

IMMEDIATE RELEASE

Alliance Wine Scoops IWC Awards – Hot Off The Press!

Alliance Wine, one of the UK's leading producers, importers and distributors of premium wines, has scooped major awards in the International Wine Challenge Merchant Awards – the World's most important wine competition. Highlighting the immense drive and energy within Alliance, these awards are timely for a business celebrating its 25th anniversary and currently enjoying a sustained and highly ambitious growth programme.

Following a haul of medals for their wines in the International Wine Challenge, **Alliance Wine**, based in Scotland, was awarded the trophy for UK Agent of the Year and for Great Value Champion White Wine for their gold medal winning Moonbridge Riesling. In addition, **Alliance** scooped the runner up position in the category of On Trade Supplier of the Year. It was an impressive feat to be shortlisted again for multiple awards, in such specialist categories.

Giles Cooke MW, Buying & Marketing Director at **Alliance** explains:

“Having won regional and specialist awards in the past it was fantastic to be recognised as the best Agent in the UK – an enormous feat for a company that until relatively recently was a small regional wholesaler. To say we have come a long way in a short time is something of an understatement! We're also really delighted to have won a major award for a wine that was produced by our own subsidiary company in Australia – only started in 2006, we'll produce 80 000 cases this year and to have got Champion Great Value White is amazing....”

Alliance Wine's portfolio of wine and producers is impressive indeed and with offices in Scotland, London and Adelaide they are a cosmopolitan company with the service ethos of a local wine merchant.

Miriam Spiers, Sales Director at **Alliance** is delighted that **Alliance** is receiving recognition especially after a run of success, growth and development during recent years.

*“ The recession has provided tough trading conditions for everyone but we decided that rather than wallow in the doom and gloom, we would strive to retain the passion, enjoyment and commitment to wine that motivated us all when we started out in the business. It’s proved to be a popular message..... We also invested in good people at a time when others were making redundancies and that’s now paying off as we have increased capacity to grow. We strive to offer value for money, not only with the actual product, but with the additional business support for every client. This helped us to grow by 18% last year and this year is looking even more promising. Winning these awards will inject even more drive and energy into the whole **Alliance** team.”*

Alliance Wine celebrated it’s 25th anniversary last year and their presence in the UK market continues to increase with ambitious growth and development targets and desire to lead and innovate. In 2010 **Alliance** launched an ambitious education programme for Scotland’s on-trade professionals. Targeted at aspiring business leaders, sommeliers and proprietors, **Alliance** Wine’s MW Masterclass programme is run by Giles Cooke and Fergal Tynan, Masters of Wine, with guest appearances by MW suppliers and contacts of **Alliance**. The course of sessions will differentiate itself from other wine education programmes by being aimed at the trade, fully interactive and commercial.

‘We believe that at every level of business, we and our clients have to add value. An academic appreciation of wine is one thing, but turning that appreciation into something that is commercial and has a tangible benefit is another altogether’ extols Giles Cooke MW.

Alliance Wine Autumn Tastings are scheduled in Manchester on 14th September and London on 22nd September. Secure your place by emailing marketing@alliancewine.co.uk or calling 01505 506208.

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For more information or to enquire about registering for **Alliance Wine** events, please contact:

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About Alliance Wine

Alliance Wine is one of the UK's leading importers and distributors of 1200 wines from 14 countries, and is the sole UK agent for the vast majority. As our branding suggests, **Alliance** goes 'beyond boundaries' to source wines to excite our wholesale and on-trade customers.

www.alliancewine.co.uk