

KECHRIS wines in the international market

The first months of 2016 have been very active for the KECHRIS winery, with many events taking place in Greece, but also abroad.

February was dedicated to France, with two very important tastings that took place in the beginning and at the end of the month at Mavrommatis, one of the best restaurants of Paris. In the first tasting, a dozen of some of the most important Greek wine producers showcased their wines in front of a savvy audience of professionals and consumers in an event organized by the Mavrommatis family and the team of the namesake restaurant. The second event was organized by Wine Plus in the context of the Vinalies Internationales competition. In this tasting, which was addressed to the judges and organizers of the above wine competition, our winery presented a small vertical of different years of the Tear of the Pine, going back to 2006, one of the first vintages of our iconic retsina. Between these two events, we participated in the Vinisud Wine Fair, represented by Dionysos Mavrommatis and Mathieu Blet along with a selected group of other Greek wine producers.

In mid-March, it was time to be part of the world's leading trade fair for wine professionals, the Prowein. In this year's event, Greece had a strong presence, with Greek wine occupying for the first time a separate section next to the major producing countries of the world. This was Kechris' winery 15th year of consecutive participation at the Prowein and one of the most successful ones. During the three days of the fair we had the opportunity to meet with people from the trade sector, journalists and wine professionals who were impressed by the quality of our wines and especially of our retsinas. As a result, many new collaborations are about to start, opening new dynamic markets for our wines, such as Denmark.

In the meantime, new awards are coming in. The first accolades of 2016 came from the Vinalies Internationales Competition: Gold medal for the Tear of the Pine 2015 and silver for Kechribari 2015 and the Fourth Dimension 2015.

Soon the action will move to the other side of the Atlantic, with the New Wines of Greece roadshow in North America coming up in May. Look out for more updates soon!

