

Press release – Paris, 19 March 2007

New wine tours from BKWine – launch of autumn program 2007

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BKWine has announced its autumn wine tour program. Two new wine tours are scheduled. The tours are organised by Britt Karlsson, founder of BKWine, a Swedish woman based in Paris who specialises in wine, food and gastronomic travel.

The new tours on the program are:

- September 26-30: Burgundy – Côte d’Or, the heart of Bourgogne
- October 17-21: Alentejo in Portugal

Britt comments about the new program: “This year I have chosen one classic wine region – Burgundy – and one up-and-coming region, Alentejo in Portugal. Burgundy is one of the world’s top wine regions but it is also a wine area that can be difficult to grasp. On this trip we will show the participants how to find the top quality and best value wines in Burgundy. It is also a region that is famous for its gastronomy and we will have several occasions to sample some of its wonderful food. By contrast, the Alentejo region in Portugal, is almost at the other end of the wine spectrum: it is little known and most people connect it with very modest quality wines. This is a big mistake. Portugal, and Alentejo in particular, is a wine region that is tremendously dynamic today and enormous progress has been made over the last ten years, it now produces some exceptional wines. On this trip we also visit Evora, one of Unesco’s World Heritage sites.”

The tours take place over a long week-end, Thursday to Sunday. All tours are led and guided by one of BKWine’s experts. Britt explains the aim behind her wine tours: “I want people to learn more about wine and at the same time enjoy themselves. I put a lot of effort into designing the program, choosing the most interesting producers and making them varied and interesting. Since I am also a wine writer and journalist I am fortunate to have an extensive network of contacts that allows me to put together truly exceptional programs.”

BKWine has recently strengthened its wine tour team with Kay Steggles who is in charge of further developing the wine tour activity for the English language markets, concentrating primarily on partner programs in Great Britain and the United States.

BKWine focuses solely on wine and gastronomic travel. Over the years the company has organised more than one hundred wine tours to France, Italy, Portugal, Spain, Hungary and Austria. BKWine also arranges custom designed tours.

For more information on the wine tours:

[http://www.bkwine.com/wine\\_tours/wine\\_tours.htm](http://www.bkwine.com/wine_tours/wine_tours.htm)

Contacts:

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### **More information**

- About the Wine Tours: [http://www.bkwine.com/wine\\_tours/wine\\_tours.htm](http://www.bkwine.com/wine_tours/wine_tours.htm)
- About BKWine: [http://www.bkwine.com/international/about\\_bkwine.htm](http://www.bkwine.com/international/about_bkwine.htm)
- Press photos: <http://www.bkwine.com/diverse/press.htm> (Additional press photos from our 20.000 picture library can be requested for publication)

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### **About BKWine AB:**

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BKWine AB 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. Since 1995 she publishes a private newsletter called “VinNytt” with articles on wine. The same year she launched one of the first wine web sites: [www.bkwine.com](http://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 on wine. “The Brief” is available in English and Swedish – 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.