

# Accolade Wines set to showcase product innovations at TFWA World



Dolly Wines are set to hit the Cannes spotlight with Accolade Wines

Accolade Wine returns to the TFWA World Exhibition in Cannes in October to present several wine product innovations which will form a key part of its travel retail channel portfolio (Yellow Village, Stand D26).

They include the Remastered series, a new Sauvignon Blanc from Wise Wolf and a new range launching in partnership with a global singing icon Dolly Parton.

Dolly Wines is set to land on UK shores this month and will be on show in Cannes. Dolly Prosecco is a fresh and zingy sparkling wine. The flavor profile includes stone-fruit aromas such as peach and apricot, with flavors of apple and pears. Dolly Rosé is a delicate and romantic French Rosé. The wine's soft, round palate features strawberry, citrus and a touch of dried sage and is underscored by a subtle saline character, finishing with a gentle acid line and lingering white strawberry flavors.

Accolade will also turn the spotlight on its Remastered series in Cannes, a range which recently launched in travel retail with the aim of disrupting the old world wine category. The first expressions in the series come from Italy: Sangiovese 75cl (Romagna DOC) and Fiano 75cl (IGP Siciliane), both priced at an RRP of £10 (US\$13).



Remastered looks to make a colorful debut in global travel retail

Distinctive and disruptive in its colorful, modern branding, Remastered aims particularly to transform the way younger consumers experience and enjoy old world wines. The new duo of wines come in stylish bottles with striking and playful imagery emblazoned on the labels that plays into their Italian heritage, to ensure maximum stand-out on shelves.

The Sangiovese wine boasts rich aromas of morello cherry and damson, with undertones of winter spice, and is medium bodied with delicate tannins whilst the Sicilian Fiano is full bodied, with fresh acidity and tropical fruit notes, complete with gentle hints of lemon and cedar for a long, crisp, citrus finish.

The Remastered series has recently been shortlisted as a finalist in the Frontier 'Star Wine of the Year' award. Plans are in place to add new expressions to the Remastered range over time, championing some of Europe's most beloved varietals and regions.

The Minibox is a new addition to the Accolade Wines portfolio, with boxed wines containing 1.5 liters of wine from key Accolade brands including Jam Shed Shiraz + Malbec, Mud House Sauvignon Blanc New Zealand and Sauvignon Blanc Chile and Hardys Cabernet-Shiraz-Merlot. More are in the pipeline for the future.

This boxed wine experience offers a more sustainable way of consuming wine, removing the need to use bottles. Accolade Wines expects this to be a popular series in travel retail, targeting environmentally-conscious consumers with some of its best-known and loved wine.

Accolade will also be presenting a key new addition to its Wise Wolf by Banrock Station range, with a new Sauvignon Blanc varietal launching in October. Wise Wolf has become well-known in wine circles for its game-changing innovation, a distinctive bottle using 91% recycled glass.

The Accolade Wines stand for Cannes is designed and built by doplr, a specialist Bluedog Group agency. Sustainability is at the forefront in the creation of the low carbon footprint stand, which uses re-usable aluminum frame sourced from beMatrix and timber. The stand is being adapted from the one unveiled last year. The Accolade stand will also feature a bar as a focal point, with themed tasting days planned throughout Cannes week. All TFWA delegates are welcome to visit and try out wines, with the bar open between 4.30pm and 6.30pm each day (Monday to Thursday).

Key travel retail personnel from the Accolade Wines team will be available to discuss products on the stand throughout the week including Channel Sales Director EMEA Jeff Bond; International Sales Manager - Distributors & GTR Alexandra Wilding; International Key Account Manager GTR & Distributors Paul Campbell and General Manager/Sales Director Martin Mackinnon.

Looking ahead to the Cannes event, Jeff Bond said, "We have much to share with travel retail buyers at our stand this year both in terms of product innovations, new SKUs and tastings. A big focus for us is disrupting the old world wine category with innovative wines that break tradition.

"As ever, we encourage buyers and the travel retail community to visit the stand, try out the wines and talk to us about how we can use our innovations to make wine stand out with accessible price points in airport, cruise and ferry retail."