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PRESS RELEASE

Autumn wine tour program with BKWine: Bordeaux, Rhône, and Portugal

Paris, 13 June 2006

Britt Karlsson, founder of BKWine, has just launched the definitive autumn tour program with wine and gastronomy travel. There are three tours on the schedule for September and October: “The Northern Rhône Valley” (September 27 – October 1), “Bordeaux at Harvest Time” (October 11-15), and “Portugal: Wine, Food and History” (October 18-22). The detailed programmes are available on the BKWine site: http://www.bkwine.com/wine_tours/wine_tours.htm

BKWine is a tour organiser that focuses solely on wine travel and gastronomic tours. It is run by a Swedish woman, Britt Karlsson, who over the last ten years has organised close to a hundred wine tours.

Britt Karlsson, founder of BKWine is also a well respected wine writer and wine educator and is based in Paris. Britt says about her new tours: “The autumn program goes to two of the most popular wine destinations in France: ‘The Great Classic’ to Bordeaux and the today very trendy Rhône Valley – a great tourist destination too. I have also added Portugal to the program since it is a very exciting wine country. It used to make very old-fashioned wines but over the last ten years a lot of things have happened. Today they make really exciting wines for the international market.” Britt goes on to explain her philosophy behind the wine tours: “I don’t want to make the ‘average, mass market’ wine tour. I put a lot of effort into finding the most interesting wineries to visit. Working as a wine writer helps a lot. I have daily contacts with winemakers and knowing what is going on – as well as having the right contacts – makes all the difference when planning a wine tour program. The other thing that is very important for me is that I want to make the travellers really enjoy themselves, learn, and also have fun: I only do small groups and the focus is not on tasting the maximum number of wines – what’s important is to ‘get under the skin’ of the wine regions we visit”.

People interested in the BKWine wine tours should visit the site:

http://www.bkwine.com/wine_tours/wine_tours.htm

Additional Information:

In addition to the scheduled tours, BKWine also organises tours for private groups or corporate events tours. These tours are custom made and can be on a wide range of themes: Rhône, Loire, Champagne, Alsace, or any other wine region, or with more wine-and-gastronomy focus: “Wine and Truffles”, “Olive, Chocolate and Foie Gras”, “Oysters Fishing and Languedoc Wine & Food”, and “Wine and Food in Provence” are some examples.

BKWine also publishes a very popular free newsletter on wine, The BKWine Brief, with news about wine, personal recommendations on wine producers, restaurants and wine bars and other wine related information. It can be ordered on the site <http://www.bkwine.com>.

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More information

- About the Wine Tours: http://www.bkwine.com/wine_tours/wine_tours.htm
- About BKWine: http://www.bkwine.com/international/about_bkwine.htm
- Press photos: <http://www.bkwine.com/diverse/press.htm> (Additional press photos from our 20.000 picture library can be requested for free publication in connection with articles on our wine tours.)

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BKWine AB is managed by Britt Karlsson, a Swede living in Paris. She is one of the few Swedes working internationally with wine education and wine journalism and is also a very experienced organiser of wine tours. She started her business in the early 1990s. Since 1995 she publishes a private newsletter called “VinNytt” with articles on wine. The same year she launched one of the first wine web sites: www.bkwine.com, which is now bilingual (English-Swedish). She also publishes an email newsletter – the BKWine Brief – which in a short time has grown to become one of the largest newsletters on wine. “The Brief” is available in English and Swedish – for free. Britt is completely independent of wine producers and of the wine trade. She is a member of the British Circle of Wine Writers, the International Wine and Food Society and numerous other wine and gastronomic organisations.