

# TANNERS TRADE NEWS

Telephone: 01743 234400

Issue No. 2

Autumn/Winter 2022



## Sustainability

Marketing Manager, Christina Albon, shares the latest developments from Tanners Action Group for Sustainability and how we are working towards our carbon neutral goal.

Page 5

## Staff Training

WSET Educator, Mat Evans, explains the various courses we run in-house at Tanners and how they translate to confident, engaged staff and increased sales.

Page 6

## South African Adventures

Our Chairman, James Tanner, shares his discoveries from a recent buying trip to the glorious Cape, a welcome first following the long period of travel restrictions.

Page 7

Order by phone on 01743 234400

---

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

Autumn is always an exciting time for us. As the vineyards in the Northern Hemisphere harvest their first grapes, we start to think about how best we can prepare our customers for Christmas; we think ahead to the wines we want to list in the New Year; and how we can help both our customers and our business grow through a clear focus on collaborative enterprise. In a sense, whereas spring might be the season of newness for everyone else, it's autumn that, to us, seems so full of potential. It's in this spirit of excitement for what lies ahead, I want to welcome you to the latest edition of Tanners Trade News.

A huge thank you to all our contributors. Mat Evans gives insight into how Wine & Spirit Education Trust (WSET) training can invest in your staff in a way that adds value to your business. James Tanner, our Chairman, invites us to share his journey to the glorious wine-lands of Franschhoek, South Africa. We want to put sustainability at the heart of our business – and Christina Albon, our Marketing Manager, writes about the steps we're taking to make sure that we identify how, as a business that operates nationally and internationally, we can both reduce our impact on the environment and support the notions of local and sustainable at every opportunity. Area Sales Managers Tom and Kerry offer you some top picks from our cellars, and we'd like to introduce you to Lucy – one of five members of our Shrewsbury-based trade support team, who ensure we are continually customer-focused and customer-driven in everything we do.

There's no shying away from the fact that our industry is facing challenging economic times. I hope that in my own article, I can offer some reassurance as we move through the waters together. The last two years have demonstrated that when all the threads of the hospitality industry come together – collaboratively, supportively and innovatively – we are far stronger and greater than the sum of our parts.



**Simon Barratt**  
*Trade Sales Director*



## The Months Ahead – Opportunities to Maximise *Sales*

As we approach our first ‘normal’ Christmas trading period since the start of the Pandemic, *writes Trade Director, Simon Barratt*, there are unquestionably myriad further challenges facing the hospitality industry – the cost-of-living crisis, energy costs, inflation, and staff shortages to name a few. As an industry, though, if the Pandemic taught us anything, it’s that even when events are out of our control, with solidarity, belief, commitment and innovation, hospitality can rise to any challenge. This, then, above all gives optimism for the months ahead.

Lockdown forced consumers away from hospitality and into retail, where like-for-like spend translated to higher-quality wine consumption. In turn, this changed our wine-drinking habits, creating a trend towards more adventurousness in consumer wine choices. Consumers became open-minded about trying wines from more unusual regions and tasting different grape varieties and styles. The net effect has been a significant raising of the bar in terms of quality and range. For Tanners’ customers, there is, as a result, an opportunity to sell better-quality wines at all points on a wine list.

As the festive season draws near, now is the time to tap into our Trade Oddments List, an Aladdin’s Cave of back-vintages, small parcels, small/large formats and drinking vintages of fine wine we’ve shipped directly from the producers and store in our temperature-controlled cellars. Having the right wine at the right price will be crucial for maximising customer spend. We also believe, very strongly, in the benefit of giving front-of-house staff the knowledge and skills to sell confidently – the power of a recommendation is

extremely compelling. If there is to be reduced footfall, it’s more important than ever that every customer engagement maximises the wine opportunity. Our area managers are best equipped to host targeted staff training sessions that focus on specific, relevant upselling techniques. The astonishing uplift in wine sales we see on the back of these sessions demonstrates just how important that proactive, personal approach can be. We can help with your printed wine lists, too: innovative design – with engaging layout, prompts towards better wines and high-quality print – is another way to really tempt consumers to trade up. Our marketing and design teams have many years experience in helping our customers bring their wine lists to life.

We have every belief that, despite the economic challenges, 2022 is the year to return to the Christmas trading we enjoyed pre-Pandemic. There will be a strong consumer appetite for playing catch-up, for making up for the festive outings that we were all forced to abandon in the last two years. Given the continued unpredictability in global supply chain, at Tanners we have been steadily filling our warehouses to record levels. Having the right stock at the right time will be critical to delivering you a profitable Christmas. Our committed sales teams both in the field and at our head offices, along with our dedicated fleet and our reliable and experienced drivers, are ready. Altogether, we think we are in a unique position to share your ambitions and offer all the support you need at this particularly crucial time of year. And that gives us every reason to be optimistic.

## A Day in the Life of *Trade Support*



**Lucy Martin**  
*Trade Support, Shrewsbury*

In Trade Support, no two days are the same. If you've ever visited us on your travels around Tanners Wyle Cop, you'll see we're a quiet department; with heads down and phones to ears, chipping away at the daily orders from our many customers. With excess of 200 orders keyed every

Monday and around 400 keyed by Friday each week, it's fair to say we are much like the ducks on the river, it all looks smooth on the surface, but underneath we are paddling at high speed! Our main aim in the morning is to key all the orders for the following day by 1pm, so that our colleagues in Welshpool can process and despatch these in good time. We regularly liaise with them about stocks, routes, ETA's and courier deliveries. We are the first point of contact for customers with queries relating to deliveries, and it is up to us to acquire the information and provide the answers, giving our customers the best service and possible outcome. As most of our orders are keyed live, this allows us

stock visibility at the time of order. Enabling us to inform the customer of any stock issues, as well as offering alternatives and escalating, if needed, to the Area Managers. The accounts department are also a huge help to us, guiding us through pricing and invoice queries. As one of the five in the Trade Support team in Shrewsbury, we are customer focused with a 'can do' attitude and we believe this is reflected in our customer rapport and long-standing accounts. With all members of the Shrewsbury team trained to WSET level 2, we make a knowledgeable and effective team! If you're ever in/around Shrewsbury, please do visit us in Trade for a chat, we'd love to see you!

## Area Sales Manager Top Picks!

### Tanners Chilean Chardonnay 2021

As the leaves turn and we are presented with the beautiful hues of gold to brown which signal the change of season from summer to autumn, we think of roaring fires, long walks in the crisp air and coming home to comfort food and a (large) glass of wine. So, do we now change the way we have enjoyed white wine in all its guises all summer and fill the glass with a full-bodied red? Absolutely not!

If your comfort food, like mine tends to creamy dishes with fish and chicken (fish pie an absolute favourite) then open a bottle of the quite wonderful 2021 vintage of Tanners Chilean Chardonnay. An exuberant Chardonnay with juicy ripe flavours, it is the perfect accompaniment to creamy dishes and that Sunday must have, roast chicken.

Bin No: QW09821



**Kerry Williams**  
*Area Sales Manager, Welshpool*

### Tibaldi Barbera d'Alba 2020

When I think of autumn and an ideal wine for the season, my mind wanders to the hills of Piedmont, Northwest Italy. I have never been there but have watched enough travel documentaries of the leafy forests, hearty stews and truffle hunting dogs, that it makes me long for a crisp afternoon hike followed by a bottle of the regions famed Barbera d'Alba.

The 2020 vintage from the Tibaldi sisters is perfect for this. The wine is layered with juicy fruit; damsons and blackberries alongside the freshness of ripe strawberries and red cherries make this a delight to drink. It has a subtle herbaceous and leafy character that lends itself perfectly as a match to game meats, rich stews and dishes which feature mushrooms as a prominent flavour.

Bin No: IR17120



**Tom Cartwright**  
*Area Sales Manager, Cheshire*

To order, please speak to your Area Sales Manager

## Building a *Future*

As a 180-year-old company with deep links to our suppliers and in the community, we care passionately about building a sustainable future, writes *Marketing Manager, Christina Albon*.

It sounds clichéd, but here at Tanners we really do want to ensure the decisions we make as a company have a positive effect on the future rather than being detrimental. We know that customers come back to us time and again for quality of service and the quality of the product we sell, so it's important for us to let you know what's going on behind the scenes and where we are trying to make a difference. To keep pushing forward, we have formed Tanners Action Group for Sustainability (TAGS), a working group which consists of team members from all levels and departments throughout Tanners who have developed the Tanners Sustainability, Environment & Wellness Policy.

Below are just a few of the areas we have been working and reporting on:

Tanners ship wine from all over the world by sea, road, and rail (no air freight). Wine is now shipped less often in larger quantities, meaning fewer journeys. Wine is transported during cooler months to mitigate the need for temperature-controlled trailers.

On UK soil, we have a fleet of 16 delivery vehicles, but we are careful to optimise routes using Navman and Google route planning as well as only carrying enough fuel for each day's deliveries. We are also reducing staff fuel use by better planning of meetings and the use of Teams, Zoom and telephone.

All mail shots (including this one) are fully recyclable. Our print and mailing house use only FSC (Forest Stewardship Council) approved materials, plus they are members of the

Woodland Trust and The World Land Trust. So for every tonne of material they purchase, the paper merchants offset against CO2, which in turn supports sustainable tree planting throughout the World.

Each year we support more than 200 local causes ranging from raffle prizes up to large arts festivals and sports events. In addition to this, we make donations to charities operating in the UK and overseas supporting hospitals, hospices, the homeless and humanitarian emergencies.

All gift boxes and Tanners wine boxes contain a minimum of 66% recycled material, with some up to 100%.

To support the wellbeing of team members we now have four qualified Mental Health First Aiders, and also have a completely confidential, free to use, Employee Assistance Programme, for both work and non-work-related issues.

Re-roofing projects are ongoing, to improve insulation and reduce energy usage throughout our buildings. So far, Shrewsbury and Welshpool have new roofs, and scaffolding has recently gone up at Bridgnorth. We have solar PV panels on the roof at Wyle Cop.

When it comes to our suppliers we seek out and support smaller family-owned concerns that actively engage and give back to their local communities. For example, In 2020, the Journey's End winery in South Africa set up a Foundation to provide meals to, and support, the local community and now provides over 13,000 meals per week. Burrowing Owl Estate, Canada have been integral to the re-establishment of the almost extinct burrowing owl in British Columbia.

To see our full Environmental, Sustainability and Wellness policy go to [www.tanners-wines.co.uk/sustainability-and-environmental-policy](http://www.tanners-wines.co.uk/sustainability-and-environmental-policy)

## Join the *Conversation*

 Tanners.Wines

 TannersWinesLtd

 TannersWines

## Staff Training and Added *Value*

WSET Educator Mat Evans talks through staff training opportunities on offer at Tanners.

Are your staff selling your wines as well as they could be? Are they able to offer advice to your customers to help them with pairing food and wine? The Wine & Spirit Education Trust offers a globally recognised qualification in wine and they are recognised as the international standard in wine teaching. The courses give a great foundation of knowledge to your staff, which can only benefit your business.

There are currently two courses available to Tanners Trade customers:

- The Level 1 Award in wine will explain the main types and styles of wine; common wine grapes and their characteristics; how to store and serve wine; the principles of food and wine pairing; and how to describe wine. This is perfect for new and inexperienced staff to get to grips with the basics of wine.
- The Level 2 Award in wine goes into much more detail with the most common grapes; how wine is made and the factors affecting this; labelling terms; and winemaking regions. This qualification is suited to candidates who are looking to build on their knowledge

gained in Level 1 and grow in confidence when selling wine to their customers.

I took my Level 2 in 2006 and I remember it being hugely beneficial to me. It gave me a bigger depth of knowledge, more confidence and made me think about wine in a much more professional way. I went on to pass Level 3 and the Level 4 Diploma over the next few years, and I have been a Certified Educator with the WSET since 2011. I really enjoy teaching the qualifications, and I hope this enthusiasm comes across!



Mat Evans hosting a WSET training session for Tanners Wines staff

## Lochlea *Our Barley*

It's not just wine that Tanners gets excited about, but the wonderful world of whisky too, *writes Cellars Shop Wine Advisor, Amy McCudden*. Having exploded onto the whisky scene recently there is, understandably, much excitement around the new Lowland-based Lochlea distillery, one of the few independent, family-owned distilleries out there. The core ingredient of 'Our Barley' is grown

just 150 yards from the distillery and water is from their own, on-site source. It's clear to see why Lochlea wanted to pay homage to their grain to glass traceability, as well as nod to the strong agricultural heritage of the land that was once owned by Robert Burns's family. If you look close enough, you can even see the embossed tractor tyre lines on the glass bottle too!

Matured in directly sourced casks, the first-fill bourbon casks impart notes of syrup; the oloroso sherry casks add fruity tones (some do say it's a breakfast whisky!) and the Shaved, Toasted and Recharred (STR) casks unlock a warming, sweet spice onto the palate. 'Our Barley' is a sumptuous single malt and a must-have whisky for any enthusiast.



Lochlea Our Barley, Lowland Single Malt Whisky, 46% vol

A sweet, cooked fruit nose with notes of grass and citrus. The palate is rich and mouth-coating with a cereal note, pepper and nuts before a long finish with beeswax and orange.

Bin No: WH512



Views from Lochlea Distillery



## South African *Adventures*

A working tour of The Cape's vineyards is a gastronomic delight for *James Tanner, Chairman*.

"Why did you bother staying here?" asked the owner of the guest house as we checked out on our last morning in Franschhoek, *writes James Tanner, Chairman*. It was a disarming but fair question. Fellow guests had been reading books in sun-dappled corners of the garden, sunning themselves by the pool and wandering down to the river through a vineyard flanked on three sides by jagged mountain ranges. Not for us though. We'd been working, we explained, up with the larks each morning, then a quick turn around each evening before heading out for supper.

The trouble, we concluded, was that the producers were ultra-hospitable: after all, they hadn't had many visitors – or not overseas ones – for a couple of years. Visits ran over in a schedule that was already over-packed. But gosh we saw some country, and after all, who could complain about going to work over the boulder-strewn Franschhoek pass, high mountains disappearing in and out of the whitest clouds. No doubt baboons, perfectly camouflaged against the grey slopes, watched our progress. Being amongst the

vanguard of foreign visitors, how had the producers fared during the two years of the pandemic? It had certainly been tough. There had been an alcohol ban and, in scenes reminiscent of American prohibition, clandestine deals had to be done in roadside exchanges of wine from one car boot to another.

There were even periods when exports were banned, the government citing the risk of lorries being hijacked en route to Cape Town's docks as the reason. Workers got financial help, but the winery owners themselves got little. Many wineries – the high-profile ones in particular – are owned by people with other incomes so they have a certain financial cushion that the old family farms do not. What the latter may lack in financial firepower, they make up for in African resourcefulness. And South Africa has a great proposition. It has a wealth of old vineyards, technology and know-how which is second to none as well as a diverse range of grape varieties and styles... all this against a backdrop of the most photogenic wine regions in the world. It's a gastronomic

heaven too, where a steady stream of visitors are introduced to the magic of South African wines with food.

At Paul Cluver near Elgin, at the start of the Garden Route, they serve the most beautiful and tasty, flower-sprinkled dishes with wines that have crystalline flavours that rival the best of Burgundy. At La Petite Ferme, we had free run to try the wines against the restaurant's dishes, their Baboon Rock Chardonnay going perfectly with a scallop ceviche, with the sun sinking over the Franschhoek Valley and a peahen taking her chicks up to roost in a nearby tree. Sadly, we had less time to tarry with Roger Gabb at Journey's End Vineyard, nevertheless we managed to taste 15 wines, the crowning glory being the Cape Doctor red. It's easy to appreciate why Roger escapes here when Shropshire is at its coolest and wettest. A full-time Shropshire émigré is my cousin Mark Tanner, who was brought up at Conduit Farm, Bridgnorth and attended Moffatt's School, Kinlet.



Cathy Marshall and team at harvest.

He has lived in Franschhoek for the past forty years and runs private vineyard tours. There can be few who know the panoply of local wineries better.

Other early 'newbies' to Franschhoek were the Dendy-Young family who moved there from Rhodesia. Mark Dendy-Young, known to many Shropshire visitors as the gregarious ex-patron of La Petite Ferme, explained to us over breakfast at his new project, the beautifully renovated La Cotte hotel, how school hadn't been easy at first in Franschhoek, then dominated by conservative families of Afrikaans and French Huguenot origin. Mark's other venture is his Cape Elevation wines which he makes with Cathy Marshall, a mutual friend and highly talented winemaker who uses top sources of contract-grown fruit. At

*"A wealth of old vineyards, technology and know-how second to none."*

Clos Malverne, we tasted and dined with two winemakers, IP Smit and Suzanne Coetzee. This property was named by a former owner, the skyline reminding him of the Malvern Hills back home.

Thus, we left our landlady, little wiser as to our activities, and took to the road to visit Doran in the Voor Paardeberg where we travelled the dusty plains of the Swartland, but that story will have to wait for another time.

## SOUTH AFRICAN GEMS



Baboon Rock Unwooded Chardonnay, Franschhoek, La Petite Ferme 2021

A honey and lime nose leads to pear fruit on the palate with some mineral undertones and good freshness.

Bin No: KW0362I



Kingklip Bay Sauvignon Blanc, Cape Coast 2021

Unashamedly kiwi in style, this is packed full of zesty citrus, and gooseberry fruit with a delicious minerality.

Bin No: KW0592I



Journey's End 'Cape Doctor - The Red', Stellenbosch 2017

Powerful ripe fruit is lush and fleshy on both the nose and palate, with lots of ripe cassis and backed by dark chocolate. Eucalyptus, green peppery herbal spice and underlying mintiness.

Bin No: KR04217



Freedom Cross Pinotage, Western Cape 2021

The product of a crossing of Pinot Noir and Cinsault, Pinotage is South Africa's unique grape. This example is softly styled with intense blackberry fruit and mocha coffee notes.

Bin No: KR0102I