

Debut for much-anticipated champagne and wine fair

In September, Viking Line is organizing a champagne and wine fair on board the cruise vessel Viking Cinderella. During the fair, such world-renowned wine houses as Moët Hennessy, Bottega and Veuve Clicquot will offer tastings of numerous wines that are not available in the product range of Systembolaget retail wine and spirits shops in Sweden.

Wine and champagne sales on board Viking Line vessels have constantly increased in recent years. During the summer of 2013 alone, Viking Line sold 240,000 litres of sparkling wines. In response to requests from passengers who are interested in wines, Viking Line is now organizing the first champagne and wine fair on the Baltic Sea, which will take place on two cruises, departing Stockholm on September 11 and September 12. These cruises will feature wine and champagne tastings and an exclusive four-course menu will be served in the Viking Cinderella's Seaview restaurant.

A large number of participating wine houses, several hundred kinds of wines/champagnes and up to nine master class lecturers will be available on each cruise. Our guests will have the opportunity to further improve their knowledge of wines, while enjoying a chance to taste a wide array of both wines and champagnes. Take advantage of the opportunity to listen to a lecture by the Moët Hennessy wine house on everything you need to know about champagne. Or for the real wine enthusiast – pre-book a master class, accompanied by wine tastings.

“Sales of wines and champagnes on board our vessels have constantly increased, along with passenger interest in these fine beverages. For the past several years, we have organized well-attended whisky fairs that are ranked among the ten best in the world. Many of our guests are genuine gourmets, and they have requested cruises that focus on food and beverages. This is why we are very pleased that we can now offer our passengers a champagne and wine fair on board the Cinderella, where guests can also enjoy a culinary experience,” says Gordan Schmidt, Product Manager at Viking Line.

The fair will take place in the Nöjescafé and will be open from 6-10 p.m. during the voyage from Stockholm and from 10 a.m. to 1 p.m. on the return voyage. The Viking Cinderella departs Stockholm at 6 p.m. and returns the next day at 3.30 p.m.

Among the wine houses participating on board will be:

Laurent-Perrier	Franck Bonville
Charles Heidsieck	Moët Hennessy
Freixenet	Veuve Clicquot
Antinori	Masi
Concha Y Toro	Torres
Tommasi	Henriot
Penfolds	Cono Sur

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Viking Line is a public limited company and the market leading brand in passenger traffic on the northern Baltic Sea, with a mission to provide large-scale, affordable, safe passenger and cargo carrier services including first-class recreation, good food and attractive shopping. Its shares have been listed on the NASDAQ OMX Nordic Exchange Helsinki since 1995. Viking Line serves Finland, Sweden and the Baltic countries with seven vessels. During the financial year 2013 sales were about EUR 549 M. The number of passengers totaled 6.5 million. The average number of employees was 3,104.

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