

## Diverse Flavours to showcase over 50 wines at TFWA AP

By **Jas Ryat** on May, 3 2017 | Spirits & Tobacco



Diverse Flavours will be exhibiting an exciting range of premium South African wines, award-winning Scotch whisky and traditional Japanese sake at the upcoming TFWA Asia Pacific show (Stand: D34).

“We will be showcasing over 50 wines from different estates and regions in South Africa, including Stellenbosch, Constantia, Paarl, Cederberg, Breedekloof and Wellington,” said company owner Anthony Budd, who added that the range continues to perform strongly in Asia and the Middle East, in both the airport duty free shop channel and on major airlines in First and Business Class pouring.

Wines include the award-winning Groot Constantia wines from South Africa’s oldest winery dating back to 1685.

“We will launch a new and exciting wine and chocolate pairing pack for Groot Constantia. The chocolate has been made to perfectly match the wine. Wine and chocolate pairing is becoming a very strong method for cross-selling,” he noted.

Other wine brands will include Ernie Els, Avondale, and Cederberg. Between them, Avondale and Cederberg have had 11 First and Business Class pouring wines on six of the world’s top 10 airlines.

In addition, Diverse Flavours will display Napier wines, made famous in Asia through the Japanese manga wine comic book, “Tears of God”; Deetlefs Estate, a top Pinotage producer; and Kleinood Estate, maker of Tamboerskloof Syrah, Viognier, and Rose in Stellenbosch. The Viognier will be poured in ANA First Class this year.

Wines from the Delaire Graff Estate, owned by the founder of Graff Diamonds, will also be highlighted.

In addition to wines, Diverse Flavours will also be introducing its Japanese sake range from Sakuramasamune, one of Japan's oldest makers.

Additionally, the company will be launching Scotch whisky from Charles Edge London. Budd describes the premium spirits firm as "new, innovative and exciting".

With over 20 years of experience in sourcing the best spirits all over the world, Charles Edge is introducing Scots Gold, a high-quality Scotch whisky blend.

Scots Gold has been awarded Silver Medals at the Asian Spirits Masters, the International Wine and Spirit Competition (IWSC) and the Global Travel Retail Spirits Masters.

The brand has developed a partnership with the whisky bar Mizunara: The Library in Hong Kong, where Head Bartender, Masahiko Endo, has created signature cocktails inspired by Scots Gold.

"Charles Edge London will also be introducing some new and innovative concepts and ideas that we feel will excite the travel retail industry," said Budd.