

Enotria&Coe

wish list



Hattingley Valley

Christmas 2020



HATTINGLEY
VALLEY

Hattingley Valley

This family-owned business in Hampshire has been winning awards since their first vintage in 2013. In September 2020, they were named Supreme Champion at the WineGB Awards.

Their English wine project began in 2008 and has developed into a custom-built, eco-friendly winery, farming some 24 hectares of vines across two separate sites.

The first winery in the UK to adopt solar power, Hattingley Valley is recognised as a top estate abroad, and looks to be gaining just as much recognition at home.

Deal:
£1.50 (75cl) off your bottle price / £3.00 (150cl) off your bottle price



Hedgerow flowers, green apples, toastiness

Classic Reserve

code	vintage	abv	list price
E202	NV	12%	£25.94 £24.44

code	vintage	abv	list price
E202	NV	12%	£55.14 £52.14

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Christmas Day in the life of...

Emma Rice (Head Winemaker, Hattingley Valley)

Not coming from a family of big drinkers, our Christmas traditions have somewhat changed since my journey into the wine world began and are now a much “merrier” affair than I remember them growing up. Of course, Hattingley Valley wines play a big part in the festivities, but the special day is also a great excuse to open other great wines of the world.

9.00 AM BREAKFAST

We normally wake up to a hearty breakfast of ham and eggs. I still haven’t convinced my family that a chilled bottle of Hattingley would pair well with the opening feast of the day, so it remains a “dry” affair.

11.00 AM TIME FOR HATTINGLEY

By late morning, the recent custom in the Rice household has been to indulge in some smoked salmon and caviar blinis. As any gourmet would know, it would be a crime to serve these without at least a magnum of our Sparkling Rosé. The number of bottles we get through depends very much on who is invited (I shan’t be naming names).

1.00PM ROAST BEEF

Our smoked salmon “pre-lunch” has warmed everyone up for the main event. A few years ago, there was a bombshell realisation that no one in the Rice family actually enjoys roast turkey. Since then, we opt for roast beef with all the trimmings instead. I love a good *Côte de Boeuf* or sirloin cooked medium rare, accompanied by some Grand Cru Burgundy from the cellar with a decent bit of bottle age. Very indulgent!

We wrap up lunch with dessert, cheese and the obligatory bottle of Hattingley Entice. This is a wine that I always recommend with a soft cheese, but one with a bit of flavour, such as a ripe Brie de Meaux or maybe something like a Cambozola with some blue veining through it. It is a great match.

As you would imagine, the cogs are oiled throughout the day by copious amounts of Hattingley’s Classic Reserve, normally from magnum as guests come and go throughout the day.

A celebration such as Christmas always warrants magnums, not least because of the spectacle and the convenience of having so much more wine in a bottle before the need to open a new one, but also because it just tastes so much better.

7.00 PM SHERRY

With the festivities coming to an end, the evening is a much slower affair as people drift off into a stupor of good food and booze helped along with the ever so Christmassy glass of sherry. My dad always finished the day with a bit of Christmas Cake and a glass of nutty, mahogany Amontillado.



What can Hattingley Valley add to your Christmas offering?

Trend for local and English

As one of the UK's leading drinks distributors, we've loved watching the upward trend of English Sparkling Wine over the last decade. Our home-grown is finally home and dry.

English Sparkling Wine is more than a novelty category, and certainly more than post-2016 jingoism. It probably doesn't hurt that these wines are the only ones we can be confident will be resilient to tariff increases resulting from Brexit. But they have a whole lot more going for them besides.

For the UK market, English Sparkling Wine taps into escalating consumer interest in provenance and locally-sourced ingredients. This is as local as you're going to get, and it also offers great value-for-money for top notch wines.

At the beginning of 2020, sustainability was high on the agenda. 92% of consumers said that ethical and/or environmental concerns influenced their purchasing decisions.

Unsurprisingly, these consumer patterns are more deeply entrenched in the under-35s, whom we've seen returning most enthusiastically to the on-trade whenever easing of lockdown restrictions allows. 82% of under 35s in the UK are identified as Eco-Actives. They favour sustainability

credentials when making purchasing decisions, including locally sourced products or organic credentials, even when these come at a higher price point (*Kantar "Who Cares, Who Does?"*, Sept 2020). We've seen growing interest in the on-trade to offer their consumers drinks from closer to home.

Of course, there are English wines and there are English wines. We're incredibly proud to work with the Supreme Champions of the category, and that's not just our biased opinion. Hattingley Valley Wines snaffled up the Supreme Champion 2020 trophy at the WineGB Awards in September 2020.

The Hattingley team smashed another record in June this year by becoming the first English wine producer to launch a TV ad campaign. Look out for cameo performances from a few of our favourite Enotria&Coe Account Managers... The ad is cheeky, and it challenges preconceptions around quality sparkling wines. Much like Hattingley, the ad is unapologetically British.

Hattingley Valley's English Sparkling Wines will add home-grown quality and a bold identity to your Christmas offering, exactly at a time when consumers value provenance and memorable brands more than ever before.

What's not to love.

Terms & Conditions:

EXISTING CUSTOMERS

Please note the advertised Christmas promotional pricing support has already been applied to all customers' existing pricing. Existing customers will automatically benefit from this pricing support on top of any pre-agreed pricing.

NEW CUSTOMERS

If you wish to purchase these products for the first time, please contact your E&C Account Manager to activate the promotional pricing.

LIMITED AVAILABILITY:

Christmas 2020 pricing support is available on orders placed between 2nd November and 31st December 2020 inclusive.

RETURNS POLICY:

These promotions are not available on a sale or return basis.