



News Release

12th April 2016

CROWN CELLARS LAUNCHES NEW INNOVATIVE OWN LABEL WINE RANGE

Crown Cellars, the specialist wine and spirits division of Carlsberg UK, has launched a new range of on-trade exclusive, own label wines to appeal to new wine consumers.

Box of Budgies, a New Zealand Sauvignon Blanc, *Clockwork Raven*, a Chilean Merlot and an Argentinian Malbec called *Bone Orchard*, all have labels as quirky and innovative as their names and are as far removed as possible from traditional wine packaging. Continuing with the quirky theme, a further new addition to the range, *Bad Eye Deer*, has been developed which includes a French Sauvignon Blanc, an Australian Shiraz Cabernet and a Zinfandel Rose from the USA.

Created by a team of experts including Wine Buyer Louise Boddington, and Crown Cellars Master of Wine Jonathan Pedley, the collection is aimed at consumers who are looking for something a bit different and those that may have been put off wine in the past due to stuffy and confusing wine labels and language.

Jonathan Pedley, Crown Cellars Master of Wine says: "Our aim with these new wines is to bring new consumers in to wine and to encourage current wine consumers to trial new grape varieties, and new flavours through fun, appealing, contemporary packaging. The names and labels are designed to create stand out and compete not only with other wines but also other categories such as craft beer and cider who have done a fantastic job in bringing new consumers in with appealing language and marketing."

Tasting Notes

Box of Budgies: This chirpy Sauvignon Blanc is fresh and juicy with plenty of pear, zingy kiwifruit and a touch of sage on the finish. When all is right with the world, a New Zealander might say: "Everything's a box of budgies."

Clockwork Raven: When life is winding you up, make time for the Clockwork Raven. Inspired by the birds who will always find the ripest grapes, this Merlot is smooth and approachable, with dark plummy fruit notes.

Bone Orchard: The Malbec grape is known for the deeply coloured wine it produces. Definitely on the darker side, this full-bodied wine has great (bone) structure and ripe forest fruit flavours, with a touch of spice.

Bad Eye Deer: The stag crept stealthily through the heather, approaching his ultimate goal. A cache of wine so wonderful and sumptuous he would cross many miles to get his hooves on it, and there it was, perched upon the mountain top. In his headlong dash to grab it he ran straight into a lurking Scots Pine, "Take that Danger Horse!" yelled the tree as our hero fell to the ground clutching his wounded eye. Leaping without looking may have proved to be a Bad Eye Deer but the wine would be his in the end!

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Notes to editors:

About Crown Cellars

Crown Cellars Wines and Spirits brings together a comprehensive range of premium quality wines and household name spirits for the on-trade. With over 20 years of experience, our team, including Master of Wine, Jonathan Pedley, provide expert advice and offer tailored support; everything from bespoke wine and cocktail lists to staff training, tutored tastings to 'meet-the-maker' events in partnership with our wines and spirits suppliers from around the world. There are over 550 different wines on the list and a range of 200 spirits.

@crowncellarsuk

www.crowncellarswines.co.uk

About Carlsberg UK

Carlsberg UK is aiming to be the best beer and beverage business in the UK. It employs 1,800 people and boasts household name brands including Carlsberg, Carlsberg Export, Poretti, Grimbergen, Tuborg and Somersby Cider, as well as having the UK brand license for San Miguel and Mahou. It offers world and craft beers through its Crafted range, local and regional ales through its Tapster's Choice collection, and hundreds of wines and spirits through our Crown Cellars portfolio. Importantly, the company is engaged with society, which means it embraces its responsibilities and always strives to do the right thing.

To find out more about the company, its brands and CSR programme, visit: www.wearecarlsberg.co.uk.

To find out more about the company, its brands and Sustainability work, visit: www.wearecarlsberg.co.uk. Or, follow the story on Twitter [@CarlsbergUKCorp](https://twitter.com/CarlsbergUKCorp)

Trade with us

To start stocking Carlsberg UK's portfolio of lagers, ciders, world and craft beers, Tapster's ales and Crown Cellars' wines and spirits, talk to us on 0845 3710 199.

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