

World of Patria launches Hanging Houses organic wine

By **Wendy Morley** on October, 7 2015 | Spirits & Tobacco





World of Patria International has announced that it is launching its new line of organic wines at TFWA World Exhibition. These travel retail-exclusive wines will be the same price and quality as non-organic options, making the announcement huge in the global travel retail market.

The first wine to be launched by Patria will be the red Tempranillo, which will be available this year at select airport locations. Next year a Bobal Rose and Sauvignon Blanc will be added to their available options.



Travelers will be able to sample the Tempranillo at World of Patria International's stands at select

airport locations.

Rob Nichols, World of Patria International managing director, says, “We’re delighted to be working with Nigel and Brookfield Drinks - which has quickly established itself as a dynamic, company in the UK liquor business, focusing on new and innovative brands along with re-establishing and revitalizing brands with heritage and provenance.”

Nichols continues, “Its new Hanging House Tempranillo organic wine is truly superb and will sit very well alongside our existing portfolio.”