

Major reorganisation in UK wine industry

- The United Kingdom Vineyards Association and the English Wine producers have merged to produce a national body capable of promoting UK wines throughout the world. The new body is to be called UK Wine Producers td (UKWP) The highly experienced and respected marketing director of the EWP Julia Trustram-Eve is to continue as Marketing Director of the new body.

The new association will also have a paid chief executive and secretary, who will be responsible for collecting subscriptions from all members throughout the UK. New vineyards wishing to join will have to apply via the new body and pay their subscription to them. A small proportion of this will then be funnelled back to the local associations to finance local meetings and publicity. All potential members will be ALLOCATED to an association, removing the right to choose (unless they pay a second local subscription)

The local associations will be:

South East Vineyards Association (SEVA) covering Kent, Surrey and Sussex, and South London

Wessex Association (Hampshire, Isle of Wight, Dorset and Wiltshire)

South West Association (Cornwall, Devon, Avon, Somerset. Gloucestershire, Herefordshire and Worcestershire)

Mercian Association – (Northamptonshire, Derbyshire, West Midlands, Yorkshire, Lancashire, Shropshire, Warwickshire, Leicestershire, Lincolnshire and Rutland)

East Anglian Vineyards (Norfolk, Suffolk, Essex, Cambs, Beds, Herts and North London)

Thames and Chilterns (Berks, Bucks, Oxfords, and West London)

Welsh Association (all the counties of Wales.)

Due to an oversight in drawing up the document of association, Scotland, Durham, Cumbria and Northumberland were not included in any association.

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