



# FESTIVAL

*legends*

Our Wine Festival brings together some of the greatest names in the industry, who have witnessed the evolution of wine culture from its early days to the vibrant scene we enjoy today.

## Welcome from us all.

You will find hundreds of wines here today, with the winemaker or representative here to explain how and why they are made. And getting you to taste them (well, maybe not all of them). You find more in a wine when you've met the person who made it – and this formula has made many lasting friendships.

This is the festival that launched New Zealand Sauvignon on to the world stage when Hunter's stole the show back in 1986. What future superstars will we discover this year?

The Taste Tunnel also returns, offering you a unique way of understanding what scents and flavours make the new Kew Gardens Series wines so delicious. It's a must try to improve your tasting skills. See page 26.

The Festival really is a wine event like no other. A market, a party, a fête, a celebration. Serious and not serious. It's The Club doing what it does best.

Cheers!

## Explore with us!

What a joy to be back hosting at the biggest and best wine festival of all and at this great London landmark, Olympia. The 100-page brochure you have in your hands shows the enormous scope and ambition of the Festival in 2024. There is something wonderful here for everyone ... over 18.

Theatre and wine, two of my greatest pleasures! Do join me and numerous experts for these informative, fun-filled sessions in our Taste Theatre. We'll discuss the glittering future of English Sparkling wine with highly acclaimed producers ... then venture to South America to explore unusual varieties and expand your wine repertoire.

See you there!



Hugh Johnson OBE,  
Sunday Times Wine  
Club President



Oz Clarke, OBE