

PRESSRELEASE - Paris, 14 January 2004

Scandinavian Wine Fair in Paris, Saturday 7 February 2004 – a unique wine fair with 22 Scandinavian wine producers and more than 100 wines and cognacs to taste

Paris, 2004-01-14

On Saturday 7 February a unique wine fair will take place in Paris: the Scandinavian Wine Fair in Paris. 22 Scandinavians who make wine will present more than one hundred wines and cognacs – wines not made in Scandinavia, but by Scandinavians (plus, actually, some wine made in Denmark and in Sweden). An additional six producers will have their wines available for tasting but will not be present in person. The wine fair is organised by WineTastings Britt Karlsson (www.bkwine.com) in collaboration with the Swedish Club in Paris.

The Scandinavian Wine Fair is open to both professionals and the public, on February 7 between 11.00 and 18.00 in the beautiful Swedish Club building on 242, rue de Rivoli, 75001 Paris, overlooking the Tuileries Gardens and the Louvre. In the evening there will be a dinner with the wine producers, open also to the public (dinner reservation compulsory at the Swedish Club, at the latest on Feb. 4: phone +33 1 42 60 76 67).

For the first time ever, such a large group of Scandinavians are brought together and will show their wines. The participants come from all four Scandinavian countries: Denmark, Sweden, Finland and Norway. The wines that you can taste come from ten different countries: Bulgaria, Denmark, France, Hungary, Italy, Portugal, South Africa, Spain, Sweden, and the USA. Even Cognac and Armagnac will be represented. Some of the wines already have a wide distribution in Scandinavia and elsewhere, but some have such a small production that it is rare to find them anywhere but at the domain.

Behind each name there is an interesting story of how a Scandinavian came to be a wine grower: It can be she who travelled abroad to learn language and fell in love with a wine grower; or he who has had a successful career in another business and has invested in a winery; or she who found a passion for wine and went to wine university to have a successful career as oenologist (winemaker)...

Pia Nordstrom, Director of the Swedish Club, says: “We’ve had a tremendous response from the producers. Many say that they think it’s an excellent and different way of promoting Scandinavia. Here in Paris, many people think we just drink aquavit.”

Pia adds: “We have three aims with the fair: to present to wine professionals and wine lovers in Paris these ‘Scandinavian’ products; secondly, to give a means to the wine producers to inform an international market, restaurants, sommeliers and journalists, about their wines; and also to give the exhibitors a forum to meet amongst themselves – a meeting point for the Scandinavians involved in wine. The Swedish Club and the Norwegian Club, who share the same facilities, are already a common point of contact for many Scandinavians.”

Britt Karlsson of WineTastings Britt Karlsson, the main organiser of the event, says: "This is really exciting. We have heard that the wine fair is spoken about in Paris wine circles: 'Who are these crazy Scandinavians who make wine?...' And we have really succeeded in gathering an outstanding group of wine producers with some really interesting and high quality wines."

Britt also explains the background to the wine fair: "I work in the wine business since almost fifteen years: wine consulting, wine courses, and organising wine tours and I used to hear now and then about Scandinavians making wine or trading wine. A year ago I started to collect these names to make a list. Now, I have found around 100 Scandinavians making wine or in some other way involved with wine internationally, many in France but also spread out across the world, even in California and Australia. It's incredible to have more than a quarter of all these present at the Scandinavian Wine Fair in Paris!"

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Facts - Scandinavian Wine Fair in Paris

Venue: Swedish Club in Paris, Cercle Suédois, 242, rue Rivoli, 75001 Paris (near Place de la Concorde and the Louvre)
Time: Saturday 7 February 2004, 11.00-18.00
Entrance: 10€
Winemakers' Dinner: Dinner with 'Scandinavian' wines and Scandinavian food with the wine makers. 20.00 at the Swedish Club. Participation 50€
Reservation in advance necessary, at the latest on Feb 4:
Swedish Club, ph. +33 1 42 60 76 67
Organisers: WineTastings Britt Karlsson and the Swedish Club / le Cercle Suédois
Exhibitors and wines: See full list attached

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You can also find information about the Scandinavian Wine Fair on the site

www.bkwine.com/winefair/winefair.htm.

Photographs and logos can be found on: <http://www.bkwine.com/Diverse/press.htm>

For photos on the event itself and the venue, please contact us: info@bkwine.com

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Contact:

- Britt Karlsson, BKWine, ph +33 1 58 88 04 66, mobile +33 6 80 45 35 70, bkarlsson@bkwine.com, or
- Per Karlsson, BKWine, ph mobile +33 6 83 51 12 53, per.karlsson@alumni.insead.edu

About WineTastings Britt Karlsson:

51, rue du Chevalier de la Barre, F-92130 Issy-les-Moulineaux (Paris), France, +33 6 80 45 35 70, info@bkwine.com, www.bkwine.com

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” (“WineNews” in Swedish) 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

*Cercle Suédois, 242, rue Rivoli, F-75001 Paris, France, +33 1 42 60 76 67,
direction@cercle-suedois.com, www.cercle-suedois.com*

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 the 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.