



VIÑA SAN PEDRO
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35°South is Great-Value Wine of the month in Delicious

Santiago, June 9th of 2009.- San Pedro's cutting edge brand 35°South, which has been catching the eye of European specialized magazines lately, was again highlighted, this time as Great-Value Wine of the Month by the English winewriter Susy Atkins at her monthly column in the July's edition of Delicious magazine.



Atkins described our 35°South Sauvignon Blanc 2008, as "a palate-tingling, super-fresh, zesty Sauvignon Blanc. Spot on as a house white through the summer, or for washing down leafy salads, white fish and seafood."

POSH WINE OF THE MONTH
Marin Ridge Shiraz 2007, California (Marks & Spencer)

Despite the summery temptations of light whites and crisp fizz, everyone needs a big, ripe red wine once in a while, not least to go with barbecued red meats. Here's one, oozing ripe black cherry and cassia, with a rich chocolate note, too.

GREAT-VALUE WINE OF THE MONTH
35° South Sauvignon Blanc 2008, Chile (ASDA, Sainsbury's and Morrisons)
A palate-tingling, super-fresh, zesty Sauvignon Blanc. Spot on as a house white through the summer, or for washing down leafy salads, white fish and seafood.

Delicious magazine is aimed at young readers (median age of 43), upmarket (79% ABC1) and affluent, with an average annual household income of £40,966 (50% higher than the UK average). They always insist on quality products and services, and don't mind paying a premium to ensure they get the best.

In brief, this is a great publication for 35°South to be featured in, and piles up besides the recent appearance of this wine in another top English magazine, Good Housekeeping, within a selection of the expert Richard Ehrlich's favorites; also the brief note telling about 35°South's packaging revamp and the new Bi-Valley concept published in June's edition of the UK trade magazine Off Licence News; and that our 35°South Rosé Wild Ferment 2008, was chosen in the magazine En Värld av Vin within the best ranked Rosé wines this spring in the Swedish market.



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