

PRESS RELEASE - Paris, 17 October 2005

BKWine organizes a unique wine fair and wine competition in Paris for Scandinavian Wine Producers, 11 February 2006

Paris, 2005-10-17

BKWine, in collaboration with the Swedish Club in Paris, organises the **BKWine Scandinavian Wine Fair** on February 11, 2006. The fair will showcase Scandinavians who make wine or who are internationally involved in other ways in wine (e.g. the wine trade). Scandinavian producers of other “noble beverages” (like cognac) will also participate in the fair. The Scandinavian Wine Fair will be open to both trade and to the public and will take place at the Swedish Club in Paris (242, rue Rivoli) on Saturday February 11, 2006.

In connection with the Scandinavian Wine Fair BKWine will also organize **the World’s First Scandinavian Wine Competition** (also open to cognac and other noble beverages). All Scandinavian wine producers around the world are welcome to participate in the competition, even if they do not participate in the fair. The competition will be judged by a panel of international wine experts and the winners will be announced at the Wine Fair, on Saturday February 11.

Louise Agerman, director of the Swedish Club, says: “It has become a bit of a tradition to do this together with Britt Karlsson (who runs BKWine). Since many French people (and others!) think that we only drink beer and schnapps in Scandinavia it is a particular joy to do such a unique thing as a Scandinavian Wine Fair. And on top of it, it is a great occasion to bring together all of the Scandinavian nations”.

This is the third time that BKWine organises a Scandinavian wine fair. **Britt Karlsson, founder of BKWine, says:** “The first time I did the fair was in 1996 and then again in 2004. We had so much positive feedback from the last Scandinavian Wine Fair, both from exhibitors and from visitors, that we decided to do it again in 2006. I know there are more than 100 Scandinavian wine producers around the world and I hope many of those will participate!”

At the last event, the Scandinavian Wine Fair 2004, 37 Scandinavian producers participated showing wines (and cognac) from 8 different countries: Sweden, Denmark, France, Bulgaria, Italy, USA, Spain and Portugal. The 2004 fair had 350 visitors of which one third was professionals (sommeliers, wine trade, journalists etc).

The BKWine Scandinavian Wine Fair in Paris is an occasion for wine producers to meet in an informal context and to make their products known to a wine loving public as well as to professionals.

Britt Karlsson underlines: “It is quite surprising how many Scandinavians make wine or trade in wine internationally. We will no doubt have a large number of exhibitors from France, but also from Italy, and maybe even Spain, Portugal and the US. When we closed the doors on the 2004 event many of the exhibitors (and visitors)

said that they thought it was a great event and that we should do it again. And we will! So now we hope for, and count on, even more exhibitors and visitors!”

More information about the Scandinavian Wine Fair in Paris is available on www.bkwine.com/winefair/winefair.htm.

Press photos are available for download here:
<http://www.bkwine.com/diverse/swf-press-pictures/swf-press-pictures.htm>

Contact:

- **Britt Karlsson**, ph 00 33 1 58 88 04 66, mob 00 33 6 80 45 35 70, info@bkwine.com, or
- **Per Karlsson**, ph 00 33 6 83 51 12 53, pkarlsson@bkwine.com

About BKWine:

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

BKWine is managed by Britt Karlsson, a Swede living in Paris. She is one of the few Swedes 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 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. “The Brief” is also available in English – for free. Britt is completely independent of wine producers and of 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.

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: Louise Agerman, director

The Cercle Suédois was founded in 1891 and is a meeting point for Swedes and other Scandinavians 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 also has a restaurant managed by Kajsa von Sydow. They serve both Scandinavian specialities and Franco-Scandinavian creations, with wines chosen in collaboration with Britt Karlsson/BKWine.