

**FOR IMMEDIATE RELEASE**  
**11 May 2007**



## **New Argentine wine brand announces exclusive partnership with top UK Polo Club**

To mark the UK launch of the new Argentine Polo wine range from La Chamiza, Bath-based World Wine Agencies has just announced that it has been selected as key wine partner by The Beaufort Polo Club for the next five seasons. The agreement includes major joint branding opportunities and sole wine supply to the prestigious club, whose patron is HRH The Prince of Wales.



Spearheaded by Director Nicky Burston, recent winner of the Evening Post Entrepreneur of the Year Awards 2007, the agency will be showcasing the Polo Amateur and Polo Professional ranges at the London International Wine & Spirits Fair in May [Stand H4].

La Chamiza is rapidly becoming recognized as 'the wine of choice for the Polo season 2007' and the winery will be providing prizes at the Argentine Club Cup: offering the highest standard of polo played in the world outside Argentina. World Wine Agencies will also host corporate hospitality tables for members of the trade press and wine critics at key events throughout the season, including The Calcot Manor Hotel Cup on Sunday 17 June 2007.

Beaufort Polo Club Chairman, Simon Tomlinson commented:

*"We're all thrilled to have the support of Nicky and her team at World Wine Agencies. The tasting panel here has been incredibly impressed with the quality and presentation of the wines and the natural association between the two brands makes it a perfect match."*

Set in the picturesque Cotswold countryside, Beaufort Polo Club plays host to a number of major annual events including Royal Charity Days, England International matches and high goal tournaments, such as the coveted Argentine Club Cup. Attended by 15,000-20,000 visitors and members, the club prides itself on a warm and friendly atmosphere, is firmly committed to encouraging young players to learn and improve their game and to date has succeeded in raising over £1 million for charities nationwide.

Commenting on the partnership agreement, Nicky Burston said:

*"Polo is the oldest ball sport in the world. It's also the third fastest, with the highest AB profile of any spectator sport and I'm really excited to be closely involved with such an exhilarating game! From the start of the season, we'll be focusing on the 2006 vintages of La Chamiza Polo Amateur Merlot, Cabernet Sauvignon, Brut sparkling and the indigenous Torrontés and Malbec varietals. World Wine Agencies will also be working closely with the Special Events Team at the Beaufort Polo Club on a number of unique wine tasting initiatives as the action-packed season progresses ..."*

**Exclusive reader offer:** 20% discount on all match tickets by quoting "La Chamiza"  
(Beaufort Polo Club booking line: 01666 880510)

[441 words]

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**PR contact:**

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**Notes to the editor:**

**The Beaufort Polo Club** has recently announced that it has acquired a 50% stake in a polo club in Argentina as part of its drive to provide a facility for English players to train during the winter months. The private club, which will be called "La Quinta Beaufort" is registered with the Argentine Polo Association and has three grounds, an indoor riding school and eighty boxes in Pilar Chico: approximately 50 minutes from Buenos Aires.

The Beaufort Polo Club provides lessons for players at all levels, from complete beginners to professionals. The Season runs from May to September and Polo is played every weekend. Spectators are very welcome to watch. Charity Days are held throughout June and July with the opportunity to enjoy a range of corporate hospitality options.

The club's public profile was further heightened when Channel 4's "Faking It" series featured a Manchester bicycle courier mastering the sport after just 4 weeks of intensive training under the watchful eyes of Claire Tomlinson and Caspar West.

Key fixtures for the 2007 season include:

- 12<sup>th</sup> June - Semi finals of the All England Cup & Championships for the Argentine Club Cup
- 16<sup>th</sup> June - Argentine Club Cup Final
- 17<sup>th</sup> June - The Calcot Manor Hotel Cup
- 23<sup>rd</sup> June - Evolution Test Match
- 29<sup>th</sup> June - Nelson Trust Charity Polo Dinner
- 28<sup>th</sup> July - St James' Palace Charity Polo Day



[www.beaufortpoloclub.co.uk](http://www.beaufortpoloclub.co.uk)

**World Wine Agencies** is a rapidly emerging independent importer, distributor and broker of 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.

Nicky has recently won the Entrepreneur of the Year Awards in the Evening Post Business Awards 2007 (in association with the South West Regional Development Agency). The results were announced at a gala dinner in Bristol's Ashton Gate Stadium on 10th May 2007:

<http://www.thisisbristol.co.uk/displayNode.jsp?nodeId=144913&command=displayContent&sourceNode=228054&contentPK=17289218&pNodeId=228055>

Understanding retailer needs and consumer buying behaviour is key to the success of World Wine Agencies. With a proven track record of responding to the ever-evolving market conditions, the company works back from consumer demand, sourcing styles of wine that consumers really want and filling crucial gaps in the market:

*"It's not rocket science!*

says Nicky

*... as an independent operator, I'm not constrained by the big corporate machine so can take decisions fast and meet logistical challenges head on.*

*My overheads are low and margins small. I'm passionate about making the purchasing experience easier for customers and offering 'real' wines at genuine value-for-money price points".*

For further details, please see the latest Ezine on: [www.worldwineagencies.com](http://www.worldwineagencies.com)

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