

Media release

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Viking Line opens the next decade with a range of new, exquisite house wines

Starting in January 2020, Viking Line's restaurants, bars and shops will once again renew their selection with a variety of new house wines. During 2020 and 2021, passengers will have the opportunity to taste a select German white wine, an Italian red, a dry Prosecco and an already familiar Champagne produced exclusively for Viking Line.

Wines have an established place in our passengers' shopping baskets. With more than 3 million litres of wine sold annually, Viking Line is among the largest wine merchants in the Nordic region. The experienced personnel in Viking Line's shops and restaurants help passengers to find their favourites among nearly 600 wine options.

"The demand for sparkling wines is already very high and it seems that the general interest in bottles of bubbly continues to grow. Trendy rosé wines have been particularly popular this year. The demand for white and red wines is also steadily rising," says Kim Engblom, Viking Line's Tax Free Manager Sales & Purchasing.

We make it easy for passengers to find new favourites among our range of carefully selected house wines. Our jury of experts tested hundreds of options to find high quality wines with an exceptional price-quality ratio. The resulting selections will be featured house wines on Viking Line for the next two years.

Our new house white wine is *Handwerk Riesling*, a dry Riesling manufactured by the young and innovative PLOB GmbH collective of winemakers from the Mosel region of Germany. The new house red, *Edizione Apassimento*, is a full-bodied and fruity red wine from Puglia, Italy. Our new choice Prosecco, *Val d'Oca Prosecco DOC Treviso Extra Dry*, is made from the famously high-quality grapes grown in the Valdobbiadene region of Italy. Our range of exquisite wines will also continue to include our house Champagne, *Piper-Heidsieck Essentiel by Essi for Viking Line*, hand-picked by Essi Avellan for Viking Line ships.

The new house wines will be available on all Viking Line ships as of 1 January 2020.

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Viking Line's House Wines for 2020–2021

House white wine *Handwerk Riesling*

This dry Riesling is produced by the German PLOB GmbH collective located in the Mosel wine region of Southwest Germany. Grown on a steep hillside, these grapes provide for a crisp and versatile white wine that has more of a flowery than fruity aroma. Wines from the Mosel region are known for their high quality and, due to their northern origin, are typically lighter and more acidic.

House red wine *Edizione Apassimento*

This full-bodied, soft and harmonious red wine is produced in Puglia, Italy. The wine is made from 40% Nero di Troia, 30% Primitivo and 30% Merlot grapes. It is characterised by aromas of plum, cherry and blackcurrant with hints of cocoa and vanilla. This full-bodied, fruity and harmonious red wine is especially well-suited for pairing with meat dishes and cheeses. The family-owned Masseria Tagaro winery has been in operation now for four generations. *Our house red wine is sold in a lighter bottle for a reduced carbon footprint of up to 20 per cent.*

House Prosecco *Val d'Oca Prosecco DOC Treviso Extra Dry*

This quality Prosecco from the Valdobbiadene region near Venice stands out from the rest by virtue of its light floral bouquet, pleasant acidity and fresh overall character. This Prosecco, which is produced from Glera grapes (85%) and further enriched by Pinot & Chardonnay grapes (15%), is exquisite on its own, but also excels when paired with a variety of different fish dishes.

House Champagne *Piper-Heidsieck Essentiel Cuvée Réservee by Essi Avellan for Viking Line*

Essentiel by Essi is a fabulously toasty Extra Brut Champagne that is also luxuriously soft, full-natured and lively. It is characterised by aromas of fresh and dried fruits with hints of spices. This versatile and classy wine is suitable on its own, as an aperitif or paired with a variety of foods. It is a particularly good pairing with fish and seafood dishes.

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