

FOREWORD

Julia Trustram Eve

The world of English and Welsh wines is changing rapidly. The landscape looks very different now than it did even 10 years ago, in terms of acreage planted, the variety and styles of wines produced and importantly the attitude to these wines from the wine buying public and the trade.

The industry now exudes confidence; boasting a level of professionalism, training, expertise and commitment to wine production that is second to none. This, of course, ensures that many wines from the UK successfully compete on the world stage against some of the giants of the wine world.

Over the last few years, our wines have notched up an ever increasing number of awards, both nationally, in the UK-based but world famous international competitions, and increasingly in competitions abroad. The number of entries from England and Wales, and the awards received, increases year on year.

These successes make headlines; for once it is the good news that is reported in the media! In fact, the breadth of coverage by the press and frequent appraisal from notable wine writers and personalities for English and Welsh wines is proportionately higher than that of any other country.

Another growing area within the UK is wine tourism. Along with many other wine regions of the world that have responded to the increasing thirst for knowledge from wine enthusiasts, England and Wales offer some fabulous experiences.

A renewed interest in local and seasonal food and drink has developed significantly through farmers markets, speciality stores and even supermarket chains, and is now strongly supported across the country. English and Welsh wines are an active part of this growing sector and work alongside many producers and organisations involved in this promotion. The marriage of food and wine that the classic European regions have enjoyed over centuries is now alive and kicking over here.

The wine industry is also marketing itself more effectively. There are some major brands in the industry today who lead the way. Availability also is no longer a challenge, with many more high street names and independent retailers listing English & Welsh wines, responding to increasing demand from their customers.

Our nation's wines are most certainly something to be proud of, and the dedication of the UK's many growers and winemakers is reflected in the pages of this book. There is so much to learn about this young industry and of course there is one thing that we can offer above all other countries – the opportunity to explore these many vineyards on your doorstep.

Julia Trustram Eve
DIRECTOR
English Wine Producers

