

NEWS SUMMARY

AUGUST 2011

CHAMPAGNE SETS DATES FOR 'EXTREMELY EARLY' HARVEST

The 2011 Champagne harvest will be one of the earliest on record, with picking allowed to start as early as 19 August. The region's trade body, the Comité Interprofessionnel du vin de Champagne (CIVC) has permitted the earliest ripening areas to pick from 19 August including the villages of Cumieres, Sacy and Damery in the Marne Valley, and Buxeuil, Neuville-sur-Seine, and Polisot in the Aube. Thibaut le Mailloux, communications director at the CIVC, told decanter.com '2011 is going to be an extremely early harvest in the region of Champagne, missing the absolute record of 2003 by one day only.

'The 2011 harvest is indeed starting on August 19 in several crus of the French departments of L'Aube and La Marne, for Pinot Noir and Meunier - and as soon as on the 20 for Chardonnay. 90% of the vineyards will basically have started to harvest by August 25.' The only other harvest that commenced this early occurred 189 years ago, in 1822.

All but two crus are allowed to harvest their grapes before September with the two late starters - Baye and Germaine in the Marne - required to wait until 1 September to harvest their crop.

The early ripening Pinot Meunier is the first variety to be picked, followed by Pinot Noir and Chardonnay.



MENTZENDORFF CELEBRATES TEN YEARS SERVICE

Once a year Managing Director Andrew Hawes hosts a lunch for those members of the team who have been with the company for 10 years or more; here are the 8 members of the 10 Year Club pictured recently in The Goring Hotel's summer beach themed garden - this year's luncheon marking the arrival in "the 10 Year Club" of Antony Davis (Regional Sales) and also marking Alan Montague-Dennis' (London Prestige Sales) 20 years with the company.



**MENTZENDORFF CHARITY CYCLE “CHAMPAGNE TO
CHAPOUTIER” RAISES £20,000 FOR THE BENEVOLENT**

Numerous records were broken by the 8th annual Mentzendorff Charity Cycle Ride which took place from 6th-9th June and saw the 10 riders cover over 600km departing Champagne Bollinger and riding via Domaine Chanson in Burgundy to Chapoutier in the Northern Rhone Valley – the riders are pictured here both at the recent presentation of the £20,134 raised for The Benevolent; with Cheng Loo – CEO of the Benevolent receiving the cheque from Andrew Hawes and also assembled in team kit before leaving Champagne Bollinger on the first day.



**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.

