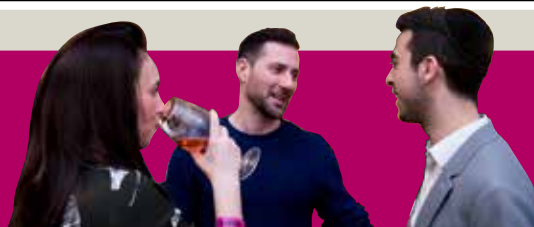


KFWWE

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The Kosher Food and Wine Experience 2019

*Introducing the year's most
eagerly anticipated kosher
food-and-wine event*

Sheraton Grand London Park Lane

February 6, 2019



KOSHER FOOD AND WINE EXPERIENCE

Highlight of the year for kosher wine and dining

BY ANNA TOBIN

NOW IN its 15th year, KFWE London, the Kosher Food and Wine Experience, is back and bigger than ever, says the organiser, Kedem Europe, the largest importer of kosher wines in the UK and beyond. “We have the perfect blend of well-established labels and top-quality new-to-the-UK wineries for our guests to explore,” says Benjamin Gestetner, who organises the annual event. “Each year, we work to bring wine and drinks lovers new experiences, to maintain the freshness of our event for those who have joined us before and love to return.

“For newcomers to KFWE London, this event is a fantastic chance to meet the wine producers, learn the stories behind their wineries and the history behind each bottle.

“This is a wine tasting like no other in scale, diversity, and enjoyment. Which other wine tasting offers you over 200 different wines in a spectacular setting, with a sensational buffet dinner too?”

Taking place on February 6, from 6.30 pm, at the Sheraton Grand London Park Lane, KFWE London is Europe’s largest kosher wine tasting event and a wonderful opportunity for wine lovers to taste and understand kosher wines from all over the globe.

KFWE 2019 will include wines from France, Italy, Israel, Spain, Argentina, Chile, America, Australia and New Zealand. Many of the wines on show

are award-winning and stand out not just among kosher wine drinkers but within the wider market.

Some very special wines from France will be at the show, such as the newly released Bordeaux 2016 vintage from top labels including Lascombes, Leoville, Le Crock, Saint Corbian and Chateau Tertre.

This year will see a multitude of new rosés, sparkling wines, Proseccos and Champagnes.

“Sparkling wine is now very fashionable all over the world,” says Gestetner. “At the Kosher Food and Wine Experience we will be taking the opportunity to showcase the range of kosher sparkling wines being produced in America, France, Italy and Spain. There will be Champagne tastings, Cava tastings, Prosecco tastings and some sweet sparkling wine too. We really want people to experience everything there is out there.”

As KFWE is an all-inclusive event, there will also be a huge selection of vegan wines this year. These include

wines by Flam, Barkan Winery and Segal’s from Israel; Celler de Capçanes and Elvi Winery from Spain, Herzog Wine Cellars from California and many more. Award-winning Chardonnay, Pinot Grigio, Cabernet Sauvignon, Merlot, Bordeaux and

Zinfandel will be among the wines to taste at the show.

As well as having a multitude of exceptional wines to discover, there will also be an exclusive whisky masterclass with ambassadors from leading distilleries Tomintoul and Glencadam.

Tomintoul will be offering for tasting, for the first time ever, its 2000 vintage single cask whisky and Glencadam will be sharing its 1999 vintage single cask, as well as a Glencadam 25-year-old, of which only 1,600 bottles have been released. These masterclasses will take place in a dedicated area at 7.30 pm.

Alongside the unlimited wine tastings and whisky master-class, there will be, as always, the legendary buffet by caterer Arie Wagner. It would not be a kosher event without delicious food on offer and Arie and his team will be serving up succulent salt beef, tables of sushi, moreish desserts and lots more.

Many will rejoice at the return of the VIP room. Those with a VIP ticket will be offered additional wines to taste, an exclusive menu, extended wine tasting and dining areas, guaranteed table



FIRST-TIME WINERIES AT KFWE

► **SHOWING for the first time at KFWE will be two Israeli boutique wineries — Five Stones Vineyard, set in the Elah Valley where David fought Goliath, taking its name from the “five smooth stones” David used in his sling and Vitkin — an expert in the creation of**

original Israeli wines and pioneers in the Mediterranean approach. From South Africa, come wines from the Unorthodox Winery, positioned on the south eastern slopes of the Paarl Mountain, within a restored 300-year-old vineyard.

seating and a comfortable lounge with plenty of space to relax and enjoy the evening.

“Last year, we hosted nearly 800 people at the KFWE – trade and members of the public – and we are expecting the tickets to sell out before the day,” says Gestetner. “The success of the event demonstrates how people from all sections of the Jewish community are now really interested in experiencing all the kosher wines on offer and we are surprised at the numbers coming along from outside the community, too. The exhibition and our producers now receive a lot of exposure in the general wine press.”





Reserve your place at this year's London Kosher Food and Wine Experience

BOOKING INFORMATION

Tickets for the event, on February 6 at the Sheraton Grand London Park Lane Hotel, are now on sale. They can be booked on the event website here: <https://www.kfwelondon.com>. There are several ticket options:

GENERAL ADMISSION

Tickets for the main event cost £60 each or £100 for a pair. This gives you access to the main wine tasting, where you can enjoy a broad range of red, white, rosé and sparkling wines, as well as samples of spirits and cocktails. You will also be able to enjoy fine dining from the main buffet.

VIP EXPERIENCE ADMISSION

Once again, the event will include a VIP experience – and the VIP area has been expanded. Now up to 150 tickets are available for this exclusive area. VIP Experience tickets cost £150 each or £250 for a pair.

There will be hundreds of wines available to sample in the main exhibition hall. With a VIP Experience ticket, however, you also gain access to the VIP Experience Lounge. Here, an additional number of exclusive wines and spirits will be available for you to taste, plus you will enjoy a fine-dining menu, with specialities such as foie gras, put together by world-renowned kosher caterer Arieh Wagner to complement the different drinks on offer in the VIP Experience Lounge. There will be comfortable seating, where you can relax and chat with fellow guests.

"We have totally revamped the VIP Experience area of the show this year," says Gestetner.

"Last year, the VIP Experience area was in one room. We have now expanded it to two. The food will be laid out and served in one room and people will take their food from this room and then go into the adjoining room, where there is guaranteed table seating for up to 150 people.

"Last year, we found seating in the VIP Experience area was a little limited. So we learn something from each show

and then go back and improve on it for the next show. This year, people can go back to the buffet and not have to worry that their seat will be gone by the time they return."

VIP visitors will also have the opportunity to sample exclusive releases of single malt whiskies, distilled in the Scottish highland village of Tomintoul, including some vintages being shown for the first time ever. These include the Tomintoul 2005 single cask and the Tomintoul 2000 single cask.

Glencadam has also given KFWE some exclusive releases, including its Glencadam 2005 single cask, the Glencadam 1999 single cask and the Glencadam 25-year-old, which has a limited release.

"We have been working very closely with Tomintoul and Glencadam for some time now," says Gestetner. "They are quite well known to our US kosher wine lovers' market and we are excited to be able bring them to the attention of the UK market by showcasing their whiskies at the VIP Experience."

REFINED WINE CLUB OFFERS

Recognising the growing interest in high-quality kosher wine, the Refined Wine Club has been launched (*see page 4 for full details*). Working in collaboration with Kedem Europe to source the very best wines, the Refined Wine Club is the only club of its kind in Europe.

Offering carefully curated wine selections at three levels, members receive quarterly deliveries of cases of specially selected wines and, among other benefits, they also receive special offers on entrance to the London Kosher Wine and Food Experience.

Discovery Club members, who are just starting out on their wine appreciation journey, receive a 25 per cent discount on tickets to the show. World Club members, who have a reasonable knowledge of fine wines and a thirst to learn more, receive a 50 per cent ticket discount. Premiere Club members, who have a highly trained wine palate, receive two free tickets to the show.



REFINED WINE CLUB

If wine is your passion, join the club

BY ANNA TOBIN

THE REFINED Wine Club will be officially launched at this year's Kasher Food and Wine Experience at the Sheraton Grand Park Lane Hotel. Soft-launched at the end of 2018, the Refined Wine Club is set to take the kosher wine-loving market by storm. Wine subscription services have been growing in popularity in the general wine buyers' market for a few years now. The Refined Wine Club, working in collaboration with Kedem Europe, is thrilled to be able to give kosher homes across the UK and Europe the opportunity to enjoy the growing variety of kosher wines being produced all over the world.

"Anyone can go into a supermarket or off-licence and shop for wine, but there are so many different wines to choose from and, if you're not knowledgeable about wine, it is very difficult to know what you like and which bottles to buy," says Daniel Adams, brand manager of the Refined Wine Club. "Most people in this situation go by the price. They think the more expensive the bottle, the better it will taste."

"We set up the Refined Wine Club to help educate people about wine. We have three different membership levels and each Refined experience is designed to help train the palate to enjoy a whole range of different wines – red, white, rosé and sparkling – and to introduce members to wines that they won't have tried before. So they really broaden out people's knowledge of and taste for kosher wines that are now being produced all over the world."

"And most of these wines, you won't find on your local high street – in general they are not mass-produced wines, but wines we have specially selected for each club membership. Some of them originate from very small vineyards that you would never otherwise get to know about."

The Discovery Club is the entry-level membership, for people who have only recently started to show an interest in learning more about wine and who are still trying to work out what they

really like. Six months after joining, they should have a good basic knowledge of wine and be confident enough to air their views on different vintages and within a year they will probably be ready to graduate to the World Club.

The mid-tier World Club is aimed at people who have a basic knowledge of wine; they know what they like and are now keen to explore a wider range of wines, to broaden the repertoire of wines they enjoy. A few months in, they will be well versed in the international wine scene and will be advising friends about the latest vintages to try.

The third Refined Wine membership is Premiere Club. This is for wine connoisseurs, who have a thorough knowledge of wine and who are always on the look-out for that really special vintage. Some of these members are interested in the investment potential of fine wines. Some simply want to treat themselves to a really special tippie and others are looking for a mix of both.

"Every three months, members of each club will receive a case of wine, along with accompanying tasting notes, which will highlight how to enjoy each wine and each one's different flavours, along with pairing notes, which will advise which foods go best with each wine. Each delivery will contain different wines each time," says Adams.

"We want our members to feel really excited when they get their quarterly delivery and enjoy unpacking the bottles of wine and learning about them and making a special occasion out of tasting them."

"People are now so much more interested in wine; it's become a talking point at the Shabbat table. People are swapping tips on which wine to buy and asking 'have you tasted this new wine?'. The Refined Wine Club



Are you a sommelier in the making?

taps into this desire to explore and become more educated about all the different kosher wines that are now on offer."

To find out more about the Refined Wine Club and to become a member, go to <https://refinedwineclub.com>.

MEMBERSHIP BENEFITS

The Refined Wine Club is aimed at three groups of people at different stages of their wine education.

The Discovery Club is for those who are just starting out on their wine appreciation education.

The World Club is for those who know what they like, but want to experiment more and taste fine wines from different wine regions all across the globe.

Premiere Club is for fine-wine connoisseurs who want to keep abreast of all the latest vintages and to be the first to sample the year's best crop of wines.

"With three great Refined Wine Clubs to choose from, you can select the experience that is right for where you are in your wine journey," says Adams, "whether you're still discovering your favourite flavours, aromas and textures, whether you're keen to further explore and sample the produce of vineyards from all around the world, or whether you are an experi-

enced fine wine lover with a taste for the exclusive and an interest in wine as an investment and are always on the look-out for the next best thing. We have the right level of membership for every palate." Here we take a look at each Refined Wine Club wine delivery experience in more detail.

THE DISCOVERY CLUB

This entry-level club costs £99 per quarter, plus a £7.99 delivery charge within the UK. Each quarterly case contains four bottles of full-bodied fruity wines, made up of a mixture of mid-range kosher dry red, white, rosé or sparkling wine.

Members will also receive tasting notes about each wine, information on how best to store them and tips on what foods work best with each. Plus, the first shipment comes with six stylish wine glasses.

Discovery Club members will also benefit from a 25 per cent discounted ticket to Kedem Europe's annual Kasher Food and Wine Experience in London. To become a member of the Refined Wine Club Discovery Club, go to <https://refinedwineclub.com/product/discovery-club/>

THE WORLD CLUB

Targeted at well-versed wine lovers, the World Club costs £149.99 per quarter plus a £7.99 delivery charge within the UK.

Each quarterly case includes two

bottles of food-friendly wine from a mix of kosher red, white, rosé and sparkling favourites and a couple of special vintage varieties, chosen to surprise and develop your wine palate, as well as accompanying tasting notes, food-pairing suggestions and storage tips for each wine.

The first shipment also comes with a five-piece wine accessories kit and six wine glasses, chosen to help you to get the best from your Refined Wine Club experience.

World Club members also benefit from a 50 per cent discounted ticket to the Kasher Food and Wine Experience in London. To become a member of the Refined Wine Club World Club, go to <https://refinedwineclub.com/product/world-club/>

THE PREMIERE CLUB

This Refined Wine Club is aimed at those who could give a top international sommelier a run for his or her money. Membership of this club costs £249.99 per quarter, plus a £7.99 delivery charge within the UK.

Focusing on exclusive kosher red, white, rosé and sparkling wines from the Bordeaux wine region in France, the Rioja wine region in Spain and from California and Israel, the contents of these quarterly cases will not be found in most wine retailers and many will be limited releases, which makes them great investments, as well as fantastically special wines to savour and enjoy.

Each quarterly case will include four bottles of wine with accompanying tasting notes, food-pairing advice and storage tips and the first shipment will also come with a five-piece wine accessories kit and six beautiful wine glasses, specially chosen to help you to get the best from your Refined Wine Club experience.

Premiere Club members also benefit from two complimentary tickets to the annual Kasher Food and Wine Experience in London, plus one free entry to an exclusive winemaker's kosher dinner, to be held at a fantastic London venue two to three times a year.

To become a member of the Refined Wine Club Premiere Club, go to <https://refinedwineclub.com/product/premiere-club/>



Soon, your friends will turn to you for advice about wine!

TREATS IN STORE FOR REFINED WINE CLUB MEMBERS

► **EACH quarter, the Refined Wine Club will send out a selection of four wines. Many are exclusive to the Club and include brand-new releases, or wines the Club has been able to secure which are available only in limited quantities across the world. To illustrate the calibre of wines selected, the following will be included in shipments across the first year to club members, depending on membership category. The wines are perfect to**

drink now, but many have potential to lay down for future enjoyment:

- Five Stones Virtuous, from the upcoming Israeli boutique winery
- Herzog One Plus X11, Vintage 2008 Wine Club Release from California
- Covenant Solomon Lot 70, California
- Terra Gratia 2015, Napa Valley California

- Château Du Tertre 2016, Bordeaux, France

- Château Saint Corbian 2016, Saint Estephe, France

- G Château Guiraud 2017, Bordeaux, France

- Petit Guiraud 2017, Bordeaux, France

- Segals Petit Unfiltered 2016, Israel

- Tulip Franc Merlot Reserve 2016, Israel

- Binyamina Single Vineyard Meirav 2016, Israel

- Vitkin Carignan 2016, Israel

- Domaine Ternynck Bourgogne Les Truffiers Chardonnay 2017, Burgundy, France

- Herzog Special Reserve Vallhall Vineyard Cabernet Sauvignon 2014 (Wine Club Release) Sonoma County, California

