

PRESS RELEASE

THE GOOD WINE SHOP

Good Wine | Real People | Great Stories

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Website: www.drinkgrowerchampagne.co.uk

Independent Champagne Retailer of the Year 2017 and its Partners Officially Announce June as “Grower Champagne Month”

The Good Wine Shop is building on its recent Drinks Retailing Award for Independent Champagne Retailer of the Year 2017 by launching an expansion to their second annual “Grower Champagne Month” campaign for the month of June 2017. The West London retailer has partnered with merchants and restaurants from across London, including iconic Champagne institution Bubbledogs, Fields Morris Verdin, Vine Trail, Les Caves de Pyrene, Indigo Wines, Wine Source, Raeburn Fine Wines, and Hallgarten Druitt & Novum wines to name a few.

Grower Champagnes are produced by the same estate that owns the vineyards where the grapes are grown. These producers are dedicated to making great wines, but rarely have the marketing budget or free time to promote themselves. The aim of Grower Champagne Month is to champion these growers and provide a voice for them in the market place with a fantastic program of events to help them get the recognition they deserve. Ultimately these are unique wines with their own personality made by real people with great stories to tell.

To promote this industry wide initiative and support efforts from any other merchants, retailers, restaurants & winebars who participate; they have created a new website for the campaign, www.drinkgrowerchampagne.co.uk as well as the an official hashtag **#DrinkGrowerChampagne** to link all social media activity.

Derek Morrison, Retail Manager of The Good Wine Shop and Co-Founder of the campaign explains, “Any Instagram content using #DrinkGrowerChampagne will automatically feed into the main page of www.drinkgrowerchampagne.co.uk so we will encourage our customers and other businesses to use the hashtag as much as they can. We wanted to make collaborations as easy as possible to encourage other businesses to get involved, this hashtag allows other businesses to get their content and events integrated to the central hub immediately.”

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There will also be prize giveaways to consumers who post content using the hashtag. Bubbledogs is giving away an evening for two at the Charlotte Street site which includes a tasting of 5 different grower champagnes with food included. The Good Wine Shop is giving away a series of tickets to their flagship Grower Champagne Showcase tasting event on June 24th.

The website exists as a central hub for the campaign to advertise events and link to partners, supporters, and champagne grower profiles. The events calendar already includes iconic Champagne producers such as Eric Rodez from Champagne Rodez, Rodolphe Peters from Pierre Peters, and Olivier Paulet from Champagne Hubert Paulet who will all be in London to present their exciting Champagnes at events throughout the month.

Perhaps the most unique event will be a seated “Selossian Soiree” tasting led by London Champagne expert, Peter Crawford AKA @Alavolee, who will take guests through the rare and iconic wines of Domaine Jacques Selosse and his starred pupils; Ulysse Collin, Jerome Prevost, Chartogne-Taillet, Vouette & Sorbee, and Michel Fallon.

Other businesses are encouraged to host and to submit their own events or promotions which will be added to the listings on the website for free, and shared with the Grower Champagne Month database.

Morrison elaborates, *“We just love champagne, and we love sharing the stories of this amazing network of growers. There is no real united voice to champion them as a group in the UK, so we thought there was an opportunity to create a platform for all businesses in London to promote these deserving wines in a unified way. We also wanted to make this rewarding for other businesses to get involved. The way we see it is, the bigger and more successful we can make this campaign, the easier it will be to get growers to come over from France next year and subsequent years. Bigger and better events, with more winemakers seems like a recipe for everyone to win, especially thirsty consumers who want some great value Champagnes.”*

There will be no ecommerce done through the website itself, but all participating businesses will have their own sites promoted so consumers can easily click through to buy champagne from any of the listed partners.

How to Get Involved:

Retailers, Merchants, Restaurants & Wine Bars...

If you would like your Grower Champagne events added to our calendar, or to advertise any special grower champagne promotions, please contact info@drinkgrowerchampagne.co.uk

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We hope to expand our partnerships and events across the UK, and internationally, so any interested groups are encouraged to get in touch.

Champagne Growers & Importers...

If you would like your producer's profile included on our "Meet Growers" pages, please contact info@drinkgrowerchampagne.co.uk and provide a brief bio and photograph to include on the page.

Consumers - #DrinkGrowerChampagne

To have your content included in our homepage stream, simply use the hashtag #DrinkGrowerChampagne and your posts will be added to our website to share your content. Various partners will also be giving away prizes throughout the month of June to lucky users who #DrinkGrowerChampagne.

For all other queries, please contact Derek Morrison. derek@thegoodwineshop.co.uk

-ENDS-

NOTES FOR EDITORS

About Grower Champagne

Grower Champagnes are produced by the same estate that owns the vineyards where the grapes are grown. These are usually made by small producers & greatly express the terroir of their sites. In contrast, large Champagne "Houses" buy most of their grapes from many different growers and work to blend their wines to achieve the same taste year after year.

A Grower Champagne represents a specific piece of land and the individual personality of the grower. In some ways, it's like comparing a rock concert at Wembley Stadium to your favourite local venue for up and coming musicians. We've been known to sing along with the hits on the radio, but this month we are humming the tunes of the next Leonard Cohen, David Bowie, or John Lennon of the Champagne world.

These producers are dedicated to making great wines, but rarely have the marketing budget or free time to promote themselves. Our aim is to champion the growers and provide a voice for them in the market place to help them get the recognition they deserve. Ultimately these are unique wines with their own personality made by real people with great stories to tell.

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As a group of producers, they are united by a shared approach and philosophy to make wines which reflect them and the terroir of their respective vineyards.

About The Good Wine Shop

The Good Wine Shop is a multi award winning independent wine merchant and current Independent Champagne Retailer of the Year 2017. It also sells craft beers and artisanal spirits. It has two shops in Kew and Chiswick in West London and sells wine and spirits through its website: <http://www.thegoodwineshop.co.uk>

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