

Dear all,

The opening up of bars and restaurants has led to lots more English wine sales, so we have been keeping up, and ahead of, demand by disgorging wine for a number of different clients. This will keep us busy until harvest - so much so that we have had to take on extra people. Louis has joined us from an independent wine merchant to coordinate production



and Jim from the pharmaceutical industry to help run the disgorging and labelling lines. We now have 10 permanent staff and have been calling on another 10 temporary staff. Life has become a tightly managed programme of transferring, by hand, wine that has been ageing on lees into the cages that will be used by the riddling machines to invert the bottles onto their necks; then disgorging; palletising the finished wine; and then moving them either into storage for some time 'on cork' or onto trucks for dispatch out. Ensuring we have enough stock of wine, gyro cages, pallets, and 'dosage' and dry goods (corks, wire hoods, foils, front, back and neck labels, boxes, inserts and case labels) for each different wine has been full on!



As we are conscious that there is no point making wine for people if they then can't sell it, we held our first trade tasting last month. Fifteen vineyards were represented, showcasing over 40 different wines to journalists, social media influencers and On and Off Trade buyers. As Covid restrictions hadn't been fully lifted, we

ended up spending £1k on perspex screens, although this did save us from a 'pingdemic'. It was great to hear all the feedback about the wines and we will make this an annual event. Our wines also did really well at the recent WineGB awards, winning one Trophy and Gold, 6 Silvers and 9 Bronzes.





In the meantime, after the cold April, the warm weather in June allowed the vines to catch up, although the recent cooler weather and excessive rain and humidity have not exactly been ideal growing conditions. We have an additional 34 tanks arriving in September, so will move our riddling machines out to an adjacent store and re-arrange almost every other tank - it could take a while, so a late harvest will be helpful!



Regards,

Henry



©2021 Defined Wine | Unit B, Highland Court Farm, nr Canterbury, Kent, CT4 5HL



## Powered by GoDaddy Email Marketing ®