

THE SEASON OF SPARKLING

PRESS RELEASE | OCTOBER 2024

MDCV UK Unveils 'The Season of Sparkling' Campaign for 2024

We are thrilled to announce the official launch of the 2024 Season of Sparkling across our esteemed English wine brands Silverhand Estate, Kingscote Estate & Vineyard and Harlot Sparkling.

Running from now until the end of the year, the campaign sets out to make every occasion one to celebrate and to encourage customers to **Drink English, Drink Local, Drink Sustainable**. Each of the brands will bring its unique touch to the world of sparkling wines.



Flipping the script on the sparkling wine season and redefining the festive period.



SILVERHAND
ESTATE

Celebrating tradition, innovation, and excellence in English Winemaking.



KINGSCOTE
ESTATE & VINEYARD

Taking the Season of Sparkling from our house to your home.

Campaign Highlights

Consumer & Trade Events Across the UK

MDCV will host exclusive events for wine lovers and industry professionals throughout the UK to experience the finest English wines.

Social Media & Press Engagement

A dynamic communications strategy will engage both trade and consumer audiences via social media and targeted press campaigns, ensuring wide-reaching awareness of The Season of Sparkling.

Corporate Offering

Special promotions are available for regional, prestige and national buyers through retrospective discounts and purchasing incentives.

Join us in celebrating the season with these exceptional selections that embody the craftsmanship and dedication of MDCV UK. Stay tuned for more updates and events as we toast to the Season of Sparkling.

Contact Information

For press inquiries, event details, or corporate offers, please contact:

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