

## NEWS SUMMARY

**JULY 2011**

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### **MENTZENDORFF WINES GO DOWN A STORM AT THE PAIRING COMPETITION “WHAT FOOD WHAT WINE”**

We are delighted to share the news that both Ayala Brut Nature and The Crossings Sauvignon Blanc 2010 have found their perfect food match at the competition What Food What Wine held in late June.

While Ayala won the title of “Best Wine with Smoked Salmon Over £10”, the Crossing Sauvignon Blanc 2010 was dubbed “Best Wine with Fish & Chips Over £10”. Both of these were selected as the Judges Choice which is a further endorsement.

Bodegas Hidalgo’s Pasada Pastrana Manzanilla was also rated 5 stars in the “Fish & Chips Over £10” category and Michel Chapoutier’s Hermitage Monier de la Sizeranne 2007 won 4 Stars in the “Roast Lamb Over £10” category. This competition was judged by a selection of top industry names including panel chairs Susie Barrie MW and Peter Richards MW. Other judges included Gerrard Bassett MW MS, Ronan Sayburn MS, Sarah Jane Evans MW, Fiona Beckett, Christine Parkinson, Rebecca Palmer, Jo Aherne MW and our very own Elizabeth Ferguson.

Please contact the Mentzendorff team for any further information about any of these award winning wines.



### **BOLLINGER BOUNCE-BACKS” & “BOLLINGER BABES” SUPPORT THE DALLAGLIO FOUNDATION**

The Dallaglio Foundation is Mentzendorff’s nominated Charity and 6 of the team raised over £3,000 by participating for the Foundation in the Tri-for-Life triathlon at Dorney Lake on Sunday 10th July. Our ladies relay team included two first time triathletes – Yvonne Maberley (swimming) and Carine Larkin (running) supported by stalwart cyclist Lucie Maquart on the middle-leg; whilst the Bollinger Bounce-Back team of James Dodsworth, Andrew Hawes and Alan Montague-Dennis remains unchanged – particular congratulations to James who recorded the 2nd fastest swim time of the whole meeting. Both teams are pictured below in the company of a case of Bollinger!



**THE BOLLINGER SPONSORED OPEN CHAMPIONSHIP TEES OFF TODAY, THURSDAY 14TH JULY**

As the golfing fans among you will already know, The 2011 Open Championship is now well underway at Royal St. George's in Sandwich, Kent. What you may not know is that Bollinger's association with The Open goes back over 40 years to 1969 and we are extremely proud to be the tournament's longest-running commercial sponsor. We would love to see as many of our customers as possible in the Bollinger tent, so please come down and join us for a glass from Thursday 14th to Sunday 17th of July.

Our striking red-and-white-striped tent is in a great central location, directly opposite the Hospitality Complex (click here to view map). We're also next door to the seafood tent, where you can enjoy a platter of mixed seafood for around £20. There are regular high speed trains from St. Pancras International to Sandwich and for those of you who want to get into the golfing spirit before you arrive, we recommend arriving at the station a little earlier than planned so you can take advantage of our by-the-glass Bollinger Open golf promotion at Searcy's Champagne Bar. For more information or to book tickets for the Open, please visit the official website at [www.opengolf.com](http://www.opengolf.com). Tickets can also be bought on the day at one of the paygates.

For those of you who aren't able to make it, we'll be tweeting and blogging live from The Open, so why not log on to [www.experiencebollinger.co.uk](http://www.experiencebollinger.co.uk) or follow us on Twitter <http://bit.ly/nLgknm> and Facebook <http://on.fb.me/pEszli> for all the latest Open news.



**MENTZENDORFF SCOOP 6 TROPHIES IN THE INTERNATIONAL WINE CHALLENGE 2011**

It gives us enormous pleasure to announce our success in this year's International Wine Challenge Trophy awards.

M.Chapoutier, Crozes-Hermitage La Petite Ruche was awarded the International Syrah Trophy, the Crozes Hermitage Trophy as well as the French Syrah Trophy - an impressive string of success for this delicious wine. Klein Constantia, Vin de Constance 2005 was honoured with a specially created 'Vin de Constance Trophy' in recognition of its style and quality. Henriques & Henriques 20 YO Malmsey was awarded the Malmsey Madeira Trophy and Henriques & Henriques 20 YO Terrantez achieved excellence in its category as well with the Terrantez Madeira Trophy.

The IWC co-chairmen are Tim Atkin MW, Charles Metcalfe, Sam Harrop MW, Derek Smedley MW and Oz Clarke.

Please contact the Mentzendorff team for any further information about any of these award winning wines



**CROFT PINK AND TAYLOR'S 10 YEAR OLD DELIGHT CROWDS  
WHILST BEING PAIRED WITH CHOCOLATE AT THE BIG FEASTI-  
VAL ON CLAPHAM COMMON**

Croft Pink featured at the Big Festival on Clapham Common this weekend. The event was a food and music extravaganza, hosted by Jamie Oliver with pop up restaurants, an artisan market and headline bands including Soul to Soul, Charlatans and Athlete. With over 20,000 consumers the Port and Chocolate stand in partnership with BRIX chocolate was a huge success with hundreds of consumers sampling our delicious pairing suggestions.

This was a revelation for many consumers to sample both Croft Pink port for the first time and chilled Taylor's 10 year old tawny. Most consumers naturally think of Port and Cheese but paired with BRIX chocolate that is specifically designed to be matched with wine, it proved to be a taste sensation.

Sales were so successful that we sold out of Croft Pink on the Saturday with all profits from the sales go to Jamie Oliver's nominated cause, the Prince's Trust.

