

WINEGB

WINES OF GREAT BRITAIN

# VISIT A VINEYARD

## GUIDE 2025

REGIONS | TOURS AND TASTINGS  
ACCOMMODATION | RESTAURANTS  
HERITAGE AND CULTURE | SUSTAINABILITY  
UNIQUE FUN | LOCAL COLLABORATION

# INTRODUCTION

**300**

**vineyards and wineries involved in wine tourism**



**1.5m visits to UK vineyards and wineries in 2023**



**55% increase in visitor numbers since 2022**

Wine tourism is a very important part of the English and Welsh wine industry and on average it contributes up to a quarter of total income.

This guide showcases producers who are working together in regions, developing tourism partnerships with local businesses, running sell-out tours and tastings, providing cultural experiences, championing sustainability, excelling in hospitality, and offering something fun and unique.

For further examples and to find a vineyard in your area, visit the [WineGB Producer Directory](#).

From winery slides and wine trains to festivals and wildlife walks, the UK wine tourism experience is diverse and unique. Explore case studies across the following themes:

**REGIONS**

**TOURS AND TASTINGS**

**ACCOMMODATION**

**RESTAURANTS**

**HERITAGE AND CULTURE**

**SUSTAINABILITY**

**UNIQUE FUN**

**LOCAL COLLABORATION**

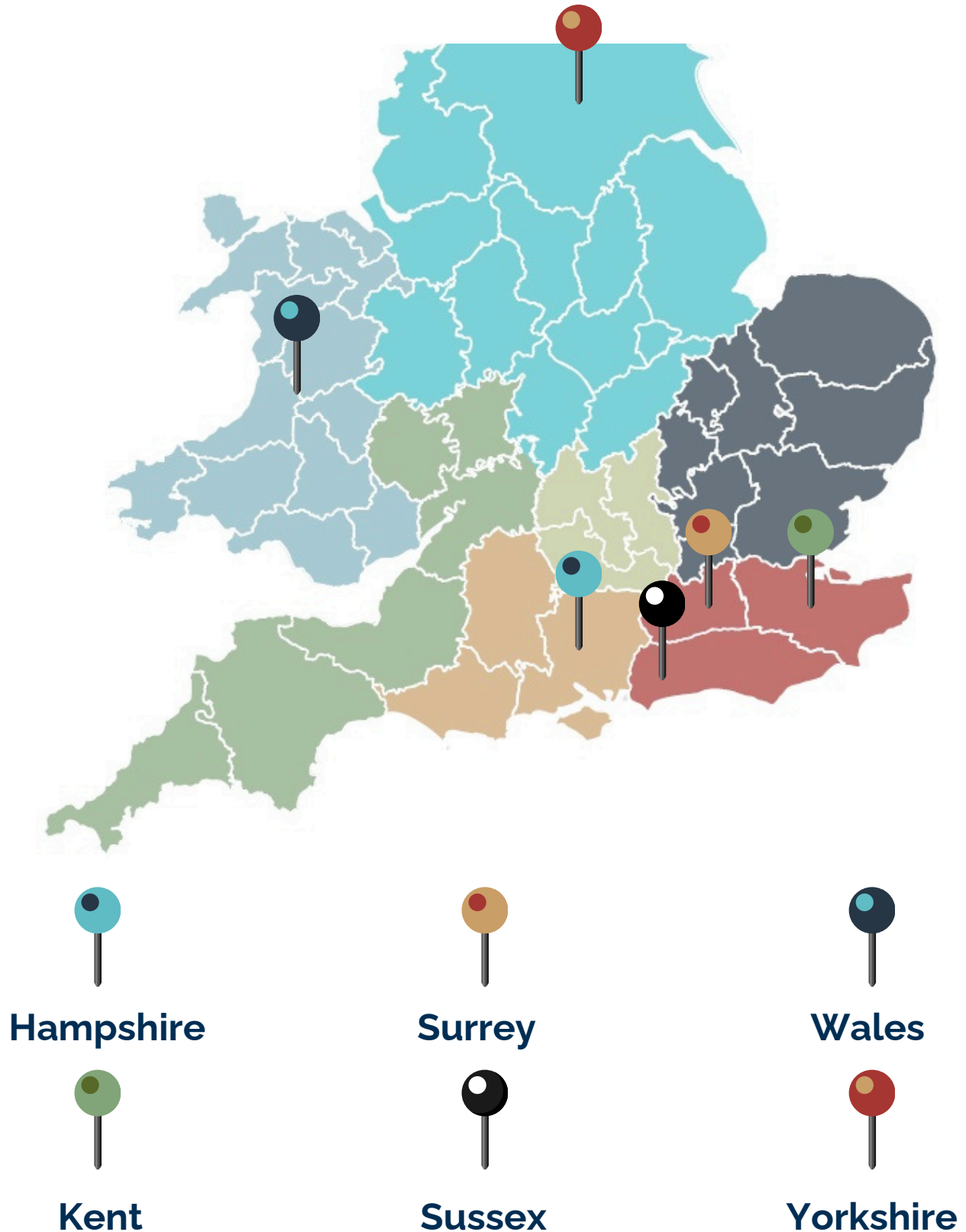
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# REGIONS

As wine tourism has expanded, many producers have grouped together to organise regional events, trails, and tastings. The following pages detail the work of local clusters in Hampshire, Kent, Surrey, Sussex, Wales and Yorkshire.



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# VINEYARDS OF HAMPSHIRE

Vineyards of Hampshire (VoH) was established in 2014 and now has eight members – Black Chalk, Danebury, Exton Park, The Grange, Hambledon Vineyard, Hattingley Valley, Pommery England, and Raimes.

VoH is a marketing collective and offers a range of consumer events which augment the individual tourism offerings of each vineyard including the annual Fizz Fest held in June and Festive Fizz in November.



## Case Study: Vineyards of Hampshire Fizz Fest

"Our longest running event is the annual Fizz Fest, which is held each summer. Audience numbers have grown from 70 at our first event over 10 years ago to more than 1,000 in 2023.

The original concept was simple: for each member to show their wines and to offer wines for sale. Today, Fizz Fest has expanded to include food stalls, live music, a paid bar, vineyard/winery tours, masterclasses available for an additional cost, and sponsorship packages. Vineyards take it in turns to host the event, which has many benefits, including a wider geographical reach from which to draw attendees, the event remains fresh and vibrant for visitors, and the practical organisation does not fall to the same vineyard each year.

Fizz Fest is an important revenue stream for VoH. However, the overriding value of Fizz Fest is that it underpins our ethos – to promote Hampshire as a region for quality traditional method wines and still wines and as a region for wine tourism."

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# SUSSEX MODERN

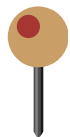
Founded in 2017, Sussex Modern is an independent business consortium that promotes wine tourism across Sussex. It acts as a creative producer, placemaking agency, and tourism brand working with some of the UK's most vibrant and pioneering cultural organisations and vineyards, with the distinctive landscape of the South Downs National Park at its heart.

It has 17 members across East and West Sussex including Albourne Estate, Ambriel Sparkling, Artelium Wine Estate, Ashling Park Estate, Bluebell Vineyard Estates, Bolney Wine Estate, Digby Fine English, Hidden Spring Vineyard, Oastbrook Estate, Oxney Organic Estate, Rathfinny Wine Estate, Ridgeview Wine Estate, Roebuck Estates, Stopham Estate, Tillingham, Tinwood Estate, and Wiston Estate.



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# VINEYARDS OF THE SURREY HILLS

Vineyards of the Surrey Hills was established in 2019 to celebrate the excellence of wines grown in the area. Nurtured on the chalky limestone hills with the same geology as that of the Champagne region, these vineyards have a unique location and have won top international awards for their wines and wine tourism.

Easy to find and easy to reach just 20 miles from London, the vineyards comprise Denbies Wine Estate; High Clandon Vineyard; Albury Organic Vineyard; Chilworth Manor Vineyard; Greyfriars Vineyard, and most recently Soloms Court Vineyard.



## Case Study: Vineyards of the Surrey Hills Summer Spectacular

"The highlight of our calendar is the Summer Spectacular, which takes place in June where visitors can visit all the vineyards in one day. From masterclasses with renowned English wine experts to taste-offs between English sparkling cuvées and French Champagnes, there are many events held over the Summer Spectacular weekend that make it a must-visit.

A map of the wine region invites visitors to explore the area using easily accessible routes, whether they are walking the North Downs, travelling by train from London, or enjoying a drive along the leafy lanes of Surrey.

These events and experiences represent a minimum 30% to 40% increase in footfall to the vineyards throughout the year."

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Welsh  
Vineyards  
Association

Cymdeithas  
Gwinllannoedd  
Cymru



## WELSH VINEYARDS ASSOCIATION

WVA, as the Welsh region of WineGB, works closely with the Welsh Drinks Cluster Wine Special Interest Group (or SIG, for short). The SIG organises Welsh wine event in London and Cardiff. The events are aimed principally at media/social media opinion leaders as well as trade customers and attract a good number of high-quality visitors. The resulting flow of information across social media and in the press is testament to the success, as well as orders from the trade.

The SIG also organises Welsh Wine Week (this year being held from 30 May to 8 June), including a dedicated website [www.welshwineweek.co.uk](http://www.welshwineweek.co.uk).



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## WINE GARDEN OF ENGLAND

Formed in 2018, The Wine Garden of England, a reference to Kent's well-known moniker, now has nine member vineyards: Balfour, Biddenden, Chapel Down, Domaine Evremond, Gusbourne, Simpsons' Wine Estate, Squerryes, Westwell, and Yotes Court.

The group holds an annual Summer Celebration tasting event and promotes itineraries and events across all member vineyards to promote wine tourism in the region.



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# YORKSHIRE WINE TRAIL

The Yorkshire Wine Trail promotes wine tourism across the region, encompassing 16 commercial vineyards producing in excess of 100,000 bottles of wine each year from nine wineries.

The trail starts in the city of Leeds before heading east to the market town of Beverley and the coast. It then heads north through the Yorkshire Wolds and then inland across the North Yorkshire Moors and the town of Malton before arriving at the historic city of York.



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# TOURS AND TASTINGS

Tours and tastings form the backbone of wine tourism activity at vineyards and wineries across the UK. Over the next pages, read about how investment has paid off and the unique ways that wine producers are attracting visitors.



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## INVESTMENT PAYS OFF: ASTLEY VINEYARD, WORCESTERSHIRE

In the 45 years before the Haywood family took over Astley, there was no formal shop nor visitor offer. Wine was mainly sold cheaply to local pubs or from the vineyard's shed to neighbours. This was financially unsustainable.

When they bought the vineyard in 2017, the family invested heavily and quickly and within a year had built a winery, opened a tasting room and shop, and had started running weekly tours. Much of the work was supported by the county and district councils, including valuable grant funding.

90% of wine is now sold direct to the consumer with no discounting, mostly bought by tour visitors or as gifts in the period pre-Christmas. Each tour has a capacity of 20 people and run once a week from Easter to October and are hosted personally by the owners. Tour places sell out each year, with around 50% of places sold as gift vouchers.



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# CREATING SPACES: GUSBOURNE, KENT



Gusbourne has developed its on-site tourism at its Appledore home to give a broad offering. Each space can be tweaked to give differing levels of immersion to the brand depending on whether booked for public wine experiences, special events, corporate bookings, or third-party travel providers.

Between 2021 and 2023, the vineyard increased its indoor spaces from 1 to 4, allowing for larger group bookings or multiple public/private bookings, each with their own luxurious space.

Within the vineyards, Gusbourne has created a wine garden as well as numerous tasting spaces, which allows for the integration of the surrounding landscape into its storytelling. These can be used on a day-to-day basis for tastings as well as for private parties and corporate bookings in warmer months, with sustainable toilet facilities provided. These spaces were previously used for administrative works inside the building or were spare land within the vineyards. Works took place during the winter off-peak season and spaces were readied for the April of the new season.



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## **BEHIND THE BARREL: NUTBOURNE, WEST SUSSEX**

During harvest, Nutbourne offers a unique winemaking experience that gives visitors a rare glimpse 'behind the barrel' into the whole process. Vineyard Owner Peter Gladwin gives an overview of the growing year so far, and guests are taken through the interactive itinerary for the day.

The group is shown the different trellising systems and there is an introduction to soil, aspect, yields and terroir. They then pick grape samples straight from the vine to assess flavour, acidity, and sweetness.

Back in the winery, guests are welcomed with a glass of sparkling as the winemaker explains the workings of the winery and fermentation process. The group presses and tastes the fresh grape juice, tank ferments that are underway, and reserve wines held in tank. Each guest does their own blending session using dry un-oaked base wine and barrel fermented reserve wine, together with droplets of dosage, to establish their preferred sparkling blend. This is compared to a glass of Nutbourne's current premium sparkling.

The winemaking experience concludes with a vertical tasting of different vintages of the same still wines, discussing comparative years and the impact of bottle ageing on a wine.

With a relaxed atmosphere, interactive participation, food alongside the tasting, and questions throughout, guests have a 'hands-on' experience to gain a winemaker's understanding of the journey from grape to glass.



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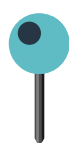
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## FROM GRAPE TO GLASS: KNIGHTOR, CORNWALL

Knightor hosts weddings and events, tours, and tastings as well as boasting a pop-up restaurant and tasting space at one of its Portscatho vineyards. Every Sunday from April to October, the winery holds an hour-long tour following the journey from grape to glass, which is delivered by one of its winemakers. Its tastings offer the opportunity to learn more about the Knightor collection, guided by a member of the winery team. These include a tasting of four of the Knightor wines for £10. Wine tastings run at its winery shop in Trethurgy from Wednesday to Sunday.



## MAXIMISING VISITS: GIFFORDS HALL, SUFFOLK

Giffords Hall is a sustainable vineyard and winery in the Stour Valley, near Bury St Edmunds in Suffolk. Cellar door sales and income from tours and tastings, holiday let, and seasonal events represent over 50% of total income. Tours and tastings are offered from February to December for private groups (up to 60 people). Customers come from all areas in the UK, including cyclists from Europe arriving by ferry from Felixstowe.

Facilities were improved in 2019 when the Barrel Hall (which is part of the winery) was converted to provide inside space for tastings and events. The improved facilities, comprising a large undercover space, bar, kitchen facilities, and public toilets enable groups of up to 60 for private occasions and events, pre-sold tours as gifts or leisure, and regular public tours through the season. This led to a far larger percentage of retail wine income with the higher margin sales accounting for more than half the wine revenue. The vineyard has an average sale of £67 per small tour of two people, with the larger groups spending upwards of £2,000 through the cellar door shop.

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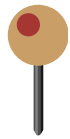
# ACCOMMODATION

Why just visit a vineyard when you can stay at one too... Our recent Tourism Report found that there are now 92 vineyards with accommodation on site. Over the following pages, find out about how providing a place to stay has been the secret to success.



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## GOING GREEN: DENBIES WINE ESTATE, SURREY



Denbies Wine Estate in Dorking, Surrey, was established in 1986 and has 265 acres under vine. Its 17-bedroom Vineyard Hotel is in the heart of the vineyard, with views overlooking the avenues of vines. With its commitment to establish best practice in green tourism, the hotel was built adopting some of the best measures to achieve carbon neutral status, reducing the impact on the environment and blending the hotel building into the natural surroundings of the Surrey Hills. Solar panels and power storage provide 24-hour self-generating energy.

The hotel opened in September 2019. Post-COVID the hotel has experienced occupancy levels between 85% to 98%, with an emphasis on short breaks.



## SOMETHING DIFFERENT: THE VINEYARD HOLLOW AT OASTBROOK, EAST SUSSEX

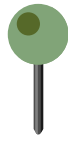
Oastbrook's owners have found that building architecturally unique accommodation has allowed them to attract a new audience of visitors who would like to stay and explore the local area. The accommodation also allows these visitors to stay over after their tasting experience without having to worry about finding transport.



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# VINEYARD DRAW: LLANERCH VINEYARD, VALE OF GLAMORGAN

Llanerch Vineyard Hotel in South Wales offers a unique blend of luxury accommodation and an immersive vineyard experience. Its hotel boasts 36 bedrooms, each designed to provide guests with the utmost comfort while enjoying the stunning vineyard views.

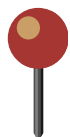
The vineyard is the unique selling point (USP) that sets it apart in the hospitality industry. Guests have the opportunity to explore the vineyard, participate in wine tours and tastings, and learn about the winemaking process first-hand. Its on-site restaurant uses locally sourced ingredients and offers an extensive selection of Llanerch's wines, providing a true farm-to-table dining experience.

Since opening, Llanerch Vineyard Hotel has become a cornerstone of local tourism, attracting visitors from across the UK and beyond. The team has hosted numerous events, including weddings, corporate functions, and private celebrations, all of which leverage the picturesque vineyard setting to create memorable experiences. This approach has not only set it apart in the accommodation sector but has also contributed to its growing reputation as a top tourist destination in Wales.



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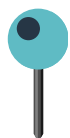
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## PLUGGING IN: WRAXALL, SOMERSET

Since acquiring the vineyard in spring 2021, Wraxall's owners set about maximising its commercial potential. It is located 15 minutes from Bruton, the Hauser and Worth Art Gallery, and The Newt in Somerset (which has 200,000 visitors a year), and is within easy reach of Frome Independent Market, Wells, and Bath.

Knowing that they needed to "plug" the vineyard into the existing tourist market to become a must-visit attraction, they developed their accommodation offering and now have one rented house on site, and have converted the old winery into two cottages. They can now accommodate 14 people in seven double rooms on-site and have also made a large investment in a new tasting space known as The View@Wraxall, which seats 45 for formal or up to 100 for more casual events.



## STAYS AND EXPERIENCES: TINWOOD ESTATE, WEST SUSSEX



Tinwood Estate opened three lodges in 2016, with a further five unveiled this year. South-facing, with far-reaching views of the vines, they each have a Nespresso coffee machine, a large king-sized bed, a double jacuzzi bath, a two-person walk-in shower, and a private deck. Mountain bikes to explore the local walking trails, two oak-barrel saunas, and a continental breakfast hamper are also included. Lodge guests also get 20% off a vineyard tour and wine tasting when booked with their stay.

Tinwood Estate's new accommodation is already attracting many more visitors to the area. Its close ties to local restaurants, bars, and tourist attractions mean that lodge guests can receive exclusive discounts on experiences. This includes free self-scheduled test drives in a Tesla, discounted flying experiences with Ultimate High, and discounted entry to the Weald & Downland Living Museum.



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# LUXURY HOSPITALITY: LEONARDSLEE FAMILY VINEYARDS, WEST SUSSEX



Leonardslee Family Vineyards offers a range of luxury accommodation at its Vineyard Hotel, or at Leonardslee House itself. Leonardslee guests can enjoy food from the Vineyard Kitchen restaurant, which offers seasonal and locally sourced cuisine, with cosy log fires in the winter or seating on terraces in the warmer months.

There are numerous other attractions on the estate, including 240 acres of Grade I listed woodland gardens, sculpture trails, a newly installed children's adventure play park, and two golf courses (18 and 9-hole). There is an extensive all-year programme of events which includes harvest grape picking, wine and dine evenings, winter garden illuminations, art exhibitions, live music, cooking and gardening workshops, crafts fairs, and children's adventure trails.



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# RESTAURANTS

It is often said: what grows together, goes together. With almost 100 vineyard restaurants and cafés in the UK, the GB wine industry is taking that saying seriously. Here are some of the producers that are leading the charge.





# LOCAL PRODUCE



## **Chalk: Wiston Estate, West Sussex**

Named as one of the Michelin inspectors' favourite new dining spots, Wiston's Chalk Restaurant is headed up by chef Jordon Powell, formerly of Michelin-starred The Pass at South Lodge, and uses local produce, much of which is sourced from the Wiston Estate itself.



## **Leaping Hare: Wyken Vineyards, Suffolk**

Twice voted 'Best Suffolk Restaurant', Wyken's Leaping Hare restaurant held a Michelin Bib Gourmand for 25 years and has been listed in the Good Food Guide for 28 years. Housed in a 400-year-old barn on a 1,200-acre farm, it was the first vineyard restaurant in the UK. Driven by its sustainable ethos, the venison, hogget, pork, and game are reared on the estate, while vegetables and salad are sourced from the kitchen garden.



## **Squerries Restaurant: Squerries Winery, Kent**

Having picked up its first AA rosette, Squerries Restaurant is located on the 2,500-acre Squerries estate. Opened in 2019, the restaurant has adopted a nose-to-tail philosophy, sourcing as much produce as possible from the estate. To complement the home-grown sparkling wine, Squerries also lists a wide variety of GB still wines, including local producers and some from further afield.







### **Tillingham Restaurant: Tillingham, East Sussex**

Tillingham's restaurant has been decorated with a Michelin Green Star – an annual award given to those that exhibit a strong sustainable ethos by working to avoid waste and using non-recyclable materials. Open seven days a week, the menu features produce from the Tillingham walled garden and 70-acre regeneratively farmed estate, as well as surrounding farms and fish caught at Rye harbour.



### **Winemakers' Kitchen: Balfour Winery, Kent**

Opened in December 2023, the Winemakers' Kitchen is the brainchild of Balfour's Head Chef Dan Austin and Director of Wine Fergus Elias with the mantra 'what grows together, goes together'. The seasonal menu, which uses local Kent produce, has been developed by breaking down the 'building blocks' of Balfour's wines and creating dishes that match the flavours, structure, and alcohol levels.



## **MICHELIN STAR DINING**



### **Interlude: Leonardslee Family Vineyards, West Sussex**

Set in the Grade I listed gardens and 240-acre Leonardslee Estate, Interlude Restaurant picked up its first Michelin star in 2019, only a year after first opening. It has subsequently gone on to retain this accolade while also picking up a Green Star and three AA rosettes. Reflecting both its Owner and Head Chef's South African heritage, the restaurant sources produce from the estate as well as local farms. There is also accommodation available in its Grade II listed Italianate home, Leonardslee House.



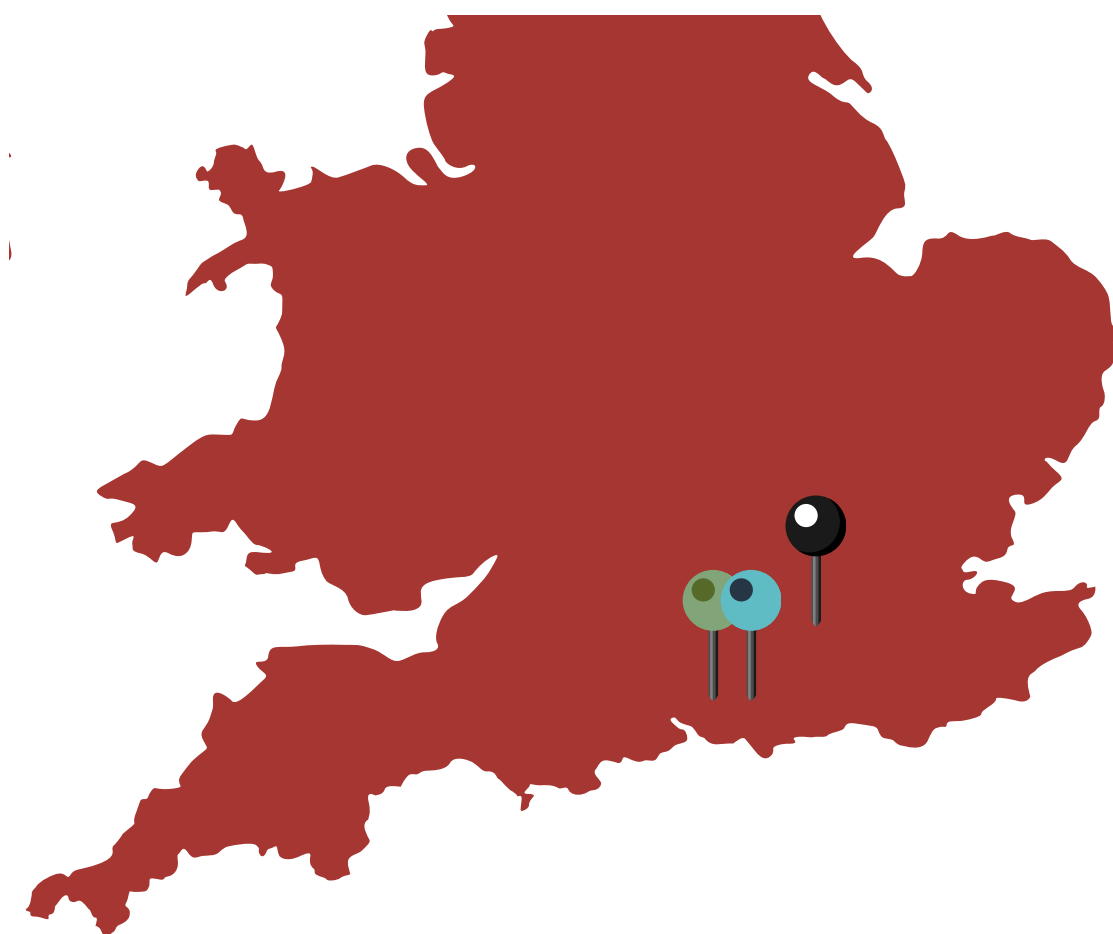
### **Lympstone Manor: Lympstone Vineyard, Devon**

Overlooking the picturesque Exe estuary, Lympstone Manor is overseen by acclaimed chef Michael Caines MBE, formerly of Gidleigh Park. Housed in a Grade II listed Georgian mansion, the restaurant holds one Michelin star and five AA rosettes. The vineyard's wines, produced by Lyme Bay, are served as part of a 600-bin wine list.



# HERITAGE AND CULTURE

While the GB wine industry may be relatively new, vineyards are often located in historic areas with a strong connection to the past. Find out how producers are celebrating local culture and contributing to their community.



Ashling Park



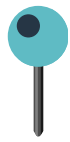
Hambledon



High Clandon

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## D-DAY CONNECTION: ASHLING PARK, WEST SUSSEX

Last year, Ashling Park ran a lunch with historian and Vice Chancellor of the University of Chichester, Philip Robinson, to celebrate the estate's heritage and 80 years since the D-Day landings.

Its estate used to be owned by Lord Portal who was fundamental in the success of D-Day and was second in command to Churchill. The estate was used as a hospital for the wounded from D-Day and Funtington (the nearby village) was used as an airfield for D-Day.



## CHARITABLE SUPPORT: HIGH CLANDON, SURREY



As a small boutique vineyard with a focus on only producing prestige, aged-vintage sparkling wine, High Clandon decided that one of the best ways to market its wine was to engage in a strong charity-community approach and this has underpinned strong cellar door sales.

It partnered with local charity Cherry Trees, which provides specialist respite care for children with severe disabilities. Its main summer event, Art & Sculptures in the Vineyard, charges no entrance fee but asks instead for a voluntary donation to go wholly to the charity plus 10% of all art sales. Building on this, new ideas have been developed with the Jazz in the Vineyard event being run by the charity and hosted by the vineyard. All profits go to Cherry Trees.



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# PROGRAMME PROVIDER: HAMBLEDON VINEYARD, HAMPSHIRE

Hambledon has been an Approved Programme Provider (APP) for the Wine and Spirit Education Trust (WSET) courses since 2018. Its Tours and Education Manager is a WSET Certified Educator able to teach up to WSET Level 3 courses. To date, WSET Level 1 courses have been offered to both the general public, its club members, and in-house staff. The team are in the process of building a new visitor centre which will have dedicated teaching spaces in line with the WSET specification. This will enable Hambledon to expand teaching up to Level 3 in Wines.

Once the dedicated teaching spaces are completed, WSET courses will be a key part of Hambledon's tourism offering, drawing students from among curious members of the general public, to those working in the hospitality industry and even as corporate away days. Hambledon Vineyard has a thriving wine tourism offering and WSET courses will be a natural progression for those who have enjoyed its tours and tastings, joined a food and wine pairing session, or taken part in its viticulture-focused events. WSET courses will be a significant aspect of its wine tourism revenue in the future.

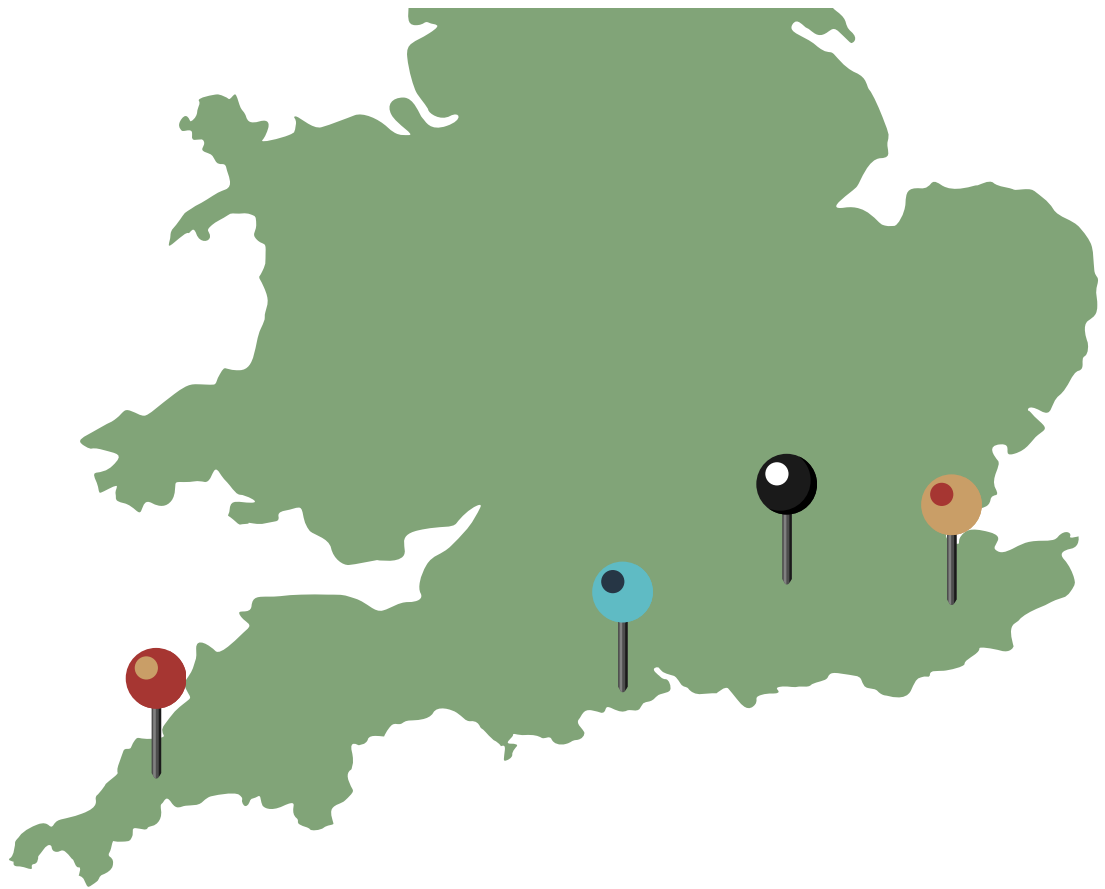


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# SUSTAINABILITY

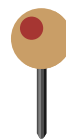
Through WineGB's Sustainable Wines of Great Britain (SWGB) Scheme, GB wine producers are becoming more sustainable across all aspects of their business, including tourism. Read about those that are putting sustainability front and centre.



**Albury**



**Camel Valley**



**Westwell**



**Wharie  
Experience**

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# NURTURING NATURE: ALBURY ORGANIC VINEYARD, SURREY



Albury's wildlife walk was officially opened in 2023 as part of its extensive sustainability programme (it is a Gold certified member of Sustainable Wines of Great Britain). This trail around the perimeter of the new vineyard provides a live habitat for birds, bees, flowers, and frogs so wildlife can thrive.

The wildlife walk also features bat and barn owl boxes, bug hotels, bee hives, butterfly scrapes, an insect highway, wildflower meadows to attract pollinators, compost pits, and a pond. Visitors can rest their feet on a huge bench, shaped like a cow horn and carved from a wonderful redwood tree that fell on the Albury Estate during a storm. There is now increased interest from private, corporate, and community groups to visit the vineyard and experience the wildlife walk.

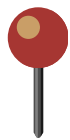
Although open to visitors at weekends only, Albury now welcomes over 10,000 visitors each year and over 60% of Albury wine is sold direct to the consumer. Tours and events now represent nearly 20% of the business income and although there is no restaurant at the vineyard, cheese and charcuterie boards are on offer in the tasting room and nearly £30,000 of cheese was sold to visitors in 2023!



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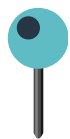
## CHAMPIONING COMMUNITY: CAMEL VALLEY, CORNWALL



As a Gold certified member of Sustainable Wines of Great Britain, Camel Valley takes its environmental responsibility seriously. In addition to SWGB, the vineyard and winery is registered under ISO 14001 and ISO 9001 and is audited annually.

Solar power, which is generated from panels on the winery buildings, runs all aspects and functions of the business entirely, with excess power sold to the National Grid.

Camel Valley engages with the local community and increases its visibility as a business by offering work experience opportunities to local schools, offering its vineyard as a venue for Wine & Spirit Education Trust (WSET) courses, and sponsoring the kit of the local ladies hockey team. It also sponsors the Cornwall Air Ambulance and have paid for the fuel for over 100 rescues.



## SOMETHING DIFFERENT: E-BIKES, WHARIE EXPERIENCE, HAMPSHIRE

The Wharie Experience has a partnership with a local electric bike company called Jaunt E-bikes. It is on their list of recommended stops and riders stop at the vineyard on their journey and take part in a vineyard and winery tour and tasting. The half-day experience takes tourists on a scenic tour of the New Forest on assisted pedal 250w e-bikes, cutting down emissions and reducing traffic on local country lanes.

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## SMALL ACTS: WESTWELL WINE ESTATES, KENT

Westwell Wine Estates in Kent believes that small, simple acts cumulatively make a big difference – from supporting and working with local businesses, recycling and composting to finding creative ways of reusing its waste and by-products, including collaborations with brewers, glassmakers, and local skincare brand Pelegrims, which uses Westwell's vine sap and grape skins after pressing to create their award-winning range.

Westwell is also known for its vibrant community events. It is committed to creating a welcoming space for its community, regularly repurposing its winery space; usually with limited resources. Throughout the year, it hosts a wide variety of events, including creative workshops with Kentish artists, cinema screenings in the vines, theatre productions, pizza nights, local produce markets, supper clubs, weddings, wakes, and even an annual dog show. These events provide a great opportunity for visitors to learn about its approach to winemaking and experience Westwell's unique atmosphere.



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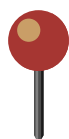
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# UNIQUE FUN

There is a great diversity of tourism activity in the UK. Find out about those thinking outside the box, from the world's first (and only) winery slide to half marathons in the vines.



**Chapel Down**



**Denbies**



**Simpsons**



**Tinwood**

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## TRAINS AND RUNS: DENBIES WINE ESTATE, SURREY



Year round, Denbies Wine Estate boasts a range of experiences, including the wine train tasting experience, a 50-minute experience taking in the key vineyard viewpoints. It also hosts the Bacchus Half Marathon, now in its 15th year, which attracts over 3,000 competitors to its estate.



## WINERY SLIDE: SIMPSONS' WINE ESTATE, KENT



The slide at Simpsons' Wine Estate was installed in February 2018 during the construction of its second floor tasting room. Guests to the estate love ending their tour by going down the slide, which is a great feature for social media posts capturing their visit. It is truly unique and the estate believes it is the only winery slide in the world.

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## ORCHESTRA IN THE VINEYARD: CHAPEL DOWN, KENT



Chapel Down hosts an orchestra, featuring 40 local musicians playing classics from the 'March of Bacchus' to well-known show tunes and culminating in some favourites from Last Night of the Proms. Guests experienced Bacchus three ways: by savouring a glass, listening to the Bacchus Orchestra, and being seated next to Bacchus vines.



## YOGA IN THE VINES: TINWOOD ESTATE, WEST SUSSEX



Tinwood is in its fifth year of holding Yoga in the Vines with its in-house qualified yoga instructor and tour host, Jade. For only £15 per class, guests can enjoy an hour of yoga during sundown in the vines. The sessions run every Wednesday at 7pm from May to August and are for all abilities with different postures offered.

Expect a mixture of Ashtanga, Vinyasa, Hatha & Yin as well as breathwork, mindfulness, and meditation. It is the perfect way to unwind halfway through your week and appreciate the peaceful setting.

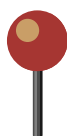
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# LOCAL COLLABORATION

Vineyards and wineries are part of their local communities, providing jobs, spaces, and days out. In the following pages, find out how producers are using their local connections to boost business.



**Quoins Organic**



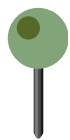
**Ridgeview**



**Simpsons**

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# RESTAURANT PARTNERS: SIMPSONS' WINE ESTATE, KENT



Simpsons' are proud to have developed a wonderful friendship and working partnership with the two Michelin-starred restaurant, Hide and Fox in Kent. The team have a special affinity with Chef Patron, Allister Barsby, and fellow Owner, Alice Bussi, working partners with a passion for excellence, much like Co-Founders Charles and Ruth at Simpsons'.

Simpsons' co-hosted a series of wine dinners with the team at Hide and Fox, both at their restaurant in Saltwood and also at its estate. Since 2022, one of the highlights of its summer season are the Hide and Fox evenings, where 40 guests arrive for a vineyard tour, a sparkling reception, and a five-course-dinner, created at the winery by Allister and Alice, all paired with its wines.

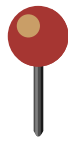
Tickets for this event are now priced at £170/person and for this year's dinner (held in September), tickets sold out within two weeks of being released, with many going to return customers, for whom one experience was clearly not enough!



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## BEING CONNECTED: QUOINS ORGANIC VINEYARD, WILTSHIRE

A neighbouring glamping and cottages business asked Quoins to share its vineyard with their visitors. This snowballed with the hen parties that enjoyed the free and easy lifestyle of a weekend in the countryside and the high life of nearby Bath in the evening. The vineyard is now getting bookings of 10 to 20 visitors per week from the glamping business. It signed up to the 'Visit Bath' website and were featured on the site. A simple review and photo brought potential customers to its website for bookings and it now has as many visits as it can accommodate. This year its revenue from visitors should be similar to the sale of its grapes!



## POWER OF PARTNERSHIPS: RIDGEVIEW, EAST SUSSEX

Certified



Corporation



Ridgeview's PR & Brand Ambassador Mardi Roberts is Vice Chair of the Sussex Local Visitor Economy Partnership and sits on the Sales and Marketing Advisory Board for VisitBritain and on the WineGB Tourism Working Group. Ridgeview also joined with Sussex Modern and the Sussex Visitor Economy Partnership in the delivery of the Sussex Wine Plan for growth. This launched in Parliament in May 2023, and outlines the strategic vision of growing Sussex's wine tourism sector from its current value of £25m to £283m by 2040, generating 3,633 new jobs, and securing Sussex's position as the UK's premier wine tourism destination.

In addition, Ridgeview has been featured in the Gatwick Airport campaign on TV, online, and billboards promoting Sussex wine tourism and its proximity to Gatwick Airport. Ridgeview wines now feature in Gatwick World Duty Free and the Gatwick South Downs Wine Bar.



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## CONTRIBUTORS AND IMAGES

Regions: Sussex Modern, Vineyards of Hampshire, Vineyards of the Surrey Hills, Welsh Vineyards Association, Wine Garden of England and Yorkshire Wine Trail.

Vineyards and wineries: Albury, Ashling Park, Astley, Balfour, Camel Valley, Chapel Down, Denbies, Giffords Hall, Gusbourne, Hambledon, High Clendon, Knightor, Leondardslee Family Vineyards, Llanerch, Lymington Manor, Nutbourne, Oastbrook, Quoins Organic, Ridgeview, Simpsons' Wine Estate, Squerryes, Tillingham, Tinwood, Westwell Wine Estates, Wharrie Experience, Wiston, Wraxall and Wyken.

Data: UK wine tourism data sourced from the WineGB Industry Survey 2024 and UK Wine Tourism in 2024 report. Content / Editing: Phoebe French

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