

Merlot 2016



90 POINTS

About London Wine Competition

The London Wine Competition is an international wine competition organized by Beverage Trade Network. The competition looks to recognize, reward and help promote wine brands that have successfully been created to identify with and target a specific wine drinker. For any wine brand to earn its place on a retailer's shelf or a restaurant's wine list - and then vitally stay there - they need to be marketable and consumer-driven and not just produced in the general hope it can find enough people willing to sell and buy it. That is why the London Wine Competition is different. It singles out and shines the spotlight on the wine brands that consumers really want to buy which also have a clear market value for trade buyers.



MELANIE ELDRIDGE
(204) 794-7277
Manager, Manitoba and
Saskatchewan