 'First Press' (which launched in March on [www.jancisrobinson.com](http://www.jancisrobinson.com)) - the WWA quarterly Ezine featuring comment from regular columnist, larger-than-life wine guru Olly Smith.

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**Notes to the editors:**

Summary of wine ranges to be shown on Stand H4 at the LIWSF:

- La Chamiza [Argentina] ... being launched to the trade at the show
- Von Buhl [Germany]
- Jewel [California]
- Saturday Red [California]
- Vaquero [California]
- Sacramento Trail [California]
- Sandhill Crane [California]
- Paradise Point [California]
- Middlevlei and Brick Road [South Africa]

World Wine Agencies is a rapidly emerging independent importer, distributor and broker of predominantly New World wines across all channels. Just embarking on her second year of trading, Nicky Burston has already earned a solid reputation for consistently over-delivering on quality at each price point, with a rapidly expanding customer base including the Co-op, P&O World Cruises, Whitbread PLC and a number of key independent wholesalers and retailers throughout the UK.

For further details on what's new at World Wine Agencies, please take a look at the latest Ezine on: <http://www.worldwineagencies.com/ezine.htm>



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