



**Sam Brown:** Customers ask for sweeter rosés



**Ted Sandbach:** Colour is an important issue



**Steve Parker:** These are sunshine wines

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cultural thing: we get people from all walks of life and people do start with Zinfandel ... if you pitch [Rosé d'Anjou] as a very food-friendly wine that's going to go with spicy foods, be great with your takeaway, I think that's the way to go. Definitely I think a lot of younger drinkers will like it as well.

**Steve Parker:** We've got a hospitality element as well as a retail element. We get a few of what are described as "very sophisticated hen parties": people who have probably started with white Zinfandel and got to the age where they feel they have to be more sophisticated. So I think these would fit really nicely. In fact for one of the wines I wrote "hen party wine" because taste-wise, appearance-wise, everything, it would be absolutely right for young ladies in their early 20s. Fantastic - I'd sell loads of that.

**Ted Sandbach:** We can't sell Argentinean or Chilean rosés because I find they're too big, too rich and too powerful. I want a much more delicate style of rosé, generally. A European style.

**Steve Parker:** Last year we did a thing called "sunshine wine" - it's normally £4 a glass but it's £3 while the sun is shining if you drink it outside. We sold 80% of our rosé in 2013 outside, by the glass, which is about 20 margin points higher than it is by the bottle. [Rosé d'Anjou] I think has got a real role - it's like Wimbledon, with strawberries and cream.

**Graham Holter:** Are customers seeking out wines with less alcohol?

**Anita Mannion:** I personally think people are asking for it, especially at lunchtime and especially the more mature drinkers are wanting slightly less alcohol.

**Ted Sandbach:** Colour is another thing that's important - people are looking for paler colours, which is why we're finding it harder to sell the Chileans and

Australians, because they're too dark - they're almost red wines, and they're so rich. People want this nice delicate salmon-pink colour.

**Steve Parker:** For some reason people are drinking with their eyes. This looks like refreshment, doesn't it?

## • STARTERS •

- Herby quinoa salad, wild mushrooms, goats' curd, char-grilled courgettes, pomegranate ginger dressing
- Smoked Dutch eel, samphire, sesame and seaweed salad, furikake, ponzu tapioca
- Pan-fried Scottish scallops, Jerusalem artichoke and kaffir lime purée, heirloom carrots, Brussels sprouts, olive crumbs, orange oil

**Wines: Famille Bougrier 2013**  
(agent/importer: Producteurs et Vignerons de France,  
cecile@vigneronsdefrance.co.uk)

**Les Ligériens 2013 - Alliance Loire**  
(agent/importer: Bottle Green,  
info@bottlegreen.com)

**Château de Fesles 2013**  
(agent/importer: Grands Chais de France, tnorth@lgcf.fr)

**Mark Moorhouse:** La Chapelle really brought out the smokiness of the eel, I thought.

**Paola Tich:** Yes, that was really good. I thought number three [Les Ligériens] was really good with the pomegranate.

**Mark Moorhouse:** What surprised me was how suitable these wines are with food.

**Sam Brown:** Most of the starters were quite successful matches, with the slightly drier styles.

**Anita Mannion:** They all match well.