

Press release – Paris, 1 December 2003

WineTastings Britt Karlsson organises a unique wine fair in Paris for Scandinavian wine producers with 30 exhibitors on 7 February 2004

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WineTastings Britt Karlsson, in collaboration with the Swedish Club (Cercle Suédois) in Paris, organises on February 7, 2004 the “Scandinavian Wine Fair in Paris”. Exhibitors at the fair include Scandinavians who make wine in wine producing countries (not in Scandinavia) or who are active in the wine trade. The Wine Fair is open to the public and will take place at the Swedish Club on 242, rue Rivoli on February 7, 2004 between 11.00 and 18.00.

Pia Nordstrom, director of the Swedish Club in Paris says: “It is really a wonderful opportunity to do this event together with Britt. The Swedish Club, together with the Norwegian Club (we share the same facilities), is a meeting point for Scandinavians and Britt has an incredible knowledge of wine. Her contacts in the wine world will make this a success. She has done other events here before – the Gourmet Circle, olive oil tastings, wine tours etc – and they have been tremendously successful.”

This is the second time WineTastings Britt Karlsson organises a Scandinavian wine fair. The first time was in 1996. There were 19 exhibitors and 250 visitors at the fair. **Britt Karlsson says:** “I think there will be more exhibitors this time. I expect 30 exhibitors and several hundred wine enthusiasts coming. Wine has become so much more popular in recent years.”

The Scandinavian Wine Fair in Paris is an occasion for Scandinavian wine producers to meet in an informal environment, to make their products known to a wine loving public, quite different from trade fairs such as Vinisud, Vinexpo or Vinordic, or consumer events such as the Salon des Vignerons Indépendants.

Among those invited to participate in the fair you find: Jessica Perrion, a Swede at Champagnes Perrion; Lars Torstensson the award-winning Swedish wine maker at Domaine Rabiega in Provence; Kim Hartmann of Birkedal-Hartmann & Cie, a third generation Norwegian cognac producer; Christina Rudd a Swede in the process of renovating Château Palayson, a wine domain in Provence dating to Roman times; Château Lecusse in Bordeaux belonging to the Olesen family in Denmark, famous for its rose production; Juha Berglund, owner of Château Carsin in Bordeaux, and a well known Finnish musician and founder of Finland’s first wine magazine; Château Caïx, belonging to HRH the Prince of Denmark; Peter Sisseck, a Dane who produces Pingus, one of the new “cult wines” from Spain; Carlo Liedholm of Azienda Liedholm in Italy and son of the legendary Swedish football star Nils Liedholm; Peter Thustrup of Vins Rares, a Swede world leading in trading fine and rare wines in Paris; and many more.

Britt underlines: “It is quite surprising how many Scandinavians make wine or trade in wine internationally. We will have a large number of exhibitors from France, and also from Italy, and maybe even Spain, Portugal and the US. We’ve had a fantastic response about this event, even before the invitations were sent out!”

(You can find information about the Scandinavian Wine Fair in Paris on the internet on www.bkwine.com/winefair/winefair.htm)

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About WineTastings Britt Karlsson:

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WineTastings Britt Karlsson is managed by Britt Karlsson, a Swede living in Paris. She is one of the few Swedish consultants working internationally with wine education and wine journalism and is also a very experienced organiser of wine tours. She started her business in the early 1990s and focuses on France. Since 1995 she publishes a private newsletter called “VinNytt” with articles on wine. The same year she launched one of the first Scandinavian wine web sites: www.bkwine.com, which is now fully bilingual (English-Swedish). She also publishes an email newsletter – the BKWine Brief – which in a short time has grown to become one of the largest newsletters in Scandinavia and among expatriates in Paris. Britt is completely independent of wine producers and the wine trade. She is a member of the British Circle of Wine Writers, the International Wine and Food Society and numerous other wine and gastronomic organisations. (NB: “WineTastings” in WineTastings Britt Karlsson is written without a space between “Wine” and “Tasting”).

About The Swedish Club – ”Le Cercle Suédois” – in Paris

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Contact: Pia Nordstrom, director

The Cercle Suédois was founded in 1891 and is a meeting point for Swedes living in Paris. The Club is housed in a prestigious building overlooking the Louvre and Tuileries gardens. The Club organises cultural and business events, debates on current issues, as well as more social gatherings. The Club created in 2003 the “Alfred Prize” (named after Alfred Nobel) to honour the most deserving Scandinavian in Paris. The desk where Alfred signed his will to create the Nobel Prize is today housed in the Swedish Club in Paris. The Swedish Club has a close collaboration with the Norwegian Club and shares the same facilities. The Club also has a restaurant managed by the Swedish chef Sara Wicklin. She serves both Scandinavian specialities and Franco-Scandinavian creations, with wines chosen in collaboration with WineTastings Britt Karlsson.