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# harpers

THE WINE AND

SPIRIT WEEKLY



## Radical Changes

*Momentous year in South African wines*

## The Bubble That Won't Burst

*Sparkling wines continue to fizz*

## Watching World Trends

*Safeway looks at global retail patterns*



## Seaview – Whatever the do...

SEAVIEW'S first-ever UK advertising campaign takes place from the middle of May to the end of July. Over 300 cross-track sites on the London Underground will be used to display three treatments of the 16-sheet advertisement. Designed to establish the personality behind Seaview, the ads will encourage a light-hearted and spontaneous response with the strapline:

"Seaview – whatever the do..."

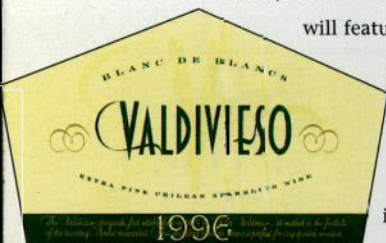
## Bibendum offers up a Chile welcome

BIBENDUM'S innovative and expressive Chilean sparkling wine, Valdivieso, will once again be starring at this year's LWTF. Valdivieso chief Jorge Coderch will be presenting from the Bibendum stand,

which, for the first time, will feature a

double-decker hospital-ity area in order to accom-

modate better customer needs and queries. How else would you promote an "upwardly mobile" fizz?



## sparkling wine news

### Moët trio to star again

MOËT HENNESSY UK holds a unique trio of sparkling wines within its range, with each wine presenting a distinct quality expression of its respective country and style – Shadow Creek Blanc de Noirs (California); Green Point (Australia) and Torre del Gall (Spain).

Eamonn Newell, brand manager

for sparkling wines, said: "We are very excited about the potential of our sparkling wine portfolio because we are confident that our wines represent the very best of the markets we compete in. Our business is based on quality products and this is intrinsic to all three sparkling wines."

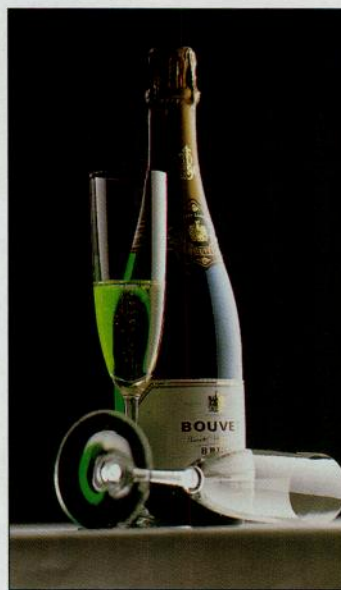


Moët Hennessy's sparkling version of the three tenors: Manuel Via (Torre del Gall); Dawnine Dyer (Shadow Creek) and Dr Tony Jordan (Green Point) are due to perform again at this year's London Wine Trade Fair

### Bouvet-Ladubay ahead of the French!

BOUVET-LADUBAY, the sparkling wine from Saumur owned by Champagne Taittinger, is one of the few success stories in an otherwise declining French sparkling sector, showing an impressive 20 per cent increase in sales volume throughout 1997.

Simon Lawson, agency director for UK agent Percy Fox, explained: "Bouvet-Ladubay is an exceptional product whose success is a combination of high quality and good value combined with its strong positioning as Bouvet as a brand and not just another sparkling Saumur."



### Not just another sparkler...

ENOTRIA WINECELLARS is delighted with its latest agency signing, Ca' del Bosco from the increasingly impressive and renowned Italian DOCG, Franciacorta.

Ca' del Bosco produces 6 different and approved sparkling styles: Brut NV; Brut Vintage; Dosage Zéro; Satèn and Rosé Vintage; Cuvée Annamaria Clementi Great Vintage.



### Nottage Hill delivers

NOTTAGE Hill Sparkling Chardonnay will be featured at the 1998 London Wine Trade Fair, where it will also perform in a Wine Trail, offering off-licence owners, managers and staff the opportunity to win a trip to Australia, as guests of BRL Hardy.

Mark Hughes, sales and marketing for BRL Hardy Europe, added: "Consumer reaction has been very positive. We offer the reassurance of a brand name and a style that is suited to mass appeal. Chardonnay is the UK's favourite grape variety and Hardy is the number one Australian off-trade brand. In line with the findings of our research, we're giving the consumers exactly what they want."



Australia's favourite grape  
now comes with a sparkle.

Chardonnay is the UK's favourite grape variety. Ed Carr, Hardy's Sparkling winemaker, has now taken Chardonnay one step further and produced an innovative new wine as an addition to Hardy's highly successful Nottage Hill range.



Nottage Hill  
Chardonnay



Nottage Hill Cabernet  
Sauvignon/Shiraz

Hardys Nottage Hill Sparkling Chardonnay is a rich, fruity, flavoursome and refreshingly dry wine style which is blended specifically to meet the consumers' preferences. And at a price the consumer can afford, this wine will have a wide market appeal.



Nottage Hill  
Riesling

*"A crowd pleasing Australian Sparkling wine"*

Joanna Simon, Sunday Times.



BRL HARDY  
EUROPE LIMITED

Hardy House, 4 Dorking Rd, Epsom, Surrey KT18 7LX. Tel: 01372 738200.

Quality Wines from the World.