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## MERCOURI ESTATE NEWS

NOVEMBER 2013

*2nd Issue*



### Editorial

#### **Oenotourism 2013 (Wine-tourism 2013)**

Greece is, in a way, unique. So are we Greeks.

Creative, but often too willing to take a back seat. Enthusiastic, but at times grouchy. Relaxed but lacking in patience. Quick to criticize and world-beaters in missing opportunities! And though cultivating the vine and communicating our love for its bounty has been present in Greece for thousands of years, oenotourism is an area in which we are slowly finding our feet.

What does Greece have to offer? Wonderful vineyards and high quality wines, natural beauty from mountains to clear blue seas, archaeological sites in every corner of our country – add to these traditional Greek hospitality and you have a wonderful opportunity which is only now being appreciated. In some respects we can offer a “package” better than Tuscany, Burgundy or even California; however, what is needed is to improve our professionalism, our consistency, our respect towards our visitors and occasionally our aesthetic. Only then will we be able to deliver a unique wine experience - a Greek wine experience.

Mercouri Estate continues to make great strides towards showcasing the best that Greece and Greek wine has to offer.

## Presentations

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During October and November 2013, we were delighted to give several wine presentations at events both in Greece and abroad, allowing us the opportunity to meet old and new friends and most importantly, to showcase what Mercouri Estate is famous for – its wines! Warm thanks to the organizers and to all those who attended..after all, this is what our effort is all about.

On October 21st, Lambis and Dimitris Kanellakopoulos took part in the annual presentation of Peloponnesian wines in Thessaloniki, Greece; at the same time, Vassilis Kanellakopoulos was invited (along with 10 other Greek vineyards) to present our wines at a similar event in Munich, Germany organized by our Bavarian importers, Vin du Sud.



On October 31st, Christos Kanellakopoulos presented the current vintages of Mercouri Estate in the beautiful and very crowded tasting room of “Oinos o Agapitos” in Athens. Christos was delighted with the range of questions from the well-informed guests and was pleased with the excellent reviews of the current vintages.

Next stop was the Hotel Grand Bretagne, Athens on November 3rd, where we took part in the annual presentation from Winemakers of the Peloponnese. This was a very successful event, expertly organized in a beautiful setting and the combination of interesting people and amazing wines created a perfect evening for every wine-lover. (This is an annual event, so keep a lookout for details for 2014).



Finally, in December 2013, Vassilis Kanellakopoulos will be in Zurich, Switzerland for a mini road- show in 3 of the area's best-known restaurants. Stay tuned to our facebook and twitter pages for upcoming news!

## Awards

As this year comes to an end, some more awards were announced for our wines. Two Gold medals from the Mundus Vini 2013 International Wine Competition were added to the distinctions already gained this year in the Decanter competition. "Domaine Mercouri" 2009 and "Chortais" 2004 were the wines that stood out, gaining excellent reviews and being awarded with the Gold medal.



## Market News

### • New vintages coming soon

The temporary unavailability of some of our wines, mentioned in Newsletter I (November, 2013), is to a large extent coming to an end. The release of the new vintages will take place at the beginning of December 2013. The dry reds "Domaine Mercouri Cava" 2010, "Refosco Mercouri" 2011 as well as the sweet "Chortais" 2006 are ready and will be in the market in the following days. The final details are set for the 2013 vintage of the dry whites "Foloi" and "Kallisto", the dry rose "Lampadias" and the new vintage of the sweet "Belvedere" 2011, which will be released the first days of December.

### • Holiday Gifts

The Christmas holidays are getting closer, and a bottle of wine or olive oil is always a good and affordable gift to offer to those you love. Our associates, cellars and liquor stores in Greece and abroad, are ready to guide you in your choice of the most suitable wine for every occasion. Contact our distributors in more than 15 countries worldwide to guide you to the nearest "Mercouri-spot".



## Alpha Bank Collaboration

Mercouri Estate is delighted to be a part of this year's rewards program of Alpha Bank Visa, alongside six other prominent GREEK wineries. This program offers the opportunity to travel among the world of Greek wines by giving Alpha Bank Gold Visa holders the chance to purchase some (including our own) award-winning wines. Mercouri Estate wines featured in the promotion are the white wines "Kallisto", "Coma Berenices" and our flagship red wine, "Domaine Mercouri Cava".



### Events at the Estate

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While not a new event, it is worth recalling an event from earlier this year that strengthened Mercouri Estate's longstanding participation in cultural events. July 16th witnessed a very successful exhibition and live performance by Solimán López, a Spanish artist who straddles the plastic, media and new technologies. The whole project, under the name "Re-set", was accomplished in collaboration with the artistic platform "Create an Accident". Within the project, creative artists from all over the world are given the opportunity to create/develop and present their projects during a residency period.

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