

February

* **Monday 23rd** 10.30am - 6pm

SITT Spring - Manchester

The Point, LCC, Old Trafford,
Manchester M16 0PX

Showing a selection of wines from across the
Hatch Mansfield portfolio.

* **Monday 25th** 10.30am - 6pm

SITT Spring - London

Royal Horticultural Halls, The Lindley Hall,
Elverton Street, London SW1P 2QW

Showing a selection of wines from across the
Hatch Mansfield portfolio.

* **Thursday 26th** 10.30am - 6pm

Wines from Spain

Tobacco Dock, 50 Porters Walk,
London E1W 2SF

Sampling wines from our C.V.N.E. portfolio.

March

* **Monday 2nd** 10am - 5pm

'All Points North' Tasting

The Balmoral Hotel, Princes Street,
Edinburgh EH2 2EQ

Sampling wines from across our portfolio, along
with wines from Fields, Morris & Verdin, Raymond
Reynolds Ltd, O.W. Loeb, and Winetraders.

* **Wednesday 11th** 10.30am - 4pm

Annual CIVC Champagne Tasting

One Great George Street,
London SW1P 3AA

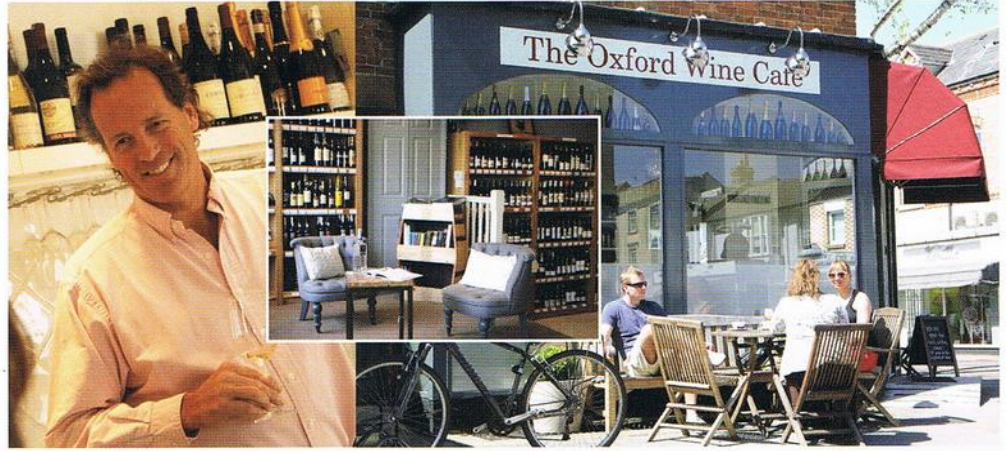
Sampling wines from our Taittinger portfolio.

For more information on,
or an invitation to our trade
events, please contact:
rachelhollinrake@hatch.co.uk

Independents' Corner

Ted Sandbach, The Oxford Wine Company

Ted Sandbach is owner and managing director of the Oxford Wine Company and the Oxford Wine Café. Over the last 21 years he has created a wholesale and retail company (three shops), as well as a wine bar and café, all with the aim of making it easy for everyone to learn about, buy, collect, drink and enjoy quality wine.



What's worked well for you recently and why do you think that is?

We've seen a big surge in interest in French wines, such as those from the Languedoc and the Loire, as well as classic European wines. It seems that a lot of people are preferring to drink wine with a bit more subtlety and individuality, and especially enjoy their wine with food, which is an area where these wines work well. Another area of interest for our customers is in more expensive Chilean wines, such as the Errazuriz Aconcagua Costa range, where there is phenomenal value for money.

What makes a good wine supplier in your view?

For me, a good wine supplier is always very open and clear about where the product we are stocking is supplied elsewhere so that we know which other channels the wine is available in. Also, supporting our business in the way they say they will, and being flexible (within reason) in every area, for instance, flexibility on price, when necessary; flexibility on orders, and being able to support products in other ways that suit the individual customer.

Are you seeing any specific trends at the moment?

From a wine perspective, the increase in interest in classic European wines that I mentioned

above. From a business perspective, we recently opened our first wine bar/café in Oxford and have found this to be a really successful way to expand our business. In fact, the launch of our café has been so successful, that we are in the throes of launching a second one, which is scheduled to open May 2015.

How do you use social media in your business, and does it help your sales?

The business does use Facebook and Twitter quite a lot, especially our younger store managers as they find it an effective way to communicate with customers and raise awareness. I can certainly see how it increases awareness, but it is difficult to measure the impact in terms of sales.

What would be your desert island wine and why?

I was lucky enough to enjoy a bottle of the 1953 La Tache Domaine de la Romanée Conti (the year of my birth) and it changed my whole view about Pinot Noir. The trouble is I can't afford to drink it regularly! My advice is, always drink your desert island wine at somebody else's expense! I would hope to find a container of Burgundy washed up on the shoreline - à la "Whisky Galore".

www.oxfordwine.co.uk

Our Family of Wine Producers

Caliterra · Champagne Taittinger · Colombo & Fille · C.V.N.E. · Domaine Carneros · Errazuriz · Esk Valley
Grant Burge · Jean-Luc Colombo · Joseph Mellot · Kleine Zalze · Louis Jadot · Vidal · Villa Maria

