

Traidcraft a winner at first Fairtrade wine awards

Traidcraft's work is all about people – so it is only fitting that the fair trade organisation should pick up an award for its wine – judged by the people.

7 November 2007

Visitors to the Annual Fairtrade Wine Tasting in London voted Traidcraft's Torrontes a winner of the People's Choice Award after a taste test conducted at the Vinopolis event.

The Argentinean white wine is already one of Traidcraft best selling wines and this accolade bears testament to the reasons for that popularity.

Traidcraft is dedicated to fighting poverty through fair trade and each bottle of wine sold benefits the farmers who grow the grapes, guaranteeing a fair price enabling them to lead a better quality of life that might otherwise be possible.

Traidcraft Torrontes was featured in Richard and Judy's wine club in 2005.

- Ends -

Editors' Notes

- Traidcraft's Torrontes takes its name from the grapes from which it is made. It has a lovely floral taste rounded off perfectly with pears and melon. It is certified organic.
- It is available from Traidcraft by mail-order (0845 330 8900) and online at www.traidcraftshop.co.uk 67.70 for a case of 12.
- High resolution images are available by return of all our products.
- Samples can also be provided but may take 1-2 days for delivery.
- For further media information contact: frances.winn@coolbluebrand.com or june.kelly@coolbluebrand.com or telephone 01642 351011.

