



MORE AWARD SUCCESS FOR CHAPEL DOWN

English wine producer, Chapel Down, is celebrating picking up another award – this time for its excellence in marketing.

The Chartered Institute of Marketing chose to acknowledge Chapel Down's achievements at the Food, Drink & Agriculture's annual President's Dinner.

The award puts the Tenterden winemaker in illustrious company. Former award winners include Green & Blacks chocolate and the Fair Trade Foundation.

The award acknowledges Chapel Down's role in rejuvenating the English wine industry and its success in 'taking on' a well-established global industry. The company was also applauded for its role in promoting *economic patriotism* (encouraging consumers to purchase the goods and services of their own country).

Chapel Down wines are now winning global quality awards against both old and new world wine producers. Outside the UK, its wines are selling well in Hong Kong, Japan, the USA and Scandinavia. And its growing reputation means that demand is now outstripping supply by about six to one. The English Wine Producers Association even predicts that all English sparkling wines could sell out before the Christmas party season even starts.

Chapel Down was also recognised for its understanding of environmental good practice and issues. In addition to planting its own vineyards, the company was praised for the support it provides farmers across Kent, Essex and Sussex by offering long term contracts to grow grapes.

Guy Tresnan, Sales & Marketing Director of Chapel Down, says: "Just 7 years ago we were a producer of decent, if slightly quirky wine. We're now a profitable, prestigious company which is giving people the opportunity to enjoy top quality wines produced from an English harvest.

“We are changing the face of the English countryside and invigorating the rural economy.
Our ambition is to become renowned all over the World”

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FOR MORE INFORMATION AND IMAGES

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ABOUT CHAPEL DOWN

- Chapel Down is the country's largest producer of English wines.
- The Chapel Down Winery is based in Tenterden, Kent.
- There are 25 acres of Chapel Down vineyard in Tenterden. The company sources grapes from a further 180 acres over the South East region.
- Chapel Down produces approximately ½ million bottles of wine a year.
- Chapel Down was recently awarded 'Best Product in Kent' at the Taste of Kent Awards 2008.
- For more information, visit www.englishwinesgroup.co.uk
- Visit www.englishwinesgroup.co.uk to buy cases of Chapel Down at discount prices