

BIBENDUM TIMES



INTERNATIONAL WINE
CHALLENGE 2016
INNOVATOR OF THE YEAR



Nov 2016 - Mar 2017

Tel. 0845 263 6924

tradesales@bibendum-wine.co.uk

www.bibendum-wine.co.uk

@bibendumwine

Train Your Staff To Sell More Craft

Our newly launched beer training programme



Monica Allan, Educator

While the craft beer trend is expected to keep rising in the UK and beyond, staff knowledge and confidence is often much lower when compared to wine. With this growing need, we now offer beer training aimed at empowering and enabling staff to sell more and better.

Year on year growth for craft beer in the UK is up 34% and while there is no official UK definition of 'craft beer', the buzz words surrounding it are probably the best description: local, artisanal, authentic.

Although becoming more mainstream thanks to the likes of Wetherspoons and Aldi, the craft trend is expected to keep growing: in the US, craft beer accounts for 33% of all beer sold. Here in the UK that figure is just 3%.

A recent article from the Society of Independent Brewers (SIBA) shows that, despite the growth in popularity of craft-brewed beer across the board, the majority of restaurants in the UK "don't put in the same effort when it comes to beer as they do when selecting their wine list".

Craft beer drinkers are interested and experimental. They are willing to pay a premium, tend to be younger Urban Professionals* – which is good news for future business – and evidence suggests

that more women are now choosing craft. These beers are also incredibly versatile when paired with food... Belgian Wit with fish and chips anyone?

For many, a big part of the enjoyment of craft beer is being able to talk about what they're tasting, so it's very important that staff are knowledgeable and able to engage with customers. Our newly launched beer training programme equips your staff with basic knowledge of what beer is, as well as how to taste and talk about it confidently.

A group from Restaurant Associates recently attended the course and training manager Peter Clark-Lewis commented, "Craft beer is becoming more and more popular with our clients and the need for our teams to have a full understanding of this growing trend is paramount. Bibendum's training gave the team a perfect introduction, with a good balance between theory and tasting."

During training, staff will learn about the different styles of beer, how to pair it with food and ultimately how to sell more of it. All of this will be delivered in a fun, easy to understand and engaging style by our award-winning Training Team.

Visit the training page on our website, www.bibendum-wine.co.uk/training/training-home, to find out more.

**One of our eight Consumer Portraits. Visit our website for more.*



Discover our new wines

From China and England, to Italy and Australia, we have a range of exciting new producers.

Find out more on **page 02**



Hand-crafted brilliance

Make your list stand out with our unique and spirited Artisan Project wines.

Turn to **page 06**



Better by the glass

Our new pricing database tool can help you sell the right wine at the right price by the glass.

Find out more on **pages 07 & 12**

Discover Our New Wines

...and why you should buy into China

Our latest additions include an array of exciting new products. Not only are we venturing to China for the first time, we also explore the south of Italy for wines from Calabria and Etna. From Australia, we now list the maverick Some Young Punks and we've added another English sparkling to our growing local offering.

Despite a long history of winemaking and around 900 working wineries around the country, China is still a relatively unknown region. Jamie Avenell, Bibendum Buyer, explains, "Anyone with a keen interest in wine can't fail to have noticed the rapid development of Chinese wine production. This is a new wine category, offering consumers something a little different and exciting. Ningxia is emerging as the star winemaking region and some of its producers are now making wines that can rival quality from much more celebrated and established regions."



CHINA

Chateau Changyu Moser XV | *Ningxia*

Changyu Moser has its roots in 1892, when Chinese diplomat Zhang Bishi imported more than 500,000 vines from the US and Europe, paving the way for modern Chinese wine production. In 2013, 15th generation Austrian winemaker Lenz M Moser V became involved with this historic winery, and launched Chateau Changyu Moser XV. His focus on vineyard management, blending and ageing has taken the quality of these wines to the next level, offering a shining example of Cabernet Sauvignon from China's Ningxia province.



ENGLAND

Ridgeview | *Sussex*

Sales of English sparkling wine more than doubled between 2010 and 2015, and more than a tenth of Brits now say England makes the best quality wine in the world – ahead of Spain, South Africa and New Zealand. So it's time to ensure this category is represented on your wine list. Ridgeview was founded in 1995 by Mike and Chris Roberts, who wanted to make top quality English sparkling wine using traditional Champagne grapes and winemaking techniques in Sussex. Today Ridgeview is still very much a family-run business, with Mike and Chris' daughter Tamara and son Simon taking up key roles in management and winemaking. Like their parents, their aim is to continue to develop Ridgeview as a pioneer within the English wine industry, enabling continued growth and securing its future.



NEW ZEALAND

Craggy Range | *Martinborough and Gimblett Gravels*

Terry Peabody and Steve Smith MW are passionate about terroir. So when they founded Craggy Range in 1997, they sought out some of the best sites in New Zealand to pursue their single-vineyard philosophy. Their quest brought them to lesser-known regions Martinborough and Gimblett Gravels, where their Bordeaux blends, Sauvignon Blanc and Pinot Noir have been turning heads. A selection of Craggy Range wines are listed at London's innovative The Providores restaurant.



Babich | *Marlborough and Hawkes Bay*

Celebrating 100 years of family winemaking in 2016, Babich is synonymous with quality New Zealand wine production. Celebrated for their exceptional Marlborough offering, the estate also has substantial holdings in Hawkes Bay, which is well-known as a source of deep-flavoured Chardonnays, robust and tropical Sauvignon Blancs and stylish Cabernets and Merlots.

AUSTRALIA

Some Young Punks | *Clare Valley*

With their punk attitude to winemaking, Colin McBryde, Jen Gardner and Nic Bourke make wines with charisma and attitude. Their contemporary approach means minimal use of oak and short ferments to retain maximum punchy vibrancy. Famous for their striking pop-art labels, the punks believe it's okay to judge these books by their covers, which are as bright and bold as the wines they clothe.



VineMind | *Clare Valley*

Some Young Punks' more experimental cousin VineMind is Colin and Jen's brainchild, made with 100% Clare fruit. VineMind Riesling is inspired by the wines of Rheinhessen and is rested in concrete after production to gain a slatey, textured palate. Their Shiraz Malbec is inspired by old-school Clare reds and fermented in concrete for a classic, punchy style.

ITALY

Piccini | *Tuscany*

Mario, Martina and Elisa, or rather Team Orange, are the fourth generation of Piccinis to run the family business. They've brought it up to date with modern winemaking, an iconic orange label and an incredible sense of fun, but always with a strong link to the traditions started by Angiolo Piccini more than 125 years ago. With its instantly-recognisable label and enjoyable style, Piccini has become a firm favourite among wine drinkers and represents the modern face of Tuscany.



Tornatore | *Sicily*

Wines from Mount Etna are big news right now and Tornatore is one of the largest, most respected estates in the area. With 46 ha it is responsible for 10% of the DOC's production, but is still very much a family business, with the third generation of the same family now in charge of production. The focus is on native grape varieties Nerello Mascalese, Nero Cappuccio, Carricante and Catarratto, while their winemaking style is more modern in its approach, with lower alcohols and more emphasis on fruit.



Scala | Calabria

The Scala family have been grape farmers since the 17th century, and artisanal winemakers since 1949. Today Luigi Scala is the latest in this long line to carry on the family tradition. They have just 16 ha of vineyards, where they produce wines from Cirio DOC, from red and white indigenous varieties. The striking packaging pays homage to the original label from the 1940s. What makes Scala special in Calabria is their elegance and naturally lower alcohol levels.

FRANCE

Plaimont | South West France

Founded in 1979 as a joint venture between three enterprising wineries, the Plaimont group has grown substantially since then. It is now a cooperative of 1,000 families of winegrowers with estates in Gascony, Saint Mont and Madiran. With an emphasis on careful attention in the vineyard and a focus on local varieties – like Gros Manseng, Arrufiac and Petit Courbu – these exceptional value wines punch well above their weight.

Le Cellier Des Princes | Rhone

Established in 1925, Le Cellier Des Princes is the only cooperative in Chateauneuf du Pape and includes 189 growers. The cellars are located in the commune of Courthezon and draw from 580 acres of vineyards throughout Chateauneuf and the Southern Rhone. Along with the principal grapes of Grenache, Syrah and Mourvedre, small amounts of other, ancient varieties are used to add flavour, body and richness.



Chateau Coupe-Roses | Minervois

The organic vineyards of Chateau Coupe-Roses are at the highest altitude in Minervois, where cool nights and moderate temperatures allow grapes to ripen slowly, developing great acidity and plenty of flavour. This small 45 ha property is run by Françoise Frissant Le Calvez and her husband Pascal Frissant, along with their son Mathias who has recently become winemaker. Their blends of Carignan, Grenache and Syrah are smooth and refined, and noted as one of Jancis Robinson's regional highlights.

Ask your Account Manager for a taste of any of our exciting new wines.

日本酒

Team Up For Tokyo

A look at our new and improved sake range

After this year's fiesta in Brazil, the next Olympic Games host promises just as much culture and flavour. Japan is home to sushi, soba and – most importantly – sake, an extremely versatile alternative to add interest to your drinks list.

The UK's sake market is growing. Although actual volumes remain relatively low, the UK is the largest European market for this Japanese rice wine, accounting for 2% of total world exports. To help set the tone for the 2020 Olympics, we've got three exciting new sake products.



Waiting Love Sparkling Sake

This is sake with a sizzle. There are a few sparkling products on the market, but these are mostly either surprisingly sweet or off-dry. This sake is considerably drier, refreshing and delicate. It works brilliantly as an aperitif or with oysters and other assorted raw molluscs.

Top serve: The smaller 360ml bottles are perfect for a couple or small group to share, and best paired with some Colchester oysters at the beginning of a meal.

Takashimizu Seisen Futsushu

This is a great entry-level sake to introduce younger customers to the category: well-balanced, versatile and accessibly priced. Futsushu can be served hot, chilled or at room temperature – it also works well as a cocktail base. Hailing from Takashimizu, the quality of this sake is outstanding.

Top serve: "I would suggest pouring it at the table in the visually impressive 180cl bottle – if you want to go cheaper, you better go bigger!" Joshua Butler, Bibendum Business Development Manager.



Earl Grey Tea Sake Liqueur

From the Miyagi Prefecture in Japan, this is not your traditional sake but an elegant liqueur with a sake base. Perfect for bartenders making their own tea liqueurs, our Earl Grey Tea Sake Liqueur is a ready-made artisanal product ideal for any 'ice tea' cocktail.

Top serve: Try it with cloudy lemonade and a splash of soda, the perfect Japanese summer tea. Or if you're feeling adventurous, in Japan they drink this on the rocks with a splash of milk.



Visit the Bibendum website for our full range of sakes, or speak to your Account Manager to taste any of these new products.

Innovate Or Die

IWC Innovator of the Year



Bibendum's Market Insights team:
Blonnie Walsh, Sarah Wilson, Alex Linsley, Tom Cleghorn & Wendy Wong

We are delighted to have won the Innovator of the Year award in the Business Excellence category at the 2016 IWC Merchant Awards. This was for our Market Insights Consumer Portraits, launched to the trade at the end of 2015.

Our Consumer Portraits are an innovative segmentation of the UK drinks market that identify and group together similar UK drinkers, revealing their location, habits, spend and preference. Relevant

and actionable, these can help you identify precisely who is driving drinks spend in your business and develop a bespoke offer to these groups.

The IWC judges noted, "Bibendum's Consumer Portraits provide insightful research to ensure that the sales teams and clients are equipped to deliver the right range of wines to their customers, depending on demographic and social mores. This is not an innovation for innovation's sake but a very good sales tool."

Visit our website at www.bibendum-wine.co.uk to find out more about our Consumer Portraits.

Bibendum Charity Update

We are proud to have been working with our new charity, Rainbow Trust, since the beginning of 2016. This children's charity supports families with children under 18 with a life-threatening or terminal illness, who are in need of bespoke support.

Some fundraising highlights:

- We officially launched our new charity with a cocktail evening, raising nearly £1,000.
- London Business Development Manager Joshua Butler raised £1,997 running the London Marathon.
- Our dedicated Bibendum charity team raised £156.20 with a 'bacon buttie' sale.
- Our St Patrick's Day celebrations brought in just under £200.
- We received a generous donation of £1,250 from Robin Wodehouse, chairman of Walker & Wodehouse Wines.

Contact us on 0845 263 6924 for more about our upcoming events.

Championing The New World



New World Merchant of the Year: Sommelier Wine Awards 2016

"Another strong performance from last year's winner, with an extremely high number of New World wines in its impressive haul of golds. While there were pockets of brilliance everywhere, including Champagne, based on the strength of the medals achieved in Australia and New Zealand alone, there is clearly nowhere better to look for wines outside of Europe."

Chris Losh, director of the Sommelier Wine Awards.



Michael Saunders and Chris Losh

Investors In People

At Bibendum we have a strong set of values in Energy, Innovation, Customer Focus and Team Spirit, with an amazing team who live those values. We are therefore very excited to be awarded with Investors In People (IIP) status. This is not simply a static assessment of where we are and the assessors support us in developing and supporting our people.



**INVESTORS
IN PEOPLE**

Accredited
Until 2019

Customer Services

Office hours

Monday to Friday 8.30am - 6.30pm
Sunday 11am - 6pm

Our offices are open on Public Holidays between 8.30am - 5.00pm, except Christmas Day, Boxing Day and New Year's Day.

Any changes to these hours will be advertised on our website.

Place an order

Our Customer Ordering Team are here to receive and process your orders.

By telephone
0845 263 6924 (Press option 1)

By email
tradesales@bibendum-wine.co.uk



Top Performers

It's been an exciting few months for our spirits, ciders and beers

The king of the spirits world (in Ireland anyway) proved to be **Hyde Whiskey**, with the Hyde Whiskey Sherry Finish winning the title of Best Single Malt Irish Whiskey In The World at the prestigious San Francisco World Spirits Competition. This was followed by a gold medal at the Sip Awards 2016 and third place at the International Whisky Competition 2016.

Cidre le Brun kicked off their summer with a cartload of awards at the International Cider Challenge 2016 and a gold at the Concours General Agricole 2016. Their Brut Cidre has been dubbed "a complex, savoury cider that will triumph at the table".

No stranger to awards, **Yeastie Boys** brewing company received a couple of extra plaudits at the recent International Beer Challenge 2016. The Yeastie Boys Gunnamatta IPA won a gold medal, while the Yeastie Boys Pot Kettle Black walked away with a silver.

Visit our website at www.bibendum-wine.co.uk for more on our award-winning producers.

Our Star Producers

The awards have been pouring in for our producers this year, with gold medals from the Decanter World Wine Awards, Sommelier Wine Awards and International Wine Challenge. Here's a selection of our top performers:

Catena Zapata Nicasia Vineyard Malbec 2011

This wine won a gold medal and three trophies for Best Argentinean Red, Best Argentinean Malbec and Best Mendoza Malbec at the International Wine Challenge.

Craggy Range Te Muna Road Aroha 2013

This Pinot won Craggy Range a Master medal at The Global Pinot Noir Masters – the highest distinction in the competition – and was rated number one in its category.

Coates & Seely La Perfide Rosé Brut NV

The uniquely chalk-rich Hampshire terroir won Coates & Seely a gold medal at the Decanter World Wine Awards with their Rosé Brut.

Palmer & Co. Amazone de Palmer NV

This top of the range Champagne won a gold medal at the Sommelier Wine Awards.

Argento Seleccion Chardonnay 2015

Argento shot to the top with this Chardonnay, winning a gold medal at the Sommelier Wine Awards.





Hand-Crafted Brilliance

The word 'artisan' conjures a whole range of meanings. From heritage and culture, to a deep connection with the land or strong community spirit. But what lies at the heart of any artisan product is a sense of something hand-crafted with passion and dedication, with an emphasis on making it the very best it can be.

But that's not to say artisan wines aren't commercial. Consumers are increasingly on the look-out for food and wine with provenance and a story.

And millennials are at the forefront of this quest for authenticity. This new generation of wine drinkers want to know where things come from, how they're made and who made them. They're also the most adventurous when it comes to trying new regions and grapes, and are keen to drink off the beaten track.

Artisan wines also fit with the recent shift towards drinking less but better. On Trade sales of wines under £20 have dropped 2% in the last year, while those over £25 have increased by 26%. Consumers are drinking less wine overall, but when they do, they are choosing something special.

Bibendum has always been proud of its artisan producers and The Artisan Project is a way to celebrate them. The project includes producers like

Norman Hardie, who helps his vines survive ruthless Canadian winters by burying them under mounds of earth. And Adega Algueira in Galicia, where the grapes are grown on such steep slopes that they have to be picked by hand before being transported back up to the road using an electronic winch.

These producers don't make wine because it's easy; they do it because they've dedicated their lives to creating something special for others to enjoy.

Visit www.bibendum-wine.co.uk for videos and podcasts featuring The Artisan Project producers.



"For me, artisan means hand-made production by someone extremely passionate about what they do. Profit is not the driver of these wines, but quality and authenticity are."

Ben McKellar, Ginger Pig, Brighton

We asked some of our customers what 'artisan' means to them and to pick their favourites from The Artisan Project.

Ben McKellar – Ginger Pig, Brighton

"For me, artisan means hand-made production by someone extremely passionate about what they do. Profit is not the driver of these wines, but quality and authenticity are."

"We chose **Vietti's Barbera** after a trip to the vineyard. It was a thriving business in a beautiful part of the world. Vietti really seems to be part of the local landscape. We love the ripe cherry flavour and the lightness of the wine, considering the level of sun in the area."

Richard Coulson – South Sands Hotel, Salcombe

"I like to let the wine do the talking and **Domaine Cauhape Chant des Vignes Sec** really punches above its weight, which is why I've put it on by the glass. It has a beautifully intense and fine bouquet, with notes of white peach, cinnamon and fennel. On the palate there's flavours of exotic fruits and a fabulous mineral finish."

"When guests taste it, I see that look in their eyes that says, 'wow, I really get this'. That look gives me a huge amount of satisfaction. They love it – it's one of my biggest sellers."

Can You Make More From Premium Favourites?

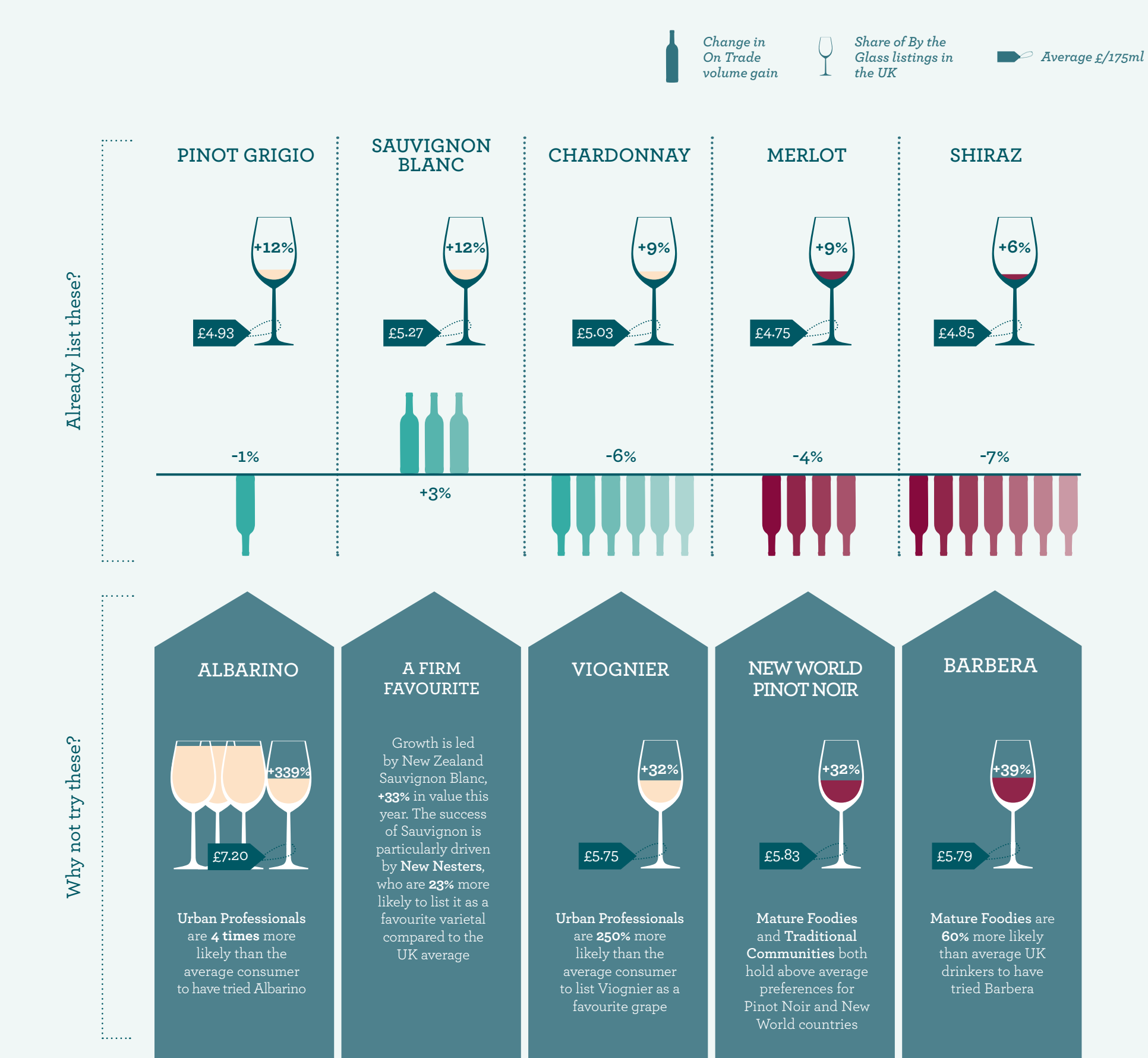
Introducing our latest On Trade Market Insights tool

Our new Pricing Database tool monitors every wine and every price on every list for over 100 of the UK's biggest eating-out and drinking-out brands. It enables us to analyse pricing and listings by country, grape, region, price, tasting note and serve, and fits with our other unique data sources to provide a more complete picture of the market.

Alex Linsley, head of Market Insights, explains, "Your customers might be happy to pay more for a premium favourite like Kiwi Sauvignon. Maybe you need to sharpen up in certain areas to stay competitive. Or perhaps you could free up some space on the wine list to bring in something new and exciting, like Albarino. As with all of our tools, this one can be applied in different ways with the same goal: to work together to provide the best drinks offer for your consumers, enticing them to come back for more."

While the top four varietals make up 42% of 'by the glass' listings, On Trade volume sales are actually declining for the majority of these. Boost your 'by the glass' sales by including exciting alternatives that are gaining ground in the On Trade and have a higher average price. Read more on page 12.

Contact your Account Manager to find out how our Market Insights team can help your business.



Four of the Consumer Portraits identified by our Market Insights team

Urban Professionals
High-spending trend setters
Concentrated in a few major cities, especially London and a few student towns like Durham.

New Nesters
Putting family first
Spread across the heart of England and Scotland's central belt, within easy commuting distance of major cities.

Mature Foodies
Investing in quality
Dispersed across the UK, but rarely found too far from major economic centres. Tend not to live in cities.

Traditional Communities
Everything in moderation
Across the UK, though not near cities. Most common in rural areas (Highlands, Pennines, Wales, East Anglia, Cornwall).

Move Over Prosecco – Champagne Is Still King

Despite the continuous growth of sparkling wine, it's time to add more interest to your list with Champagne

Steeped in tradition, Champagne has been cherished throughout the ages by the rich and famous. But did this aspirational drink lose some of its sparkle in recent years? We spoke to some of our customers to find out why Champagne is still worth more.

While Champagne volumes have decreased over the last 12 months, both value (+10%) and price per litre (+16%) grew rapidly. The drink for high days and holidays, The Lanson International Champagne Report 2015 shows that Champagne is the fizz of choice for more important events, like weddings, gifts, New Year's Eve and anniversaries, while other sparkling wine is preferred for most other occasions – from birthdays and date nights, to dinner parties.

Price and value clearly play a major role in the perception of bubbles and diners aren't afraid to spend more on Champagne, with CGA reporting the average price per litre to be £85.35. While Champagne boasts some of the strongest brands in the entire wine category, there is a growing trend for independent, smaller and artisanal growers that offer incredible value.

Situated in the southernmost part of Champagne, **Serge Mathieu** is one of the region's leading small growers. The Mathieu family have lived in the village of Avirey-Lingey since the 18th century and today the 11ha vineyard is sustainably farmed by Serge's daughter, Isabelle.

The Serge Mathieu Blanc de Noir is the house Champagne at Chez Bruce in London. Head sommelier, Sara Bachiorri, explains that they like to support small growers and to introduce their customers to something they might not be familiar with. "The Serge Mathieu came out tops in a blind tasting we did when looking for a new house Champagne. I believe that the best way to judge a wine is to let it speak for itself!"

"Listing a small producer is a point of difference, as people are not familiar with the name. It is terrific value for money as the quality is extremely high and comes at the right price level for us to pour it by the glass," she says.

While their menu changes daily, she has her own favourite pairing – "the warm crab, wild mushroom and celeriac tartlet is a lovely fit for the Serge Mathieu. It's rich and slightly meaty, which is a lovely companion to the richness and freshness of the Champagne."

Another great value Champagne from a historic Epernay house is **De Castellane**. Geraldine Leventis of Raoul's

Gourmet explains that as they don't sell a tremendous amount of Champagne, they were looking for a smaller producer with a quality product – one that isn't seen in every wine shop.

"It fits in extremely well with the rest of our sparkling wine offer. As much as Prosecco is very popular, it is a completely different drink," she says.



Sara Bachiorri, Chez Bruce, London

Two other small grower producers to look out for:

Bruno Paillard

The Bruno Paillard story started in January 1981 when Bruno, armed only with an unstinting self-belief and the cash from selling his old Jaguar, decided to create his own Champagne. They follow a strict quality charter that includes using only first pressings, vinifying each cru separately and putting the disgorgement date on each bottle. Listed at Sushisamba, Galvin at Windows and La Petite Maison.

Try the Brut Premiere Cuvee NV



Palmer & Co.

Founded in 1847 by seven well-established and visionary wine growers, Palmer & Co. encompasses 415ha of vineyards, comprising about 40 crus, with over 200ha classified as Grand and Premier Crus in the Montagne de Reims area. "A seriously underrated, truly high quality Champagne producer," says Tom Stevenson, author and leading Champagne critic.

Try the Blanc de Blancs NV



Visit our website at www.bibendum-wine.co.uk for more on these small growers, as well as our complete Champagne offer.



Up The Ante With Our Fine Wine Service

Here's how to make Fine Wine work for you



Lynch Bages, Chateau Petrus, Penfolds Grange, Opus One, Vega Sicilia. These are some of the finest and most lust-worthy wines in the world, and probably unobtainable for most. Yet with new technology like Coravin, these and many other top-end wines can now be within reach for you and your customers.

With our Fine Wine service, we offer a constantly evolving range and Mike Harrison, Bibendum Fine Wine manager, believes that it's about making these wines available to drink immediately - "listing everything that is consumable now, rather than having to invest for the future."

We spoke to Gavin Hills of two Michelin-starred The Hand and Flowers pub in Marlow. "With Fine Wine I usually think of older vintages, well-known names or something with a little rarity around it. I enjoy finding that little gem that will really attract the eye and quite often we find that people are celebrating a special occasion, so a vintage of relevance to it works very well."

Flavio Carenzi of the world-renowned Nobu Restaurants, says, "The list changes regularly and new wines are constantly added in very small numbers. I am always happier to sell unusual wines from all over the world, wines that people are not aware of and from areas that usually do not produce certain grapes."

Stocking an extensive list of Fine Wines may seem unmanageable, but it doesn't have to be. Mike explains, "Competitive pricing is imperative and this, together with the fact that we can supply single bottles, offers a flexibility that isn't often found for the On Trade."

By championing Coravin we also enable you to sell every wine on the list by different measures, affording you the

opportunity to offer wines that have never been available by the glass before.

Gavin explains, "I will admit that at first I was very sceptical about Coravin. However, it has really changed my view for the better and we have had a great response to it, with Fine Wine sales higher than ever."

"Some people are driving and want only one great glass of wine and this offers everyone a chance to have something special, without the price tag of a full bottle. There is also the benefit of never having to pull the cork out, meaning you can come back to it time and time again."

So how do you grow your Fine Wine sales? For Flavio it's simple - "you need to list them first of all. Then I would say build up the customer base for it."

Gavin believes that the most important method for selling wine is your staff. "I often bring a bottle of wine to our morning meetings, crack it open and taste. That way the staff get to try the wine, giving them more of an insight into what it tastes like, so they can make their own connections, meaning that the sell becomes more personal."

Visit our Fine Wine page on the website for more and subscribe to receive regular Fine Wine offers.

How To Upsell After Dinner

Our customers explain how to expand your dinner service

UK consumers have a growing sweet tooth - and we're not just talking about cake... 16% of drinkers prefer a 'sweet' flavour profile when it comes to wine, making dessert wine an obvious choice. Offering a great selection of sweet wines and ports at the end of a meal is a great way to add to the dining occasion while also adding to your bottom-line. For Jessie Livingstone of Handpicked Hotels, dinner should be treated as an experience, not just a meal - "every aspect of that experience is as important as the last. We strive to ensure that our dessert wine offer is as impressive as our pre-dinner gin and tonic or our a la carte wine pairings."

In an effort to promote this, they have created a menu called 'The perfect partner for your pudding'. Jessie explains, "The response from our customers has been fantastic and we have seen a huge boost in sales of dessert wine and port. We've also had some great feedback, reinforcing our opinion on how important it is to maintain the dining experience all the way to dessert."

Head sommelier at Michelin-starred Simpsons in Birmingham, Corin Ireland*, says that guests generally don't know a lot about sweet wine or port, and are therefore easily guided. "We have dessert wines listed on our dessert menu, with each dessert matched to a specific wine. Many of our customers believe that a fine meal is when you finish it with dessert wine, since you don't tend to do that at home," he says.

Felix Keane, sommelier at Malmaison in Manchester, believes that port and stickies can be highlighted on menus by having recommendations for specific desserts or suggesting these as an alternative to a full dessert after a big meal.

Richard Lockstone of Malmaison Newcastle explains staff tastings and education are very important. "If the staff don't

understand the different styles of ports and dessert wines that we have available, they won't be able to upsell them."

The versatility of port

When it comes to pairing dessert wine with food, there are some tried and tested classics - like tawny and cheese - while others are more daring and surprising. Felix is a fan of the Quinta do Vallado 10 Year Old Tawny Port with dark chocolate, while he also recommends it with Chinese style aromatic duck...

Selling port is about more than just dessert. Felix explains, "I think port could be marketed a lot better in bars and restaurants. As an aperitif it is a lot cheaper than Champagne, while it can also be included in a wine flight. We even list a cocktail with the Quinta do Vallado 10 Year Old Tawny Port - a Manhattan with bourbon, tawny port, cherry syrup and bitters."

Served as an aperitif or in a cocktail, with or instead of dessert, port is extremely versatile.

Visit our website for more on how you can use dessert wines to increase sales.



Quinta do Vallado

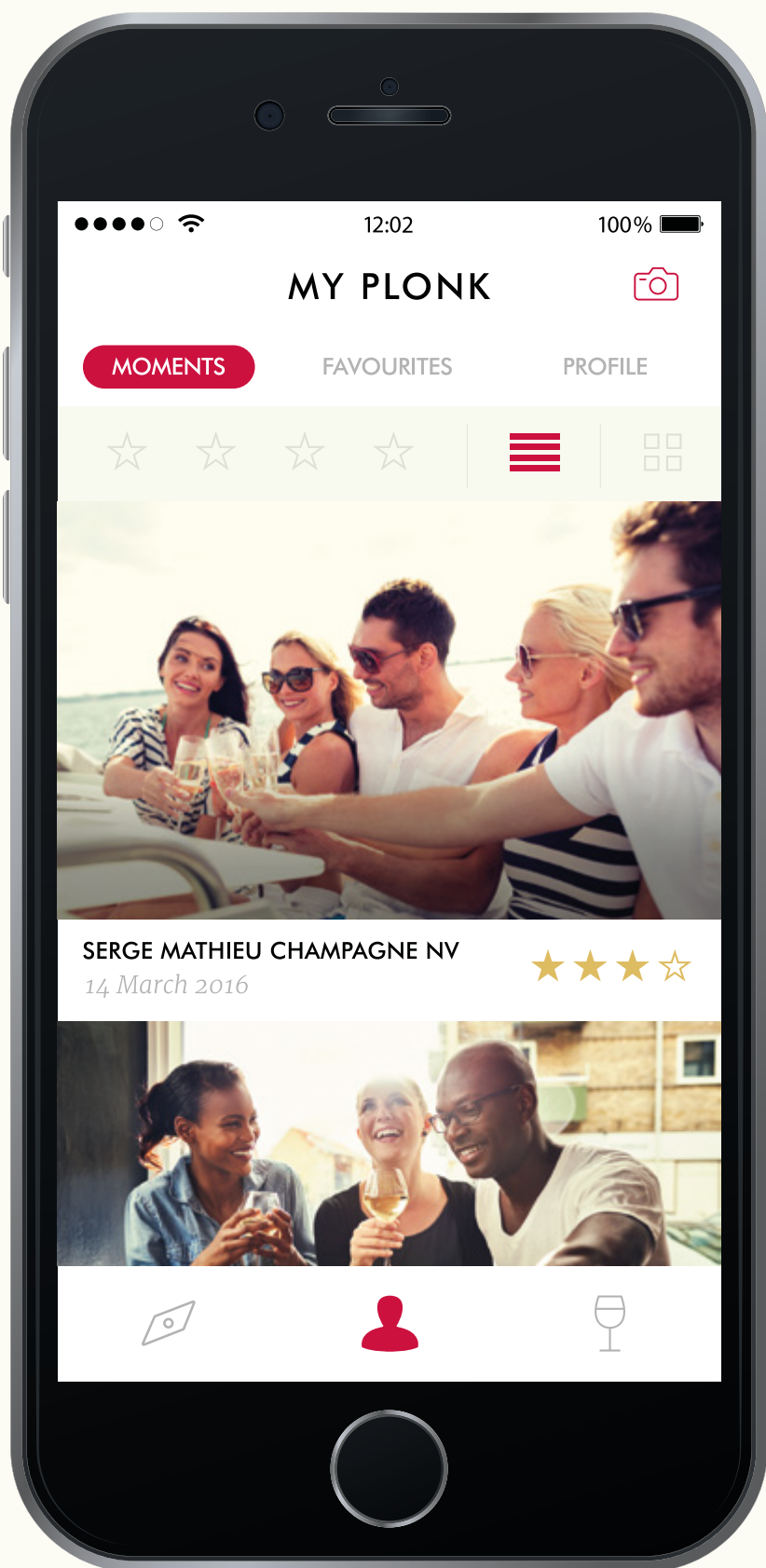
Established in 1716, Quinta do Vallado celebrates 300 years of winemaking this year. Although a veritable table wine producer, they have an incredible range of tawny ports - a 10 Year Old, 20 Year Old and 30 Year Old.

"We stock the 10 Year Old Quinta do Vallado Tawny Port. It is absolutely sensational and we upsell it as much as possible at the end of the meal." - Matthew Griffin, Malmaison Liverpool

*Corin has since left Simpsons

PLONK

FIND THE WINES YOU LOVE



How Plonk Can Help You Sell More

Our revamped Plonk app delves deeper to identify consumer preferences

With 3.5 million photos shared every minute (Deloitte), there's no doubt that we love to share photos online and that's no different when it comes to recording the wines we're drinking. We've relaunched our wine app Plonk to help users do exactly that. By focusing on the actual occasion rather than just the bottle of wine, it means that users can remember what they drank at that great party or family gathering. We don't think of wine in isolation and with Plonk, users can build a diary of fun times involving wine and then look back, browse and relive those moments all over again.

Understand your customer

Want to know what flavours and styles your target consumers prefer? What are the up and coming trendy grapes? Plonk user data gives us a unique understanding of wine drinking occasions straight from the horse's mouth. With this we can help you refine your list and promotions to drive profits, by noting which trends are being picked up by your target consumers and even what they like to drink at different times of the day.

Plonk also enables us to see how consumers are relating to wine and the language they use to describe it. This can help you tap into your consumers' mind-set and drive sales through more on-point marketing and communication.

Learn more about wine

Retaining much of the original Plonk content, the educational element of the app is still there and has been updated, including information on different grape varieties, quirky facts about grapes and styles, and recommended food matches, which makes it a great tool for staff-training. Your staff members can take photos of the wines on your list, add comments and food matches, rate the wines and learn more about the grapes and styles all on their phone.

Download Plonk now via the App Store and Google Play, and contact us to find out how our Market Insights team can help you.

With Plonk users can:

Take the Taste Test to find out the kinds of wines they might like to drink.

Create a wine diary – upload photos from any wine occasion, tag what they've been drinking, rate it and share it via Facebook or Twitter.

Explore other wine lovers' photos – see which wines other people with similar tastes have enjoyed.

Discover more grapes, styles and food matches.





Silent Selling

Let merchandising work for you

Want to improve your customer experience while increasing sales? Our Customer Marketing team can help. They recently worked with Laine Pub Company to help increase wine visibility and sales through a promotion of Charles Smith wines.

Dan Hills, sales and marketing director, says, "We're huge fans of Charles Smith wines and we wanted to introduce these fantastic products to our customers. Not only are they really tasty, they have a fantastic story that we were able to communicate. It was a huge success – our staff and customers have really embraced these wines and our sales of them are still through the roof."

But merchandising can be tricky and Dan explains that one size doesn't fit all. "This is true of all the wines on our list and it's certainly true of the pubs in our estate. Communication needs to be specific to each site and needs to reflect the personality of the pub and the personality of the wine."

With staff incentives, Dan believes a sense of ownership is crucial – "as is the freedom to be creative. It's important for staff to decide on

the voice they use to communicate with their customers, ensuring it's not a corporate incentive, but rather a pub-based recommendation," he says.

Malmaison Edinburgh recently created a striking wine wall at their new Chez Mal brasserie. General manager Stewart Campbell explains that this elegant display of 160 bottles is not only a fantastic eye-catching feature, but also enables them to showcase their vast and varied wine selection. "It has been a resounding success. The visual appeal of a wine bottle is important these days when choosing wine and now our guests can do exactly that," he says.

Our head of Customer Marketing, Golnoosh Khadivi, explains, "We start by understanding our customers' objective and by operating as a category partner, we help to shape and influence the sales of focus products. By identifying the consumer drinks behaviour we can provide the right solution for our customers so that they can maximise on the sales opportunity with their consumers. Since we act as an extension to their team, we consult on all the touchpoints: drinks list psychology and design, seasonal promotions, merchandising, digital communication, events, launches, staff incentives and training."



The wine wall at Malmaison Edinburgh



Bespoke design for Laine Pub Company

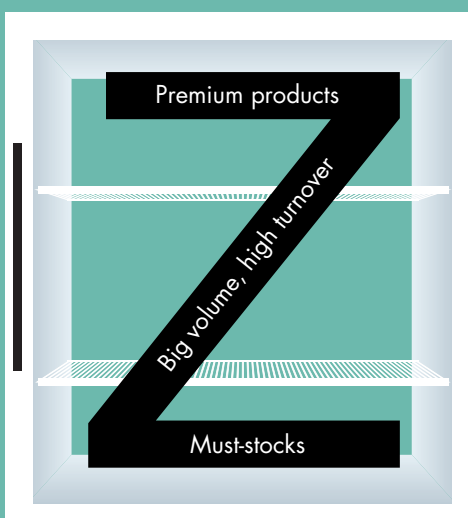
Our top 5 tips:

- 1 Create a designated new product or seasonal focus space.
- 2 Improve the visibility of your more profitable and interesting wines.
- 3 The centre of your bar is where the money is – keep it engaging, clean and well-lit.
- 4 Group product categories together.
- 5 Don't forget to run a training session with your staff on the merchandised/focus products.

Sweat your Hot Spots:

In the On Trade, the bar display space is usually a working, practical area for staff. But it should also be designed to sell in order to enhance your customers' experience, stimulate their purchasing behaviour and potentially increase your sales margin by having the right product in the right place.

By identifying which hot spots work in your venue, you can really start to turn up the heat on maximising high profit products.



Typical hot spots include:

- Right hand side of the till.
- If till is on the back bar, use the area above the till.
- Keep your best-sellers on the optic rail.
- A dedicated display area at eye level behind the bar, with quality cues such as fresh fruit and garnishes for your cocktails. Remove any clutter.
- In your fridges, you can either use the 'Z' Theory, block by category, group related items together or arrange bottles from small to large sizes.

Better By The Glass

It's never been easier to offer an exciting and delicious 'by the glass' range

There is a growing trend towards drinking less but better, with On Trade value sales rising while volumes are steadily declining. Combined with a general increase in consumers being health conscious and the concern about drinking and driving, offering an improved range of wines by the glass is key to capturing the interest and spend of today's consumers.

Christina Schneider, bar manager at Som Saa in Spitalfields, London, explains that they always try to offer something for everyone by the glass. "We don't just have the house wine, but also a few more interesting wines. We try to keep it affordable, so everyone can choose according to their taste and food, instead of by budget."

"We like to recommend off-dry wines with our Thai food, and not everyone is always willing to give it a try. It's easier to convince people to be slightly more adventurous if they don't have to commit to a bottle."

For Fabiano Latham of Chotto Matte in London, it is all about variety. "As we operate a Nikkei sharing concept we wanted to be able to offer as many types and varietals as possible, to suit the diners' tastes as well as pair with the multitude of exciting, colourful and bold dishes available."

"This is why we also decided to go with 125 ml measures rather than 175 ml, to

be able to keep the flavour momentum going throughout the meal and be able to maintain temperatures. An organic Torrontes will sit side by side with the truffle and yuzu sashimi, but you'll be wanting something else by the time the braised octopus arrives."

He continues, "The benefits of an interesting 'by the glass' offer is that it provides a certain freedom to be able to try different wines to suit one's mood, food choice and the temperature outside. It also creates repeat footfall, as diners might spot something on another page that they simply must try next time."

For Christina, drinking less but better is always a good idea. "This becomes especially important when you look at lunch service," she says.

Fabiano believes that if you can maintain a large 'by the glass' offer and have a team dedicated to learning the list, tasting, researching and keeping an active interest, there's no better way to engage your guest. But not only is an improved

'by the glass' selection better for the overall dining experience, it can also improve your bottom-line.

"It's about stock rotation," Fabiano says. "The margin for 'by the glass' should always be a fraction larger than the bottle serve, but not too much. 'By the glass' sells more than bottle serves, so at the end of the day, your profit margin is higher even if your gross wine takings seem lower." See page 07 for more on 'by the glass' pricing.

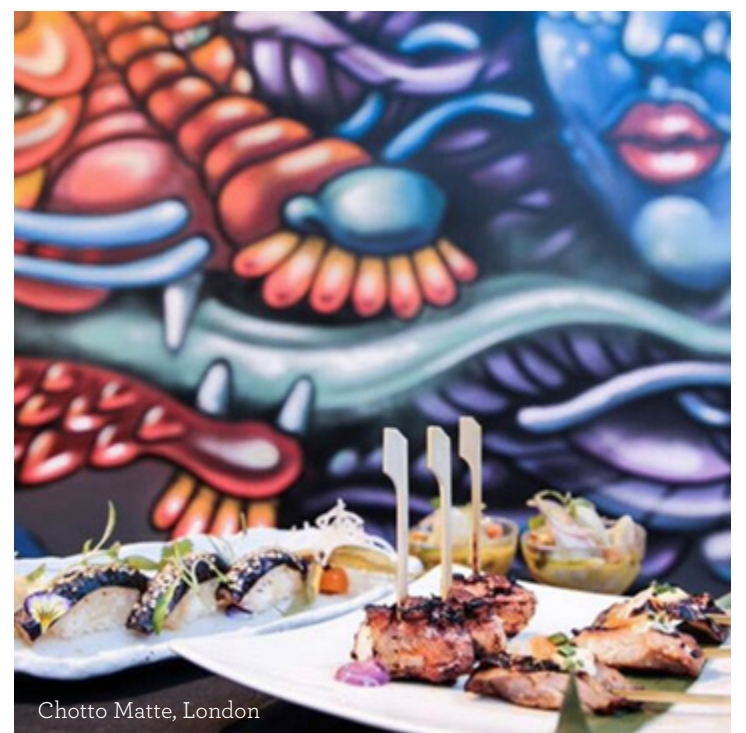
While both Fabiano and Christina agree that technological devices can be helpful, Christina believes that "the best way to keep the wines fresh is probably to choose them wisely and have passionate, knowledgeable staff who care about selling it".

We offer seasonal 'by the glass' promotions to help add interest to your list. Contact your Account Manager to find out more and visit our dedicated page on the website.



"We don't just have the house wine, but also a few more interesting wines. We try to keep it affordable, so everyone can choose according to their taste and food, instead of by budget."

Christina Schneider, Som Saa



Chotto Matte, London

Get Your Veg On

Our ultimate veg and wine pairing guide

As consumers become more health conscious, their love for vegetables is increasing. According to a NatCen British Social Attitudes survey in February 2016, three in ten people say they have reduced the amount of meat they eat during the past 12 months.

Vegetables are also taking centre stage on restaurant plates. While consumers still love a burger or American-style grill, vegetables are taking a more vital role with major chains like Wetherspoons introducing veggie menus

across 900+ sites. Pret also opened a pop-up Veggie Pret in Broadwick Street this summer, with a veg-only menu. This was so successful that the month-long pop-up has turned into a permanent fixture, and is said to be the first of many.

Heading into the colder winter months, we look at some delicious seasonal vegetable dishes and asked two of our customers to pick their perfect wine matches – some classic, some not so classic...

For more seasonal food and wine pairing ideas, visit our website at www.bibendum-wine.co.uk



There are now **3½** times as many vegans as there were in 2006, making it the fastest growing lifestyle movement

According to research by The Vegan Society



Odette's Restaurant & Bar, London

Dish:

Baby leek, Gouda cheese, Girolle mushroom and confit egg yolk.

Classic pairing:

Viognier from Lodi, California – because of the natural saltiness of the cheese, it has a perfect balance with the dry, medium body of the wine, while the oaky notes and earthy mushrooms are a great match.

Adventurous pairing:

Pinot Noir from Irancy in Bourgogne, France. The wine doesn't have a complex body, so won't overpower the leek and cheese, while the tannins will balance out the rich cheese. The red fruit flavours complement the leek and mushroom without masking the taste.

"We do a six-course vegetarian tasting menu that changes regularly. It's important to have a positive view on vegetarian, and even vegan dishes since anything can be made tasty with the right ethos. The inspiration for this dish comes from the classic combination of cheese and onion."

Will Gordon, head chef at Odette's Restaurant & Bar



The Cross, Kenilworth

Dish:

Roasted autumn vegetables, chestnuts and wild cranberries, with a verjus sauce.

Classic pairing:

Business manager and wine director Giuseppe Longobardi suggests the **Creation Viognier** with this dish. "It's a classic match for the rich flavoured vegetarian dish, and it brings out the aromatic notes that will balance the palate to get the best taste, bite after bite."

Adventurous pairing:

"This dish also matches with the **Daruma Masamune Sake 3 Years Old**. The richness of this sake brings out the acidity of the dish, with the complex flavours of verjus that lingers on the palate."

"Demand for vegetarian food has grown greatly in recent years. We keep it seasonal and, where possible, local. We offer a separate menu for vegetarian guests using some of the products and ingredients from our main menu. This ensures turnover and absolute freshness while minimising waste."

Adam Bennett, head chef at The Cross

Wine pairing for your favourite vegetables



Portobello
Shitake
Chanterelle

Full-bodied whites,
light and medium reds.

Try Marcel Lapierre Morgon
2014, France



Tomato
Aubergine
Peppers

Medium or full-bodied
red wines.

Try Garage Wine Co Old
Vine Carignan 2013, Chile



Garlic
Onion
Shallot

Full-bodied white, rosé
and medium red wines.

Try Truchard Chardonnay
2014, USA



Pumpkin
Carrot
Turnip

Aromatic white
or rosé wines.

Try Kir-Yianni Akakies Rosé
2015, Greece

Birmingham Uncovered

Whether you're looking for a new site, a new job, or simply a place to eat, drink and get inspired, Birmingham has it all



From being Britain's Balti capital and big brewer, Birmingham has evolved into a city brimming with excitement and promise. With access to incredible seasonal produce from the surrounding areas and a growing supply of home-grown hospitality professionals, Birmingham is a culinary hotspot.

Walking out of this West Midlands city's revamped New Street station, the site of roadworks and cranes is testament to the massive programme of building and renovation. When even a city's suburbs are developing, it truly speaks of its ambition.

Simpsons is one of the city's Michelin-starred restaurants and head sommelier Corin Ireland* explains that the growth in Birmingham over the last four to five years has been immense – “in 2004 we were the only starred restaurant, now there are five, while there's also a constant influx of new chains, independents and street food pop-ups.”

The Lasan Group has truly experienced this continued growth, with four outlets in the city – including the high-end Indian Lasan Restaurant and newly opened American-style lobster and meat set-up, Nosh & Quaff.

Operations manager Tan Uddin explains, “After the millennium, Birmingham experienced too big a boom, which was followed by the recession. But this growth seems more sustainable – there

is a lot of investment, with building and development throughout the city, including banking headquarters moving to the centre.”

So what is driving this change? Gas Street Social in the waterside Mailbox development is one of a number of new independents in the city and managing director Adam Freeth believes that this growth is simply down to people having the proverbial ‘balls’ to do something and take a leap of faith.

Carters of Moseley is the city's latest recipient of a Michelin star and restaurant manager Alex Smith explains that “so many restaurants are pushing the boundaries of gastronomy in their own way, which is spurring everyone on.

“Our wine offer is dynamic and always reflects chef Brad Carter's style of cooking. We focus on local, seasonal and sustainable British food, which is as natural and organic as possible. And our wine list reflects that.”

There's no doubt that the city's food scene is top notch, with customers keen to embrace the many different cuisines. Cocktails are another big player – it makes up 60% of the sales at Gas Street Social, a lot more than Adam expected. But while customers have developed a real taste for quality food and cocktails, the wine scene is lagging behind.

“Birmingham is very price conscious and we sell a lot of Pinot Grigio and Sauvignon Blanc. But we've put together a list of breadth and depth, which offers good quality, with recognisable and affordable wines on offer. We also recently installed Frizzante on tap, which is extremely popular, especially during our bottomless brunches,” Adam says.

At Simpsons, Malbec, Sancerre and New Zealand Sauvignon Blanc are still the most popular, but Corin explains that customers are starting to trust staff more to make recommendations. Tan agrees, noting that people are happy to experiment with food, making them more likely to be experimental in their wine and beer choices too. “A tasting menu and wine flights are great to introduce new styles or grapes,” he says. “We also work closely with the Bibendum team, who help us to analyse new market trends and provide in-house staff training.”

With the renewed energy around Birmingham's hospitality sector, property prices are soaring and Adam explains that the exponential increase in rents has become a massive barrier for independents, opening up more opportunity for the bigger chains that are now flooding in.

Others fear that the continued influx of new bars and restaurants might make it more difficult to retain and hire quality staff in the future. But compared to most other places, Birmingham's hospitality sector seems to have a great element of ‘togetherness’.

Alex believes that one of Birmingham's key differences is its connection to the city's industrial and urban history. “The chefs of the area are a reflection of that – your typical ‘Birmingham lads’ who don't take themselves too seriously,” he says. At Simpsons the average age of staff is around 25 years old and Corin explains that many of the young locals are interested in being a part of the industry. Carters of Moseley similarly has a very young team and Alex believes that more young people will be inspired to become involved with Birmingham's food and drinks industry if this growth and development continues.

With many local youngsters helping to elevate the city's food scene, Tan explains that the University College of Birmingham plays a big part. “With UCB, we have a constant flow of locals who received good training in hospitality. Many of them do internships at establishments in the city and end up staying on,” he says.

The future looks particularly bright for Birmingham and its constant development seems to be nowhere near its peak. From street food and national chains, to independent restaurants and Michelin-starred fine dining, Birmingham isn't just growing, it's undergoing a revolution.

Operating in Birmingham or looking to expand to this city? Email us at tradesales@bibendum-wine.co.uk or contact your Account Manager to make sure you stay ahead.



*Corin has since left Simpsons

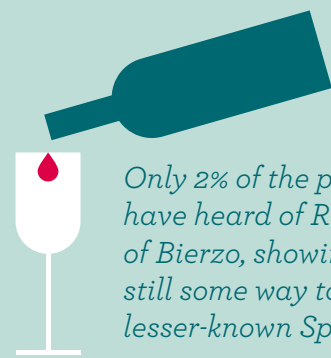
Hidden Gems Of Spain

Discover Spain beyond Rioja

One in four UK wine drinkers say they regularly drink Spanish wine, with Rioja leading the way as the country's favourite wine region. But while everyone loves the oaky, comforting embrace of a good Rioja, there's a whole lot of other Spanish wines that deserve attention.

Bibendum wine buyer for Spain, Jamie Avenell, says, "To get the most out of Spain, you've got to look beyond the obvious. One of my favourites is Agricola Castellana's Cuatro Rayas Verdejo, which is a refreshing alternative to Sauvignon."

We've rounded up some of the unsung regions in central and North West Spain to bring you a tempting selection that is off the beaten track.



Only 2% of the population have heard of Rueda, and 1% of Bierzo, showing that there's still some way to go for the lesser-known Spanish wines.



North West Spain, Ribeira Sacra

Adega Algueira

Adega Algueira is located in the middle of old oak and chestnut forests on the banks of the river Sil, originally settled by monks in the 12th century. Indigenous grape varieties are grown biodynamically before being hand-harvested and fermented using wild yeasts. Luis Guttierrez was particularly impressed with the Pizarra, which he awarded 93 points, describing it as "great Mencia, as good as it gets!"

Castilla y Leon, Rueda

Agricola Castellana

Agricola Castellana is the largest co-op in Rueda and they've been producing wine for 75 years, with access to some of the region's oldest vines. Under the Cuatro Rayas label, Castellana concentrates on Verdejo and Sauvignon Blanc, which in a region with extreme temperature variations and stony, dusty soil, reflect the terroir's unique and complex characteristics.

Madrid

Bernabeleva

Bernabeleva's vineyards date back to the 1920s and are still planted with traditional grapes. The Navaherreros Garnacha is made from hand-picked Grenache sourced from every vineyard on the estate, to fully express the area's terroir. The Navaherreros Blanco combines traditional grapes Albillo and Macabeo, which are hand-harvested before being vinified in French oak barrels and aged on the lees for added complexity.

Take a look in our Trade List to discover these Spanish regions and more – available on our website or from your Account Manager.

Make Bottomless Brunch Work For You

5 ways to capitalise on this growing food and drink trend

Brunch has been the height of lazy weekend decadence for decades. But when the Manhattan trend for pairing it with unlimited booze reached the UK, it achieved cult status. Enter the bottomless brunch! A magical combination of indulgence, an excuse to drink before midday and the challenge of getting your money's worth.

The popularity of bottomless brunch has exploded over the last 12 months, with Google searches for the term increasing by 50% in that time. It's increasingly becoming a staple weekend activity, so how can you tap into the trend, making the most of this (traditionally) quiet time before lunch?

We met up with **Shaun Johnson** of Tanner & Co. in London's Bermondsey Street to bring you five tips for making bottomless brunch work for you.



Shaun Johnson, Tanner & Co.

1 Keep it simple, stupid

Be savvy with your drinks selection and think about how long they take to make and serve. Pre-mixed cocktails like Bloody Marys are quick to finish off with ice and a garnish, while Mimosas can be made on the spot.

For Shaun, Prosecco works fantastically – “it's really popular and super easy service-wise. It also feels very lavish for

our customers when staff are constantly going over to top them up.” For super-fast sparkling wine pours, try Bibendum's key kegs for bubbles on tap.

2 Watch the clock

If you're going to offer unlimited booze, it's probably a good idea to put a time limit on table bookings. Two hours is long enough for your customers to feel relaxed, but means things won't get out of hand. This way, you might even be able to get two sets of covers per brunch.

3 Fail to prepare, prepare to fail

It makes sense to prepare for a busy brunch sitting the night before. For Shaun, this is crucial – “even if everyone's really knackered and it's 2am the night before, it has a massive impact on the flow of service the following day”.

4 Get your staff on board

Bottomless brunch can get hectic, so it's vital that your staff are properly briefed and fully on board. Shaun recommends

making it easy and enjoyable for them – “if the staff member is enjoying the company of the customers, and it's easy for them to keep on top of their service, then the customer has a great time”.

5 Stand out from the crowd

With a growing number of restaurants offering bottomless brunch, consumers really are becoming spoilt for choice. So in this competitive world, it pays to stand out from the crowd.

Shaun explains that the brunch experience at Tanner & Co. is unique for its 'home from home' approach, which makes customers feel welcome and pampered. “You arrive and you've got a croissant, a bottle of orange juice, a jug of coffee, a little granola yoghurt pot waiting on the table... so your experience has started before you've even sat down. Then we explain how the menu works, before cracking on with those all important drinks!”

Get in touch with your Account Manager for fantastic drinks ideas.

Best Of British

Discover our amazing local beers and spirits



When it comes to food, British consumers are keen to keep it local. Home-grown, locally sourced produce is seen as fresher and more seasonal, and with fewer food miles, it's good for the conscience too. But what about drinks?

Everyone knows about the explosion of English wine, but there's been some real innovation in the UK's beer and spirits scene too. For millennials, 'local' is an important factor when choosing which beer to enjoy, with 53% of them listing it as an important deciding factor.

Marie-Claire Clinton at Stevenage's On The Green restaurant agrees, saying, “Our restaurant's ethos is to source local where we can, so all our beers and ciders are British. Our customers really appreciate that we source local and that we know the provenance of our ingredients and drinks. I think this is because people are becoming more aware of quality over quantity.”



Here are three new wave British beer and spirit producers to try:

Howling Hops

Howling Hops started out in 2011 in the basement of Hackney's first brewpub, the Cock Tavern. They soon attracted a loyal following of beer geeks and brewers, and demand quickly outstripped the 45 casks a week supply.

On The Green decided to list Howling Hops' beers after sampling them at Taste with Bibendum. Marie-Claire says, “We were particularly impressed by the Dark and the IPA No 2... as are our customers.”

Black Cow Vodka

Produced on England's West Dorset Coast, Black Cow is the only vodka on the market to be entirely made from the milk of grass-grazed cows. An exceptionally smooth vodka with a unique, creamy character, it was invented by



dairy farmer Jason Barber, whose inspiration came from a centuries-old process developed by the nomadic Tuvan tribe – drinking fermented milk from their horses. Serve Black Cow Vodka in a Martini, named a Dirty Cow, or as a shot garnished with an olive.

Rock Rose

Rock Rose is a small-batch, modern-style gin made at Dunnet Bay Distillers on the north coast of Scotland, making it the northernmost mainland distillery in the UK. Eighteen botanicals are used in the Rock Rose gin, five of which are foraged from the wide open countryside surrounding the distillery. Rock Rose comes in a stunning, traditional earthenware flip-top gin bottle to add a touch of charm to your back bar.

Make sure you've got all bases covered in your British beers and spirits offering. Ask your Account Manager for ideas and get sampling.

Shaking Off The Cold

Warming cocktails for the winter months

The UK's love for mixed drinks has never been stronger and it's predicted that the cocktail market will account for 10% of spirits sales by 2020. So why not welcome the colder winter months by upselling with some comforting cocktails?

Subscribe to our newsletter and visit the [cocktails page on our website](#) for many more wintry cocktail recipes.

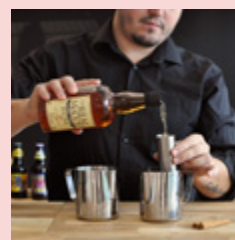
The Real McCoy Berry Blazer



When asked for “some hellfire that’ll shake me right down to my gizzard”, Jerry Thomas allegedly gave his guest what he was after... By setting fire to cask-strength whiskey and water, he served up his hellfire, immortalising the Blue Blazer. The world’s first celebrity bartender, Jerry popularised many of the cocktails we drink today and this is a twist on his 1850 creation.

Ingredients

100ml The Real McCoy 5 Year Aged Rum
30ml hot water
1 spoonful agave nectar (or to taste)
4 raspberries
4 blackberries
6 orange peel rounds



Method

Heat up two metal jugs – the ones used to make cappuccinos are perfect.

Pour the rum into one and the water, agave nectar, raspberries, orange and blackberries into the other.

Set fire to the rum and pour into the jug with the water. Pour from one jug to the other three to four times.

To extinguish the flames place the empty jug on top of the flaming one, cutting off the oxygen.

Pour into two balloon glasses.

Warning! It's a hot one!

Hyde's Irish Coffee



Irish coffee was created back in the 1940s in Ireland. When a group of weary American passengers arrived to a cold and soggy Irish winter, their host Joe Sheridan decided to add some whiskey to their coffees to warm them up. This ‘Irish coffee’ quickly became a popular concept in the USA, Ireland and beyond. Our take on it incorporates some warming whiskey and sweet hazelnut liqueur.

Ingredients

25ml Hyde Single Grain Irish Whiskey
75ml coffee
2 teaspoons sugar
5ml Fratello Hazelnut Liqueur
30ml double cream



Method

Dissolve sugar into the freshly-brewed coffee and add Hyde Whiskey, stir and wait for the brew to still.

Pour into a preheated stemmed glass.

Half whip the cream with Fratello (it shouldn't be too stiff or too liquid).

Gently pour the whipped cream and Fratello over the coffee using the back of a warm spoon.

A perfect Irish coffee should look just like a Guinness!

TASTE with BIBENDUM



Our September 2016 tastings highlighted a range of must-stock wines to turbo charge your drinks list

The late summer heatwave didn't distract us from getting stuck into our autumn tastings, which highlighted various trends and had a strong seasonal focus looking ahead to winter and Christmas.

We showcased some of our favourite and newest producers from the world of wine, spirits, beer and cider. This included a series of curated sections highlighting different drinks, including The Artisan Project, By The Glass, Focus on Pinot, Fine Wine and Dark Spirits.

We launched six new suppliers and their wines to market: Domaine Coupe-Roses, Tornatore, Scala, Chateau Changyu Moser, Ridgeview and Some Young Punks. Find out more about these and other new producers on page 02.

Putting trends into practice

Our key Trends Trail was designed together with our award-winning Market Insights team to help give our customers a focused tasting experience.

The Trends Trail focused on Forgotten Regions (like Etna and Minervois), Alternative Sparkling (from England and the New World), Premium South Africa, Lighter Reds (particularly Pinot Noir), as well as Aromatic White Wines.

These trends were selected using our cutting-edge data tool 'Mode', which identifies future trends. Mat Bird,

marketing director at Bibendum says, "Our events are a great platform for showing what we can do. The creation of Mode demonstrates how we can deliver added value that is over and above what our competitors are offering. We can help you create lists that will not only raise your profile as a trailblazer, but also help you sell more as a result of being ahead of the trend. The fact that we selected our product line-up for our tastings based on insight from Mode demonstrates both our confidence in the strength of our data and the quality of our portfolio."

Taste with Bibendum video

Visit our website at www.bibendum-wine.co.uk to watch our Taste with Bibendum video, featuring interviews with some of our attending producers and customers.

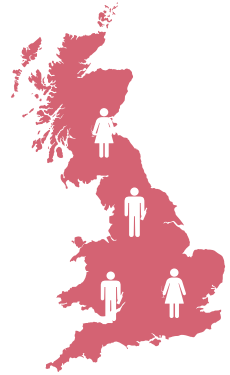
"Garage is on some tasting menus and lists at restaurants that took a chance. They often say to me that these wines don't bring anyone in, but they bring people back. Because they are surprising. A customer's been taken out of their comfort zone and they love the experience."

Derek Mossman Knapp – Garage Wine Co, Chile

"My highlights have definitely been the Chateau Smith, a Californian red, and the sparkling Ridgeview, which is a Sussex wine – I think it's going on the wine list straight away!"

Brian Whiting, Whiting & Hammond

Sign up to our newsletter for more on our 2017 events, as well as our regional Supper Clubs!



4 cities: London, Leeds, Bristol and Edinburgh
– **53** winemakers and producers in attendance



1,299 bottles of wine poured and
1,900 dirty glasses



10 Questions With...



Gavin Hills The Hand and Flowers

Gavin Hills, wine buyer at two Michelin-starred pub and restaurant The Hand and Flowers in Marlow, Buckinghamshire, talks American-grown Portuguese varieties, pub grub and Lady Gaga.

1 How would you sum up the dining experience at The Hand and Flowers?

A rich and fulfilling journey.

2 Who is your culinary hero?

I don't have a hero as such, but somebody who I admire would be Monica Galetti. We had the pleasure of meeting her when she dined with us. A lovely lady who has come a long way and championed cooking for female chefs at a top level. She creates fantastic food and appears kind and approachable, which does a lot for the fierce and fiery reputation some kitchens can have.

3 Which food trend do you think has had the biggest impact on the UK restaurant scene in recent years?

I'd have to say small plates. I believe it's been a great way to make eating out sociable again – sharing food with your friends gives you all an experience and means you can try lots of foods that you may never have tried. Plus you don't feel so bad for eating so much!

4 Where do you eat on a night off?

I'm comfortable eating at the local pub as I believe home cooked, no-fuss food is what the stomach needs. Especially after a long week looking at such great food! Failing that, a great family meal at the weekend with a glass of wine always goes down a storm!

5 What's the most popular wine on your list?

We find that English wine is very popular at the moment, something that we have worked very hard to promote. Bolney Estate features by the glass, which does incredibly well.

6 What's the most underrated wine on your list?

American wines. We are now stocking a few more unusual producers that have revived Portuguese grapes grown in Oregon and Napa. They are the surprise wines!

7 What's your favourite wine and food pairing?

A food that suits the guest and a wine that suits their taste. Whenever somebody asks for a recommendation I always make sure I ask what style of wine they prefer – yes there is a perfect wine for every dish, but what use is that when it doesn't suit the guest's taste?

8 What do you think the next big wine trend will be?

That's a hard one... I'm always impressed with how English wine is doing. So fingers crossed we keep going from strength to strength!

9 Which celebrity would you most like to see coming through the doors of The Hand and Flowers?

I know it sounds silly but I would very much like to meet Lady Gaga; I have been to a few concerts and think that she is an inspiration to lots of people. When you gain a level of fame, it's nice to do something positive for the world and help others.

10 What is your favourite city?

I have to say Paris – it holds a lot of very dear memories for myself and a lot of shoe prints from me being a tourist.

Discover More Online



Be part of the Bibendum community

Stay in touch with Bibendum online – our website, newsletter and social media channels offer an array of interesting content, from 'How To' training videos and podcasts with producers, to articles on food and wine matching and current market trends.

Explore our website

The Bibendum website is chock full of content on a range of topics and in an array of different media. Look out for:

- Bibendum producer stories: a series of podcast recordings with our passionate producers.
- Training page: featuring more on the different courses offered by our training team, an updated training calendar, as well as 'How To' service videos.
- Various videos, from producer and customer interviews, to fun cocktail recipes.
- Food matching and trend-focused articles that will help you sell more and better.
- Friday Quiz – a fun way to test your knowledge and learn more about various vinous subjects.
- Online versions of our printed Bibendum Trade List, Bibendum Times and Market Reports.



Sign up to our newsletter

Our bi-monthly newsletter is a great way to stay in the know about all things Bibendum – from upcoming events and new product launches, to pricing information and our latest articles. Want to hear more? Visit our website at www.bibendum-wine.co.uk to sign up.

Follow us on social media

Join in the conversation and keep up to date by following us on social media for the latest news and releases, fun videos and producer stories. Keep an eye out for our latest Instagram competition for your chance to win some incredible wines.





JOIN THE WINE & SPIRITS CONVERSATION



@bibendumwine