

HOUSE & ENTRY LEVEL WINES 2011/12



The successful development of our wine business over the last six years has meant that we are now able to offer the following exclusive ranges in the North of England. **Sentina (Italy), Beauroy Vin de Table (France), Los Pastos (Chile), Cape 312 (South Africa), Simplicity (Chile), Lark's Ridge (Australia, Chile and South Africa), Borie Manoux Vin de Pays (France), Tempo (Italy) and State West (California).**

Only one of these ranges was offered by H.B. Clark in 2005 which shows how far our customers have taken us in this period. Together with the other wines in the House and Entry Level Selection, we believe these to be a hugely important part of the strategy to provide customers with the best value for money despite the continuing problems caused by exchange rates.

We are pleased that, apart from the duty increase, we have been able to offer more than half of our House and Entry level wines at the same price as in 2010/11 while maintaining the quality of the juice.

Whatever the type of establishment, 80% of its wine sales by volume will be made up of its House and Entry level wines.

The H. B. Clark wine team is confident that the benefits of our offering include

- Increased exclusivity
- Very good value for money
- More profit without direct competition from hard brands

Last year, the upper limit for House and Entry level wines was £4.49 and we listed ninety five wines. Since then, Duty has increased by 16p and our upper limit has been forced to £4.75. We would suggest therefore that a £4.75 level wine could be sold at £14.95 a bottle on an average wine list giving a margin of 61.9%.



	Taste Guide	Trade Sales Price
Sentina (Italy)		
Rosso Youthful, lively and straightforward Italian house red.	B	£3.09
Bianco Refreshing, full of floral and apple fruit flavours.	2	£3.09
Valpolicella Light and fresh with lots of soft cherry fruit.	B	£3.39
Merlot Made to a modern style in Veneto, this Merlot is very attractive drinking with soft, varietal berry fruits.	B	£3.39
Pinot Grigio Rosé Great value with attractive fruit and a clean, fresh, off dry aftertaste.	2A	£3.39
Soave A good example of generic entry level Soave. Flowery and delicate bouquet with a crisp, dry aftertaste.	2	£3.39
Chardonnay Typical light style Italian Chardonnay with soft lemon flavours and refreshing acidity.	2	£3.39
Pinot Grigio Extremely popular. Spicy and aromatic texture with a crisp, clean finish.	2	£3.39
Liebfraumilch, Otto Pressler (Germany) Still Germany's most popular and famous wine. Available in 75cl Available in 1.5 Litres	4	£3.39 £6.79
££ Los Pastos (Chile)		
Merlot Soft with succulent berry and damson flavours and a pleasing hint of cinnamon spice.	B	£3.59
Cabernet Sauvignon Smooth, easy drinking and packed with ripe currant flavours and a warm, peppery finish.	C	£3.59
Merlot Rosé Stylish with good red berry fruit feel and soft refreshing acidity.	2A	£3.59
Sauvignon Blanc Lovely herbaceous tropical fruit flavours with refreshing balancing acidity.	1	£3.59
Chardonnay Smooth and satisfying with ripe peach and pineapple flavours and a hint of creamy richness.	2	£3.59
Beauroy Vin de Table (France)		
Red Smooth, fruity and rounded.	B	£3.69
Dry White Crisp and tasty.	2	£3.69
Medium White Softer and very easy drinking.	3	£3.69
££ Niersteiner Gutes Domtal, Otto Pressler (Germany) Ever popular with classic Muller Thurgau fruit - very aromatic and fruity, floral style.	3	£3.89





££ Pacific Heights (California)

Cabernet Sauvignon

Ripe berry fruit on the nose with some herbal tones and subtle oak flavours.

Red Zinfandel

Very fruity, very powerful and very smooth and rounded.

Zinfandel Blush

This is a popular medium style of Blush that is bursting with succulent strawberries and cream fruit flavours.

Colombard Chardonnay

Crisp, fruity blend which is attractive to drink.

Taste Guide

Trade Sales Price

C

£3.89

D

£3.89

3A

£3.89

2

£3.89



££ Cape 312 (South Africa)

Pinotage

A blackcurrant bouquet with cherry and bramble flavours integrated with velvety tannins and a hint of spice on the finish.

Chenin Blanc

Balanced, elegant medium bodied wine with smooth fruit and soft refreshing acidity representing outstanding value.

D

£3.89

3

£3.89



Auction House (Australia)

Shiraz

Stylishly presented with rich and flavoursome fruit made by an award winning winery.

Chardonnay

Good example of popular Oz Chardonnay. The fruit is concentrated with a hint of oak.

C

£3.89

2

£3.89



SimpliCity (Chile)

Cabernet Sauvignon

Packed with ripe blackberry and plum flavours with a hint of chocolate. A good example of well structured Chilean Central Valley winemaking.

Merlot

Smooth, succulent and plummy style with delicate hints of spice and crushed black pepper. Extremely popular and well priced.

Cabernet Merlot Rosé

Concentrated cherry and raspberry fruit. A persistent lingering aftertaste and soft acidity makes this rosé very attractive drinking.

Sauvignon Blanc

Tantalising ripe citrus tropical fruit flavours. Classic young, zingy, fresh and herbaceous feel.

Chardonnay

Very versatile medium-bodied varietal with scents of apples and melon. Soft, round and refreshing with a grapey finish.

C

£4.05

C

£4.05

2B

£4.05

1

£4.05

2

£4.05



Casal Bordino (Italy)

Montepulciano d'Abruzzo

Lovely, soft approachable fruit. Well made and well balanced wine with an easy drinking style.

Trebbiano d'Abruzzo

A refreshing, tangy wine with a tasty finish which is very good value for money.

C

£4.11

2

£4.11

	Taste Guide	Trade Sales Price
<p>Casa Solera (Argentina)</p> <p>Bonarda Malbec This blend of Argentina's two most popular red grape varieties produces a soft, spicy and rounded wine.</p> <p>Chenin Blanc Ideally suited to Argentinian conditions the Chenin is honeyed but fruity, crisp and very easy drinking.</p>	<p>C</p> <p>3</p>	<p>£4.15</p> <p>£4.15</p>
<p>The Landings (Australia)</p> <p>Shiraz Cabernet The spicy Shiraz fruit blends perfectly with the bramble and blackcurrant concentration of the Cabernet.</p> <p>Colombard Chardonnay A popular combination of grapes which produces a very refreshing, fruity and tangy result on the palate.</p>	<p>B</p> <p>2</p>	<p>£4.15</p> <p>£4.15</p>
<p>££ Centelleo (Spain)</p> <p>Tempranillo Ripe and juicy bramble and cherry flavours with hints of spice. Good length and tremendous value.</p> <p>Tempranillo Rosado Made in an ultra modern winery, this rosé combines delicious fruit packed with tangy cherry and strawberry flavours and a savoury aftertaste.</p> <p>Macabeo Chardonnay These grapes are sourced in the La Mancha area and combine so well together. Bright and citrusy and bottled young for maximum freshness. Liquid lemon mousse!</p>	<p>C</p> <p>2A</p> <p>2</p>	<p>£4.15</p> <p>£4.15</p> <p>£4.15</p>
<p>££ Borie Manoux, Vin de Pays (France)</p> <p>Available in 75cl and with own label.</p> <p>Merlot With lots of typical blackberry fruit flavours, this Merlot has lovely soft, easy drinking charm.</p> <p>Cabernet Sauvignon Fresh-flavoured red with hints of cedar and lead pencil along with blackcurrant.</p> <p>Syrah Rosé Vibrant colour and luscious, summer fruit flavours with a hint of spiciness.</p> <p>Sauvignon Blanc Full of refreshing citrus fruit flavours and a very appealing tangy, long lasting finish for an entry level Sauvignon.</p> <p>Chardonnay Typical apple and melon flavours, this is great value Chardonnay with a lovely clean finish.</p> <p>Cotes de Gascogne Demi-Sec A refreshing medium dry white from Gascony in South West France. Blended to produce good fruit quality and an easy drinking style.</p>	<p>C</p> <p>C</p> <p>2C</p> <p>1</p> <p>2</p> <p>3</p>	<p>£4.25</p> <p>£4.25</p> <p>£4.25</p> <p>£4.25</p> <p>£4.25</p> <p>£4.25</p>
<p>Bergerac Borie Manoux (France)</p> <p>Effectively an extension eastwards of Bordeaux with a slightly more rustic style of fruit and flavour which produces fresh but still elegant reds.</p>	<p>B</p>	<p>£4.25</p>



LARK'S RIDGE

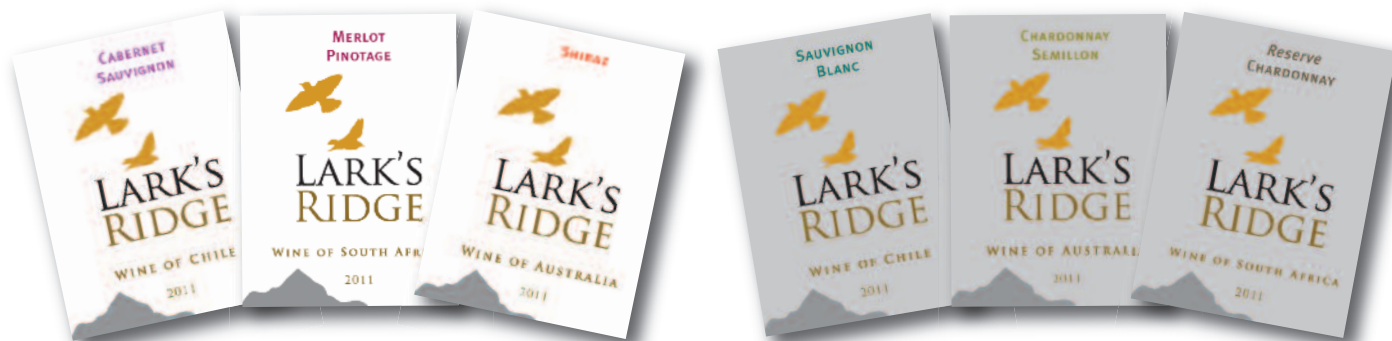


The success of our Wine Development programme over the last six years has led to a number of advantages for our customers in these difficult times for the On-Trade.

In particular, the increase in volumes sold has enabled us to reduce some of the price increases forced on us by exchange rates and rises in the costs of wine, glass and transport. During this period, our strategy has remained the supply of well-made and very good value wines which are as exclusive as possible.

The introduction of the Lark's Ridge range two years ago was a very significant step in our Wine Development programme. There are six Lark's Ridge wines, all from the New World and all of excellent entry-level quality. They offer a combination of the tried and trusted such as Sauvignon Blanc and Cabernet Sauvignon from Chile to the rarer such as the Reserve Chardonnay and Merlot Pinotage from South Africa.

All the Lark's Ridge wines have plenty of up-front fruit and show well the characters of their constituent grape varieties. The juice has been carefully selected by our wine team for quality and value for money and we are able to oversee the development of the range extension as well as the quality. The Lark's Ridge range is totally exclusive to H.B. Clark and to H.B. Clark's customers. We are very pleased with how these wines have been received by our customers.



££ Lark's Ridge

Cabernet Sauvignon (Chile)

Fresh and deep flavoured red with good depth of flavour.

Merlot Pinotage (South Africa)

Luscious but dry with plenty of fruit and a spicy finish.

Shiraz (Australia)

A soft rounded easy drinking red with a light but spicy finish.

Sauvignon Blanc (Chile)

Super entry level Sauvignon with lots of fruit and tangy flavours.

Chardonnay Semillon (Australia)

A subtle blend of two popular grapes, light, fresh and fruity.

Reserve Chardonnay (South Africa)

Classic dry white with added richness and flavours of apple, pear and tropical fruits.

Taste Guide

Trade Sales Price

B

£4.25

C

£4.25

C

£4.25

1

£4.25

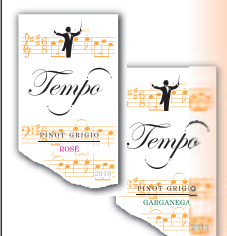
2

£4.25

2

£4.25

	Taste Guide	Trade Sales Price
<p>Le Sanglier de la Montagne, Vin de Pays de l'Aude (France)</p> <p>We were pleased that the wine trade confirmed our judgement when these wines won medals at three of the most prestigious competitions.</p> <p>Carignan</p> <p>Made from older vines which give a better concentration of flavour, this is a perfect partner to barbecue style meats being both strong in flavour but not too burly in the mouth.</p> <p>Syrah Rosé Réserve</p> <p>Elegant but delightfully fruit filled with slightly spicy notes, this is great value for money from the South of France.</p> <p>White Grenache</p> <p>Amazingly France's third most popular white wine grape variety behind Chardonnay and Sauvignon Blanc. Why? Because it provides refreshing, fruity wine which is almost Pinot Grigio like in character.</p>	<p>B</p> <p>2B</p> <p>2</p>	<p>£4.29</p> <p>£4.29</p> <p>£4.29</p>
<p>Piesporter Michelsberg, Otto Pressler (Germany)</p> <p>This remains the most popular German wine in green Mosel bottles. Easy to drink.</p>	<p>3</p>	<p>£4.29</p>
<p>Jean des Vignes, Vin de Pays du Gers (France)</p> <p>Red</p> <p>Elegant, appetising red with a dash of Merlot. Ripe, mulberry aromas and flavour.</p> <p>Rosé</p> <p>Fresh, light but vibrant rosé which has appealing dry fruit flavours.</p> <p>Dry White</p> <p>Clean, dry and refreshing white wine that is fruity and lively and fresh.</p> <p>Medium Dry White</p> <p>Aromatic blend of the popular Colombard with Ugni Blanc which is fruity and attractive drinking.</p>	<p>B</p> <p>2B</p> <p>2</p> <p>3</p>	<p>£4.35</p> <p>£4.35</p> <p>£4.35</p> <p>£4.35</p>
<p>Frascati Superiore, Colle Fiorito (Italy)</p> <p>Truly a 'superior' version of this famous wine. A much greater concentration of flavour and a longer finish.</p>	<p>2</p>	<p>£4.37</p>
<p>Nagyrede Estate (Hungary)</p> <p>Matra Hill Cabernet Sauvignon Rosé</p> <p>Pure Cabernet Sauvignon Rosés show red fruits together with more backbone than usual.</p> <p>Chardonnay</p> <p>This lightly oaked wine has lots of ripe apple and citrus flavours with a creamy finish. Underrated but great value- give it a try and we are sure that you won't be disappointed.</p> <p>Pinot Grigio</p> <p>Incredibly popular, this wine is very soft and rounded. Hints of ripe apple and honey developing lively, aromatic characteristics giving a full and spicy flavour and a crisp, attractive finish.</p>	<p>2C</p> <p>2</p> <p>2</p>	<p>£4.39</p> <p>£4.39</p> <p>£4.39</p>
<p>££ Tempo (Italy)</p> <p>Pinot Grigio Rosé</p> <p>A delicate pink wine full of the flavours of summer fruits.</p> <p>Pinot Grigio Garganega</p> <p>The blending of the ever-popular Pinot Grigio with the grape used for Soave produces a smooth white combining aromatic and mineral flavours.</p>	<p>2A</p> <p>2</p>	<p>£4.41</p> <p>£4.41</p>



Taste Guide Trade Sales Price

Moscato Spumante (Italy)

For those looking for a sparkler with a touch of sweetness but a light, easy drinking texture.

4

£4.49



££ **Elementos** (Argentina)

 **Shiraz Malbec**

Powerful ripe black fruit with barrel aged complexity giving a touch of creamy spiciness. Super length of flavour and highly rated in Decanter.

C

£4.55

Shiraz Rosé

A lively rosé with tempting raspberry flavours, made by the famous flying Aussie winemaker Peter Bright.

2C

£4.55

Chardonnay Viognier

The scents and flavours of apricots and peaches balance perfectly with the fresh acidity to give a rich, complex finish.

2

£4.55

Torrontes

Fabulous rose and peach aromas while the palate is refreshingly zingy leaving a lingering but voluptuous aftertaste.

2

£4.55



State West (California)

Merlot

Sweet-fruited and smooth Merlot which is very easy to drink.

C

£4.55

White Zinfandel

Good example of this bewitching drink which smells and tastes like a bowl of raspberries.

3A

£4.55

Chardonnay

Lemon and lime with a hint of vanilla and butterscotch.

2

£4.55

££ **Carrizal Tempranillo Rioja** (Spain)

Made from 100% Tempranillo grapes, this Rioja is easy drinking and extremely good value. Award winner at the International Wine Challenge.

C

£4.55



Los Espinos (Chile)

Merlot

Black cherry and bramble scented with a smooth and weighty palate.

C

£4.55

Cabernet Sauvignon

Extremely attractive because of the strawberry and raspberry fruits which make it a taste of summer for all seasons.

C

£4.55

Cabernet Sauvignon Rosé

Full flavoured rosé, with a medley of red fruits on the taste and a crisp finish.

2C

£4.55

 **Sauvignon Blanc**

A vibrant and refreshing taste and feel in the mouth with a classic gooseberry and elderflower finish.

1



£4.55

Chardonnay

Good balance of citrus Chardonnay fruit with honey and vanilla tones.

2

£4.55

	Taste Guide	Trade Sales Price
<p>Claret Borie Manoux (France)</p> <p>Classic Bordeaux blend from one of the leading producers showing good structured fruit and flavour.</p>	B	£4.59
<p>Niel Joubert (South Africa)</p> <p>Cinsaut Pinotage</p> <p>A deep red colour with good concentration of fruits and spices. It has good balance and length.</p> <p>Pinotage Rosé</p> <p>Strawberry nose with some red cherry hints. Fresh and fruity with a soft finish.</p> <p>££ Chenin Blanc</p> <p>A quite remarkable wine packed with a full rich flavour. Great weight of fruit balanced with zingy acidity and a long aftertaste.</p> <p>££ Sauvignon Blanc</p> <p>Made in Paarl, the Joubert estate makes Sauvignon Blanc to a fuller and richer style. Packed full of fruit complexity with a lingering tropical fruit finish.</p>	<p>C</p> <p>2C</p> <p>3</p> <p>2</p>	<p>£4.65</p> <p>£4.65</p> <p>£4.65</p> <p>£4.65</p>
<p>Concha y Toro (Chile)</p> <p>Mountain Cabernet Sauvignon</p> <p>Concha are one of Chile's best known producers, particularly famous for their care and quality control. The Cabernet is lip-smackingly full of flavour.</p> <p>Mountain Merlot</p> <p>Concha's Merlot is soft, round and warm with a smooth, weighty palate and intense plum and cherry flavours.</p> <p>Mountain Sauvignon Blanc</p> <p>Herbaceous Sauvignon which is crisp, dry and refreshing.</p> <p>Mountain Chardonnay</p> <p>Lots of vibrant, lemony fruit with very careful oaking make this well-balanced with a long finish.</p>	<p>C</p> <p>C</p> <p>1</p> <p>2</p>	<p>£4.65</p> <p>£4.65</p> <p>£4.65</p> <p>£4.65</p>
<p>££ Bouches du Rhône (France)</p> <p>An entry level Rhône wine showing plenty of fruit and structure and a tasty finish.</p>	C	£4.69
<p> Running Duck Fairtrade Organic (South Africa)</p> <p>Shiraz</p> <p>The first organic winery worldwide to gain Fairtrade certification produced this spicy but smooth and rounded Shiraz which is simply scrumptious.</p> <p> Shiraz Rosé</p> <p>A Fairtrade organic rosé which has an attractive colour and a full flavour which can be drunk with food or on its own.</p> <p>Chenin Sauvignon</p> <p>Fruity, tasty and attractive combination of two popular grapes producing a lovely guava nose followed by a refreshingly grassy palate.</p>	<p>D</p> <p>2C</p> <p>1</p>	<p>£4.75</p> <p>£4.75</p> <p>£4.75</p>

