

Gusbourne Estate signs export deal with Estonia



Gusbourne Estate has appointed Balen to represent their wines in Estonia. Available as of June 2014, Gusbourne Estate will be the very first English winery to be represented in Estonia through Balen, who will list Gusbourne Estate Brut Reserve 2009, Blanc de Blancs 2009 and Pinot Noir 2011.

Balen, one of the longest established wine merchants in Estonia and the only wine-importing company in the country focusing solely on top estates and

fine wines, has represented Bollinger for over 21 years in Estonia. Balen – who has over 670 wines from more than 160 producers in their portfolio – also sell wines from renowned Houses such as Domaine de la Romanée-Conti, Domaine Francois Raveneau, Famille Perrin, Terte Roteboeuf, Chateau Belle-Brise from France as well as Tenuta San Guido (Sassicaia), Ca’del Bosco, Angelo Gaja, Allegrini and Tenuta San Leonardo from Italy.

Christian Holthausen, Gusbourne Estate’s head of marketing and communications said “We are delighted to be able to introduce the very first English wines to Estonia and to be part of Balen’s extraordinary portfolio of top estates and fine wines.” Holthausen, who joined the estate earlier this year, is developing Gusbourne Estate’s export strategy alongside CEO Ben Walgate.

Robert Vahur, CEO of Balen. says: “We are very excited about being amongst the first partners for Gusbourne Estate outside their domestic market. English sparkling wine has seen an incredible surge in quality over the recent years and I am sure that Estonian wine aficionados will appreciate these amazing wines from one of the most prestigious producers in England.”

In the UK, Gusbourne is available at premium independent wine merchants such as Berry Bros & Rudd, Philglas & Swiggot, Lea & Sandeman and prestigious department stores like Fortnum & Mason and Selfridges.



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