



# TANNERS TRADE NEWS

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## Serious Value from Romania

Spotlight on how wines from Romania are making real noises in the On-Trade; producing outstanding quality and delivering great value.

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## How To Finish A Feast

An after-dinner drink is the perfect way to finish a feast and with the festive season upon us, we focus on the classics to complement your wine list.

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## Christmas Recommendations

Our team of Area Sales Managers share their top picks for the perfect wine and food accompaniments to indulge in this Christmas.

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# Welcome to this edition of the Tanners Trade *News*

Welcome to this latest edition of Tanners Trade News! As the days shorten and our evenings start a little earlier, this is the time to maximize wine matches with richer, comforting dishes, and to focus on wines with warm palates and spicy, rich flavours. It's also a time when there's a buzz of excitement in the trade — we're counting down to the all-important festive season. The moment is now for fine-tuning plans to optimise sales in the weeks leading to Christmas and into the New Year, where every additional sale counts.

In this edition, we look at up-selling ideas for after-dinner drinks that will delight customers with a reason to linger a little longer, and increase spend. We also focus on several new wines on our list, including the wonderful Bodegas Gancedo, which blends classic Spanish viticulture with modern wine-making practices. Look out for our team's top Christmas recommendations: a delicious Fiano from Paul, turkey-friendly Pinot Noir from Lucy, sumptuous Palo Cortado sherry from Mat, and, to toast the ultimate Christmas gathering, a fabulous Crémant d'Alsace from Adrian. Talking of parties, we've come up with a couple of classic Christmas cocktails too – the Tanners Sloe Negroni and Tanners Sloe Fizz, the perfect expression of festive spirit, using our very own Sloe Gin.

Finally, hot-off-the-press news! In September, we were thrilled to win particularly prestigious recognition from the Decanter Retailer Awards – the Judges' Choice Award 2023. One judge summed up, saying "Tanners is a great family business, a traditional merchant but with a modern twist – well worth discovering."

Thank you for all your loyalty and business in 2023, all of which has contributed to our achievement in this award. I want to take this opportunity, on behalf of all the Tanners Trade team, to wish you a very successful and happy trading period ahead.



Simon Barratt  
*Trade Sales Director*





## Modern Wines and Classic Viticulture in NW Spain

Huge investment by José Cereijo has seen Bodegas Gancedo grow from four hectares to 80 ha in 20 years. Located in Bierzo, to the west of León, Cereijo's vineyards are made up of around 60 different plots of organically-farmed vines aged 60-100 years, which gives great resistance to drought conditions and concentration to the wines. The focus is on the local star varieties, Godello and Mencía. Winemaking is modern with the Godello being fermented in temperature-controlled stainless steel tanks and a proportion in concrete eggs, very much in vogue today! The Mencía is fermented traditionally in open tanks, then aged in French oak. The results speak for themselves.



**Gancedo Godello, Vino de Altura, Bierzo 2022, 13.5%** 🍷

Plenty of ripe yellow and orchard fruit on the nose with lovely sweet apple and pear fruit on the palate, as well as an elegant, mineral note on the long refreshing finish.

Bin No: SW11322



**Gancedo Mencía, Vino de Altura, Bierzo 2022, 13.5%** 🍷

Expressive nose with fine, elegant red cherry fruit, nicely balanced on the palate with fresh fruit character, a hint of graphite and a lovely juicy finish. Try it slightly chilled!

Bin No: SR31722



## Serious Value from Romania

The Paparuda wines come from the Recea winery in Romania's Banat region, to the west of the country. They have a long history of growing grapes here, with records dating back to 1447 suggesting there were vineyards planted even then. However we need to jump forward to the early 1990s, when the political changes taking place at the time allowed the creation of Cramele Recea, a Romanian/British company. Today they control 1200 ha of vineyards, planted with over 20 different varieties, a mix of international and interesting local ones. With the help of their winemakers, Australian Hartley Smithers, and Nora Iriarte, originally from Spain, they produce some seriously good, well-priced wines. Here we offer both the more familiar Merlot, soft, plummy and easy to drink, and the white Feteasca Regala, an excellent local variety that balances good peachy flavour with a lovely grapefruity freshness.

**Paparuda Feteasca Regala, Estate Selection 2022, 12.5%** 🍷

Aromatic nose with distinct peach and apricot flavours on the palate, soft and creamy fruit and a good, dry finish. Feteasca Regala is a local grape variety.

Bin No: HW90322

**Paparuda Merlot, Estate Selection 2022, 13%** 🍷

Soft, plummy Merlot with notes of pepper, gentle tannins and an open, expressive palate. A charming and easy drinking red from this excellent estate in Romania.

Bin No: HR90322


## How to Finish a Feast

There are a host of ways to end the evening, here are some suggestions. For those who are looking for something light to round off dinner, Tanners Sauternes (a) is the perfect alternative, elegant, sweet without being cloying, and with plenty of zesty freshness on the finish. For the traditionalist, a glass of Port has got to be the drink of choice. Tanners LBV (b) is deliberately made in the style of Vintage Port but without the need to decant. Rich and plummy, it is great to accompany the cheese board or just to sip on its own. Meanwhile, on the continent, they have a much closer relationship with Bitters to end a meal, derived originally from old-fashioned herbal remedies. Essentially herbs,

barks, flowers and spices steeped in alcohol, the best, such as Fernet Branca (c) from Milan in Northern Italy, are very complex drinks in their own right and may help if one has overindulged at the table! Staying in the world of spirits, another fine choice would be Armagnac. In the southwest corner of France they have been producing brandy longer than their more famous neighbour, Cognac. Armagnac tends to be a little more characterful than the equivalent Cognac and those from specialist producers, such as Tariquet (d), are fantastic value for money. Whichever you offer, it's sure to round off the perfect evening for your guests and won't do your margins any harm either!



### Tanners Sauternes - Half (a)

 85% Sémillon, 10% Sauvignon Blanc, 5% Muscadelle

 13%, Sweet & Rich

 Bordeaux, France


 Rich Pâté, Aged Cheese, Fresh Fruit Desserts


The vineyard source for this wine is a closely-guarded secret but suffice to say it has a very fine pedigree! Full, rich and complex, it has honeyed flavours and good freshness to maintain balance.


Bin No: CS001H




### Tanners Late Bottled Vintage Port 2016 (b)

 Tinta Roriz, Touriga Francésca, Tinta Barroca, Touriga Nacional

 19.5%, Sweet & Rich

 Douro, Portugal

 Blue Cheese, Dark Chocolate Desserts

Impressive ripe fruits with blackberry and cherry notes, tinged with violets. Rich, full-bodied and long in flavour, no need to decant. Exceptional value for money. Produced for Tanners by Churchill's.


Bin No: VP00216



### Fernet-Branca (c)

 39%, Bitter & Herbal

 Milan, Italy

 Serve as a digestif after dinner

A distinctive and very bitter herbal digestif. The secret recipe was first used in 1845 and includes myrrh, rhubarb, gentian root and cinchona bark. Serve chilled.

Bin No: WO026



### Domaine Tariquet VSOP, Bas Armagnac, Famille Grassa (d)

 40%, Nutty & Smooth

 Gascony, France

 Serve as a digestif after dinner

Slightly nutty and smooth, with a refined palate and a lingering finish. From a well-regarded, traditional estate where every variety is distilled separately and then kept in oak barrels for at least seven years.

Bin No: WB003

## Tanners Festive Sloe Gin Cocktails

Tanners Sloe Gin is a firm favourite and no Christmas is complete without a bottle or two. Delicious as an after-dinner drink, it's rich, full and well balanced, with sweet cherry notes and hints of almonds. It also works wonderfully as a key component of several cocktails – perfect for tempting customers with a festive-feel, pre-dinner serve too. Here are a couple of classic Sloe cocktails we think your customers will love:



### TANNERS SLOE NEGRONI

- 10ml Tanners Sloe Gin
- 10ml Tanners Hereford Gin
- 15ml Campari
- 15ml Sweet Vermouth

This is a really easy-to-make cocktail and a fabulously festive twist on a classic Negroni. Simply pour all the spirits into a tumbler glass with large ice-cubes, stir together and garnish with a twist of orange peel.

### TANNERS SLOE GIN FIZZ

- 30ml Tanners Sloe Gin
- 10ml Sugar Syrup
- 15ml freshly-squeezed lemon juice
- Top up with Tanners Prosecco

Add the Tanners Sloe Gin, lemon juice and sugar syrup into a cocktail shaker with plenty of ice. Give it a good shake and strain into a large flute, dipped in granulated sugar. Top up with Tanners Prosecco and serve.



### 'Judges' Choice' Decanter Award Winners

In September, we were delighted to be named the 'Judges' Choice' at the Decanter Magazine Retailer Awards. The UK is recognised as the most sophisticated wine market in the world, so this is great recognition indeed. Decanter Magazine state that "the Judges' Choice is awarded

at the judges' discretion to highlight a retailer who is doing something different, innovative and creative." As one judge put it, "Tanners is a great family business, a traditional merchant but with a modern twist – well worth discovering." The panel is made up of seven independent wine experts ranging from journalists and wine educators to buyers and merchants, four of whom hold the prestigious Master of Wine qualification. James Tanner said "We're thrilled to have won the Judges' Choice award at the Decanter Retailer Awards 2023. It's a big honour to be recognised by the judges as still being innovative and creative even after 180 years! A huge thank you to our fabulous Tanners team and wonderful customers."





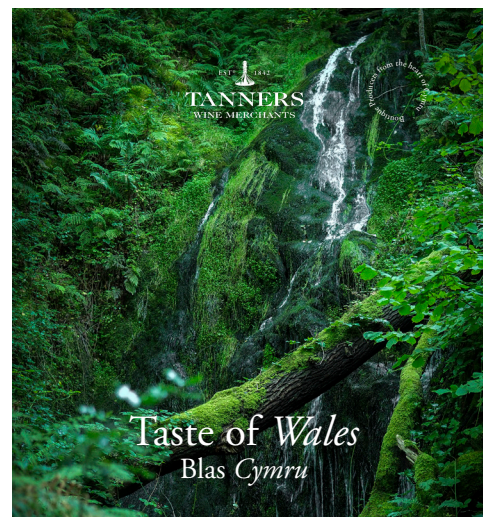
## SPOTLIGHT ON

# Conwy Brewery

Conwy Brewery Ltd was started by Gwynne Thomas in the early 2000s. Gwynne, a chemist by trade with a huge interest in ale brewing, started experimenting with recipes and brewing in his garage at home in Llandudno, North Wales. In 2003, he and his wife Adele bought their first premises near the beach at Conwy, making Conwy Brewery Ltd only the third new brewery in North Wales for over 100 years. In 2004 the recipe for Honey Fayre was mastered. More followed, such as Welsh Pride and Clogwyn Gold, the team and production also expanded, outgrowing the previous premises and moving up to Llysfaen in the Colwyn Bay area in 2009. This location is blessed with an excellent water source, one of the main ingredients in their delicious beers. The brewery has just celebrated its 20-year anniversary and has also opened a tap room, "MASH", boasting amazing views of the local coastlines, mountains and the Irish Sea. They are committed to producing natural beers that minimise their impact on the environment. Solar panels have been fitted on the roof, reducing electricity consumption by 30%, spent grain is re-used as cattle feed and cask and bottled beers are naturally conditioned, which produces natural yeast liveliness and better-tasting beer. Beer wastage has dropped by 20% due to limiting filtration and using a minimal amount of chemicals. For more information on Conwy Brewery and the products we stock, please contact your Area Sales Manager.

## A Taste of Wales

The Tanner family originates from Tregynon in mid-Wales where forebear Thomas Tanner was church warden in 1678. The Tanner family bought the Old Brewery in Welshpool in 1912 and later established their main distribution in the town in 2000, delivering to establishments throughout Wales. To mark our Welsh heritage and highlight the wonderful products made in Wales, we've put together a Taste of Wales list – look out for artisanal spirits like award-winning Dyfi Gin; new to our range In The Welsh Winds Three Grain Vodka and the ubiquitous Penderyn range of Welsh Whisky. We feature fantastic Welsh beers from Tenby Brewing Co, Conwy Brewery and Wild Horse Brewing Company, as well as Apple County Cider based in Monmouthshire. To complete the offering, we showcase a range of delicious Welsh wines and thirst-quenching soft drinks made in Wales. Ask your Area Sales Manager for a copy and discover some superb new products – lechyd da!





## Area Sales Managers' Christmas Recommendations



### Carlomagno Fiano, Puglia 2022, 12.5%

Bin No: IW16322

Italy has a huge variety of both wine styles and grapes that offer so much more than just the well-known Pinot Grigio and Prosecco. I think the most interesting are often those wines made from a grape variety associated with a certain region, for example Fiano, which is grown in Puglia in the south. The grapes are harvested at night to retain freshness and the wine is given three months ageing on the lees to add depth of flavour. This full-flavoured white is an ideal match with seafood and fish, but can also fit well with lighter meats such as chicken and pork. Why not try with the traditional Christmas turkey?



**Paul Heading**  
*Area Sales Manager*  
Herefordshire



**Mat Evans**  
*Area Sales Manager*  
North Wales

### Leonor Palo Cortado de Jerez 12 Años Sherry, Gonzalez Byass, 20%

Bin No: VS045

I've always got a bottle of this to hand over Christmas, and I think you should too! Sherry has got to be one of the most underrated styles of wine, when you think how much effort goes into its production and the complexity it offers for the price. Palo Cortado is a unique style of sherry, with the nutty, dried fruit flavours of an Oloroso, combined with the freshness and zip of a Fino. This makes it great with food, and it's perfect with the obvious matches like Jamón ibérico, Manchego and almonds, but also with pâté, game, chestnuts and earthy mushroom dishes too. I like to drink mine cool as an apéritif when I get home from work at Christmas.



### Castillo Monjardin Pinot Noir, El Cerezo, Navarra 2019, 14%

Bin No: SR10919

As a big fan of Spanish wines, for me, this one ticks all the boxes! From the very popular Castillo Monjardin range at Tanners, this medium-bodied, elegant Pinot Noir is easy drinking and perfect for social gatherings. With ripe red and black berry fruits, notes of vanilla, sweet spices and toasty tannins, it is perfect for the festive season. Hailing from the foothills of the Spanish Pyrenees, it is ideal with olives, Manchego cheese and charcuterie – great for sharing! Pairing well with both red and white meats, it's a versatile choice for your Christmas menu. It also goes fantastically well with salmon, grilled or smoked. Round off with a decadent chocolate dessert.



**Lucy Martin**  
*Trade Support Operative*



**Adrian Patterson**  
*Business Development Manager*

### Crémant d'Alsace, Blanc de Blancs Brut, Dopff & Irion, 12%

Bin No: FI125

My preferred apéritif must generally contain bubbles and with the constantly inflating prices in Champagne, I am drawn to other areas of France. Crémant is sparkling wine made outside the Champagne region and offers fantastic value for money, for just as good quality. Crémant goes through the same production method as Champagne, 'méthode traditionnelle', where the secondary fermentation occurs in bottle rather than a stainless steel tank, as in the case of Prosecco. Dopff & Irion's Blanc de Blancs is luxuriously textured and elegant, offering tangy lemons and baked apple on the palate. It's fabulous with any savoury nibbles at festive gatherings.





## Tanners Services



Did you know that Tanners offer the following services:

- Unwavering quality with competitive pricing
- More than 1100 wines regularly in stock from 29 different countries
- From House Wines to Fine Wines
- Our much-lauded own label selection, led by Tanners Claret and Tanners Champagne, covering red, white, rosé, sweet & sparkling wines, Port, sherry, whisky and gin
- Oddments List with an ever-changing selection of classéd growths, rarities and classics from our cellars
- A full range of artisan spirits
- Keg Beers and Cask Ales (subject to own-fleet distribution areas)
- Large selection of bottled and craft beers
- Full range of mixers and minerals
- En Primeur offers and fine wine storage

### SAVE THE DATE!

## 2024 Trade Tastings

Looking ahead to 2024, we have confirmed the dates for our ever-popular Trade Tastings, where you will have an opportunity to meet our producers and taste new wines for the year ahead.

The events will be held in our Wyle Cop Cellars, Shrewsbury, on both Monday 19<sup>th</sup> February (evening) and Tuesday 20<sup>th</sup> February (day), as well as in Llandudno on Monday 26<sup>th</sup> February (day). Invitations and details to follow.



Tanners Trade Tasting 2023