



News Release

25th May 2016

CROWN CELLARS LAUNCHES 2016/17 WINES AND SPIRITS PORTFOLIO

Following double-digit volume growth in the last 12 months, Crown Cellars, the specialist wine and spirits division of Carlsberg UK, has launched its 2016/17 Wines and Spirits Portfolio.

More than 200 wines were tasted before 21 of the best were selected to join the 2016/17 portfolio which includes over 700 wines and spirits. Compiled by a team of experts including Wine Buyer Louise Boddington, Spirits Buyer Katie Hewitt and Crown Cellars Master of Wine Jonathan Pedley, the collection is chosen based on the quality credentials of each wine as well as listening to customer feedback and responding to trends in the market.

More than 135 wines on the list are exclusively available to the on-trade through Crown Cellars. These represent a carefully selected range of high quality wines from both the Old and New World, each chosen as a great example of its grape variety or country of origin. A significant number of on-trade exclusive own label wines within the portfolio received recognition from many prestigious trade bodies last year including the Sommelier Wine Awards, International Wine Challenge and The Drinks Business Global Masters.

This year Crown Cellar's classic *Invenio* range has been given a facelift with recognisable country icons on the labels and a more contemporary feel. The quality of the liquid remains as good as ever after going through a rigorous selection process as is the case with the entire own label portfolio.

Jonathan Pedley commented: “When we embarked on our annual range review our objective was to analyse our customer feedback and respond with a portfolio that would truly add value to their businesses. We listened to our customers, tasted an extensive amount of exceptional wines and we’re confident that the 2016/17 portfolio will reflect that.”

As premiumisation continues across the on-trade, the new list has been adapted to reflect this. Particular attention has also been given to the gin category which has been in phenomenal growth and shows no signs of faltering.

Paul Waller, Director of Customer Service and Third Party Brands, added: “We have been supplying the on-trade for over 20 years and we recognise that a tailored, personal approach is key. With this in mind, we have further expanded our team this year, which means we have more people supporting our customers and helping them to drive wine and spirit sales. We are passionately committed to investing in our people, enabling us to continue to deliver market-leading support. No-one is closer to the on-trade and it is this expertise that has helped us to deliver double-digit volume growth in the last 12 months.”

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Notes to editors:

About Crown Cellars

Crown Cellars Wines and Spirits brings together a comprehensive range of premium quality wines and household name spirits for the on-trade. With over 20 years of experience, our team, including Master of Wine, Jonathan Pedley, provide expert advice and offer tailored support; everything from bespoke wine and cocktail lists to staff training, tutored tastings to ‘meet-the-maker’ events in partnership with our wines and spirits suppliers from around the world. There are over 550 different wines on the list and a range of 200 spirits.

@crowncellarsuk

www.crowncellarswines.co.uk

About Carlsberg UK

Carlsberg UK is aiming to be the best beer and beverage business in the UK. It employs 1,800 people and boasts household name brands including Carlsberg, Carlsberg Export, Poretti, Grimbergen, Tuborg and Somersby Cider, as well as having the UK brand license for San Miguel and Mahou. It offers world and craft beers through its Crafted range, local and regional ales through its Tapster's Choice collection, and hundreds of wines and spirits through our Crown Cellars portfolio. Importantly, the company is engaged with society, which means it embraces its responsibilities and always strives to do the right thing.

To find out more about the company, its brands and CSR programme, visit:
www.wearecarlsberg.co.uk.

To find out more about the company, its brands and Sustainability work, visit:
www.wearecarlsberg.co.uk. Or, follow the story on Twitter [@CarlsbergUKCorp](https://twitter.com/CarlsbergUKCorp)

Trade with us

To start stocking Carlsberg UK's portfolio of lagers, ciders, world and craft beers, Tapster's ales and Crown Cellars' wines and spirits, talk to us on 0845 3710 199.

Issued on behalf of Crown Cellars by Fleet Street Communications. Please contact Fleet Street Communications for any media enquiries and information requests, including interviews and photography:

Kate Dunford: 020 3567 5808 kate@fsc.uk.com
Tess Pennington: 020 3567 5808 tess@fsc.uk.com