Expansion plans for Louis Latour Agencies at LIWF 2011

Louis Latour Agencies have moved to a larger island stand location for this year’s London International Wine Fair. Now situated at P20 the stand’s footprint has grown by almost 50% to 42 square metres. The additional space will give each of the wine producers in the Louis Latour Agencies portfolio better facilities from which to show their wines and allow for a calmer, less hectic tasting environment. A private meeting area has also been included for the first time.

Throughout the Fair Louis Latour Agencies will be running two themed tasting areas. The first ‘Pinot Noir and Chardonnay from Around the World’ will be offered blind and give visitors the opportunity to compare wines from France, South Africa, Australia and New Zealand. The second ‘12 Cracking Wines by the Glass’ will be a strong selection of high quality wines available at affordable prices. Louis Latour Agencies invites all visitors to stop by and taste these two selections.

Louis Latour Agencies will also be running a series of special tastings each guided by a visiting winery representative. Each ‘drop-in’ tasting will run for 2 hours and are intended to give visitors a greater insight into the wines and the philosophies held by wineries within the Louis Latour Agencies portfolio. The full timetable will be announced shortly and will include:

* Louis Latour Grand cru wines from the 2009 vintage including Corton-Charlemagne, Chevalier-Montrachet, Romanée-Saint-Vivant and Chambertin from the Louis Latour Domaine
* Aromatics – featuring Groote Post (South Africa), Craggy Range (New Zealand), Vidal-Fleury (Rhône) and McHenry Hohnen (Margaret River, Australia)
* A vertical tasting of Wakefield’s flagship Cabernet Sauvignon hosted by Mitchell Taylor, featuring such outstanding vintages as 2009, 2006, 2005, 2002 & 1999
* Michel Redde’s single lieu dit cuvées illustrating the markedly different terroirs within the Pouilly-Fumé appellation with young winemaker Sebastien Redde

Comments Rebecca Fraser, marketing manager for the company, “The show has traditionally been a very successful 3 days for Louis Latour Agencies and we felt the time was right to move to a larger space to accommodate our increasing portfolio of wines. We look forward to welcoming people onto our new and improved stand at the 2011 LIWF. “

Principals attending the fair will be:

* Louis-Fabrice Latour, CEO Maison Louis Latour
* Jean-Philippe Archambaud, Winemaker, Simonnet-Febvre (Chablis
* Laurent Chevalier, Winemaker, Henry Fessy (Beaujolais)
* Mitchell Taylor, Managing Dirctor, Wakefield Wines (Australia)
* Neil Hadley MW, Export Manager, Wakefield Wines (Australia)
* Nick Pentz, Owner, Groote Post (South Africa)
* Sebastien Redde, Winemaker, Michel Redde et Fils
* Jacques Regnier-Vigouroux, Export Manager, Vidal-Fleury (Rhone)
* Warren Adamson, Market Director, Craggy Range (New Zealand)

Louis Latour Agencies, founded in 1990, is the sole UK agent for family-owned wineries from around the world including Maison Louis Latour, Michel Redde et Fils, J. Vidal-Fleury, Henry Fessy & Simonnet-Febvre (France), Groote Post (South Africa), McHenry Hohnen (Margaret River), Wakefield (Clare Valley) and Craggy Range and Wild Rock (New Zealand).

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