

Resveratrol enhanced wine sets sights on UK

Australian producers with increased resveratrol in their wines lobby for UK market entry

BY MARK CHOUKE

“Functional” wines enhanced with added resveratrol are being sold on trial in Australia and could be available in UK stores by next summer, *Harpers* can reveal.

But Pendarves Estate REW Ltd, which produces the wine, must first convince the European Commission to include its special vinification process on the new statute as part of the wine regime reform.

Pendarves Estate, the Australian wine producer owned by Dr Philip Norrie, known as ‘The Wine Doctor’, makes wines containing 100mg of the antioxidant per litre, compared to a typical amount of 1mg per litre in whites and 3-6mg per litre in reds. The process, patented by Pendarves Estate, involves extracting the resveratrol from *vitis vinifera* grapes before concentrating it and adding it back to the wine.



Resveratrol has anti-cancer properties and other health giving benefits

Pendarves chairman, Anthony Proctor, a former director of the UK importers of Barramundi, said its first two wines, a 2008 unwooded Chardonnay and a 2006 Shiraz, are just about to go on sale in Sydney and added he is in talks with key buyers at the UK major multiples about launching here

next year. Other markets being considered include the US, Canada, the Far East and Benelux.

But questions of whether the resveratrol-enhanced wine can legally launch here are yet to be fully answered. In Australia, the addition of resveratrol “is permissible provided it is derived

solely from grapes” according to Wine Australia, but the EU’s wine regime, currently in a period of reform, does not allow any raising of resveratrol levels.

“The company in question would be foolish to let such a product loose on the EU market without a change in the law,” said John Corbet-Milward, WSTA’s head of technical and international affairs.

Proctor confirmed the company has sought guidance on its position and is lobbying “appropriate authorities” ahead of the new regulations coming into effect next August. “When the current treaty on what techniques are allowed was signed in 1996, resveratrol was not a word in general use. But we are following procedures and won’t be importing into the EU until it is legal to do so.”

Talking Drinks

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ENVIRONMENT

WRAP raises the bar

The Waste and Resources Action Programme (WRAP) set new environmental targets for the wine industry at the launch of the second phase of its GlassRite Wine initiative this week.

The government-funded programme has called on the UK wine industry to reduce the amount of glass it is using by 30,000 tonnes each year and to increase bulk importation by a further 85m bottles. In phase one, it managed to reduce glass use by 11,000 tonnes and increase bulk imports by the equivalent of 80m bottles.

It also aims to work more closely with the international wine community as well as in the UK. The programme has recruited individuals in Australia, the US and

Italy to work with producers to encourage lightweighting and bulk importation. Nicola Jenkin, beverage category manager at WRAP, said: “We have a good grasp of the UK wine industry but not in the countries of origin so it makes sense to work on the ground to achieve our two objectives.”

WRAP also announced it plans to produce a commercially viable 300g wine bottle. Jenkin said: “Although they are already being produced in South Africa, the wine industry doesn’t really like them so we are interested in producing one that the industry actually wants in different shapes and colours.”

It is also hoping to create a 700g Champagne bottle, which would be a reduction of 200g.



Russian Standard will be the official headline sponsor of this year’s Q Awards. The sponsorship is part of an £8million marketing investment by the Russian vodka from First Drinks, which, as part of the deal, will be the sole spirit brand to be sold at the Q Awards Concert. The awards take place on October 6 and this year’s nominees include Coldplay, Oasis, Muse, The Verve, Kaiser Chiefs, Duffy and Adele. A-listers at last year’s awards included Kylie Minogue and the Arctic Monkeys.