



PRESS RELEASE

8th September 2011

Decanter picks the top Wine retailers in the UK for 2011

Wondering which retailer you should buy your wine from? Last night at the Decanter Awards Presentation Dinner, the Decanter Wine Retailer of the Year Awards were awarded to the top wine retailers in the industry. Over the past 12 months, the winning retailers have led the way in quality, value, range, service, innovation and performance for consumers in search of a tasty tippie.

The awards were handed out at the Royal Opera House in eight categories, ranging from Supermarket of the year to Specialist Merchant, the winners whittled down from hundreds of nominations.

The Supermarket of the Year award went to Waitrose for the third year running, and for the fifth time since the awards began in 2006. Anthony Rose, Chairman of the voting panel said:

‘Waitrose has yet again shown that it is top of the tree when it comes to its wine selection. The wine buying team consistently chooses high quality wines, giving customers a great range of options. In its sales and promotions, Waitrose is closer to an independent wine merchant than a supermarket. We were impressed too by the new Waitrose Cookery School which also teaches food and wine matching.’

The National Wine Merchant of the year was awarded to The Wine Society, wresting the title from Majestic which has won every other year since 2006. The judges were impressed with the way that The Wine Society has created a presence in Social Media connecting with customers via Twitter, Facebook, an iPhone app, blog and a newly designed website. Christelle Guibert, Tastings Director for Decanter explained why the panel felt The Wine Society was this year’s winner:

‘We were impressed by The Wine Society’s confidence in the buyers’ tastes – they back their choices regardless of points accrued, and their palates are some of the UKs most consistent and reliable. This past year has been very impressive for The Wine Society with over 40 regional promotions, seven editions of Society News, and over 100 nationwide tastings.’

The Best Local Wine Merchant Award as voted for by *Decanter* subscribers went to The Sampler for the third year in a row, and made it a 2011 double whammy for The Sampler as winners of the London Wine Merchant of the Year category.

The Readers’ Award for Best National Wine Merchant went to Majestic Wine yet again, showing that readers still recognise them as industry leaders.

For more information about the awards and the full list of winners for both the Retailer Awards and the International Trophies, please visit www.Decanter.com/DWWA.

ENDS



Decanter Retailer of the Year Awards 2011 nominees and winners

Supermarket of the Year

Marks & Spencer
Morrison's
Waitrose (winner)

National Wine Merchant of the Year

Armit
Berry Bros. & Rudd
Laithwaites
Majestic
Slurp.co.uk
The Wine Society (winner)

London Wine Merchant of the Year

Harrods
Jeroboams
Lea and Sandeman
Philglas & Swiggot
Roberson
The Sampler (winner)

Regional Wine Merchant of the Year

D Byrne
Noel Young
The Secret Cellar
Stone Vine Sun
Tanners (winner)
WoodWinters Wines and Whiskies

Specialist Merchant of the Year

Leon Stolarski Fine Wines
Les Caves de Pyrene (winner)
SA Wines Online
SWIG

Innovative Wine Merchant of the Year Award

Artisan and Vine (runner-up)
Hanging Ditch (winner)
Planet of the Grapes
Vagabond
Vinoteca

The Readers' Award

Best Local Wine Merchant (The Sampler)
Best National Wine Merchant (Majestic Wine)



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Notes to Editors

- The Decanter Wine Retailer of the Year Awards were launched in 2006 as a consumer guide on where to shop for wine.
- The Retailer Awards reflects what Decanter and its readers think most important to them in the world of wine retail, including: quality, value, range, service, innovation and performance throughout the year
- The 2011 judging panel consisted of:
 - Anthony Rose (Chairman), Wine columnist, *The Independent*
 - Stephen Brook, Contributing Editor, *Decanter*
 - Allan Cheesman, Industry consultant
 - Tom Cannavan, Publisher/Editor, www.wine-pages.com
 - Christelle Guibert, Tastings Director, *Decanter*
- Nominations are made by readers online on Decanter.com during April each year
- The judging panel discuss each nomination before determining a shortlist
- Shortlisted retailers are asked to submit detailed information on their activity over the past year which the judging panel use as evidence to determine their final verdict
- For more information, visit: www.decanter.com/retailerawards