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and the Cyclus a white blend will be poured on Emirates in Business Class during 2018. Four of their wines are available in Dubai Duty Free."

Budd also highlights that Diverse Flavours will be showing the ever-popular Ernie Els range of wines. "Founded by Ernie Els, the famous golfer and four-time major champion, the winery is found in Stellenbosch, but is nestled up against the Helderberg mountains. These wines can be found all across Asia duty free, just like the Els Golf Resorts, which are being developed

across Asia for the golf fanatics to enjoy."

Torres (Basement 2/2-H8) will be showcasing Celeste Reserva from its bodega Pago del Cielo in Ribera del Duero, a new wine created by winemaker Juan Ramón García, and consulting winemaker Javier Ausás. This is a 100% Tempranillo wine from the D.O. Ribera del Duero, grown on chalky soils at 895m above sea level, at the highest heights of the Valladolid region, near the town of Fompedraza (Campo de Peñafiel). "Aged for 15 months in French



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'Peace for the World' contains Bottega white sparkling brut Venezia DOC wine produced from Glera, Chardonnay and Pinot grapes. 'Peace for Hiroshima' contains Alexander Prosecco grappa. 'Hiroshima for World Peace' is a gift box that contains both products – 'Peace for the World' and 'Peace for Hiroshima'.

TORRES 15

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Fitz-Gerald illustrates how Chateau Tanunda is the site of Barossa's earliest vines, as well as its first winery. But not just that – it outlines it as one-of-a-kind and with a story attached that makes it memorable. “Chateau Tanunda is not only an extraordinary building that is the most visited cellar door in Barossa, but has incredible history that dates back to the 1890s and is firmly recognised as an icon of the Barossa,” Fitz-Gerald explains. “With the Chateau Tanunda wines exported to over 30 countries, we are a truly globally-recognised Australian wine brand that over the years has grown a reputation as a winemaker that produces wines of exceptional quality and value.”

In terms of stand-out qualities, Diverse Flavours will also be showcasing wines from Cederberg, South Africa's highest winery at 1,000m above sea level. Budd emphasises how this is “an amazing location of natural beauty, ancient rock formations, pure air and remoteness, where at night the stars feel as though they are right on your nose”. “No wonder wines from Cederberg are currently poured on Asiana Airlines from Korea, and ANA from Japan (Cederberg Sauvignon Blanc), and have been poured on Singapore Airlines, Cathay Pacific, and Etihad over the last few years.”

Diverse Flavours also has “Deetlefs wines – dating back to 1823 and today run by Kobus Deetlefs – the seventh-generation family member to make wine on the Estate in the Breede-kloof region. They produce top Pinotage and Chenin Blanc,” Budd explains, noting the family history as credentials for both rarity and a longstanding family tradition.

“Benefiting from our experience as a grower and wine producer in Saint-Emilion, our company has been selecting wines from family-run properties for more than a hundred years,” adds Gec, giving the nod to the calibre of wines available from Peuch & Besse.

Marketing initiatives

None of the wineries are resting on their laurels. New marketing initiatives have begun to help boost each wine brand's portfolio and its presence within GTR.

“We are soon to launch a select range in Heinemann Australia, in Sydney and soon Gold Coast Airport,” says Fitz-Gerald. “This will be our first duty free listing, so we are very excited about that. We have also recently been appointed for another two years as China Southern Airlines Oceania route cabin wine supplier in 2018 and 2019.”

From Bottega (Basement 2/2-M9), the company has launched a new important charity initiative called ‘Spirit of Peace’, which was spurred by a visit to the Hiroshima Peace Museum, which Sandro Bottega, owner and Managing Director, Bottega, made on 6 August 2015, on the 70th anniversary of the colossal devastation caused by the atomic bombing.

“I was deeply moved by this experience, and immediately started working on an art exhibition,” says Bottega. “The whole project is developed together with the municipality of Hiroshima, with the full support of the mayor Kazumi Matsui. The art pieces I designed will be exhibited in three prestigious sites (Hiroshima MOCA, Hiroshima Museum of Art, and Hiroshima Prefectural Art Museum) from 25 November until 10 December. With these works of art, we wish to contribute to raising awareness in visitors and around the world about the most important asset for mankind: peace.”

To further enhance the possible reach of the project, we decided to carry out a non-profit charity project, producing three specific new products. ‘Peace for the World’ is a wine bottle dedicated to world peace; it features the profile of a white dove on the label, and contains Bottega white sparkling brut Venezia DOC wine produced from Glera, Chardonnay and Pinot grapes. ‘Peace for Hiroshima’ is a precious, artistically handcrafted bottle, featuring a white dove as a symbol of peace; it is both a tribute to Hiroshima city and a warning against the war, and contains Alexander Prosecco grappa. ‘Hiroshima for World Peace’ is a gift box that contains both products – ‘Peace for the World’ (bottle of wine) and ‘Peace for Hiroshima’ (bottle of grappa).

“These products will be donated to those Bottega customers who will endorse this initiative,” Bottega comments. “We will invite them to donate directly to Hiroshima municipality, and we will encourage them to set up a preferential display inside the point of sale, to maximise visibility and spread of positive message.”

Peuch & Besse now offers a full range of 60 wine growers' wines, specifically for travel retail, and for which it has embraced the digital revolution and created some innovative sales aids. The ‘one winemaker’ concept combines tradition and new technology, allowing consumers to identify wine growers' wines, enter their world, and learn more about their wines, in just one click. “All our wines can be identified by a neck-tag on each bottle with the ‘One Winemaker’ label that is a guarantee of a high-quality, authentic wine,” says Gec, highlighting that the company has already deployed the ‘one winemaker’ concept in Thailand, Laos, Myanmar, Malaysia, Vietnam and Hong Kong.

Diverse Flavours has revealed, from the award-winning Groot Constantia winery (South Africa's oldest winery dating back to 1685, which is found on the slopes of Table Mountain), an exclusive tasting of the Shiraz. Budd explains that this will be poured in First Class on ANA towards the end of 2018. “Additionally, we will experience the Governors Reserve Red Bordeaux blend and, of course, The Grand Constance sweet dessert wine, which was enjoyed by Napoleon, and was written about by Jane Austin, as the cure for a broken heart,” he says. “The Groot Constantia Chocolate pairing pack we introduced at DDF was well accepted. This was a unique pack, where the chocolate was specially made to be eaten with a particular wine – in