

May 21, 2015

POL ROGER
Portfolio

Pol Roger Portfolio return to the London Wine Fair



For the first time in 10 years Pol Roger Portfolio returned to the London Wine Fair at Kensington Olympia from the 18-20th May. Whilst we approached the fair with slight trepidation, not knowing what the fair had in store, we were delighted with the outcome, as it proved to be an extremely busy, bustling and vibrant three days.

We were delighted to have the opportunity to exhibit our new Pol Roger Portfolio Defender, which stood in pride of place on our stand, along with our new pop-up bar together with vintage and bespoke campaign furniture. Our stand proved to be a real talking point (not least because we had managed to get the Defender onto the first floor Gallery!) as well as a space to relax and converse about the broad range of wines and spirits that we were showing from our portfolio. We were thrilled to be able to share a number of new products with the wine trade, previewing the Pol Roger Blanc de Blancs 2008, as well as wines from our new Californian agencies and the latest release of the Kilchoman 100% Islay Single Malt Whisky.

We were joined by a number of our Principals; Laurent d'Harcourt of Pol Roger & Cie, Maria Sinskey of Robert Sinskey Vineyards, Per Even Allaire of Hine Cognac and George Wills of Kilchoman; each lending a hand behind the bar and sharing their expertise about their respective brands.

The real highlight of the three days was winning the Drinks Business Award for the 'UK Drinks Company of the Year 2015'; a highly competitive category which received a high number of top quality entries.

It was a thoroughly enjoyable and valuable three days and we look forward to exhibiting once more in 2016.

