

Accolade Wines returns to Cannes with rare fortified wine range

By **Jas Ryat** on September, 21 2016 | Spirits & Tobacco



Accolade Wines will introduce TFWA World Exhibition buyers to a range of four rare wines that have so far achieved listings with Gebr Heinemann in Sydney Airport (stand: Red Village J2).

The company will showcase reserves of aged fortified wines, matured in barrels over a set number of years. The range includes: Hardys Rare Show Sweet White, only 150 bottles produced; Hardys Rare Liqueur Sauvignon Blanc, 346 bottles produced; Hardys Rare Tawny, 864 bottles produced; and Hardys Rare Muscat, 784 bottles produced.

“The initial feedback from the [TFWA Asia Pacific] Singapore show was remarkable, we were really thrilled,” said Rupert Firbank, Commercial Director, Accolade Wines. “These wines have been presented before at Hardys events and they have always gone down a storm, so the team decided it was about time we presented them to travel retail.”



Accolade will also be showing the new vintages of the Eileen Hardy and Hardys HRB ranges, which are some of the most awarded wines from Australia. Additionally, Accolade will present a new South African wine from Flagstone called Flagstone Velvet, a red blend with velvet tannins.

“Over the last few years the wine category has grown from a relatively small service sub-category to a mainstream category,” said Firbank. “There is still a long way to go, but the growth has been very encouraging. Shows like TFWA World Exhibition are a great way of meeting and talking to retailers, explaining how the wine category is a vital addition to the shop floor, and showing them the amazing variety of wines we have to offer at a variety of accessible price points.”

Accolade Wines’ New World wine portfolio includes Hardys, Mud House, Da Luca, Grant Burge, Viña Anakena, House of Arras and Geyser Peak.

