

— *Travel*

Wine Travel With A Difference

By Carole Edrich

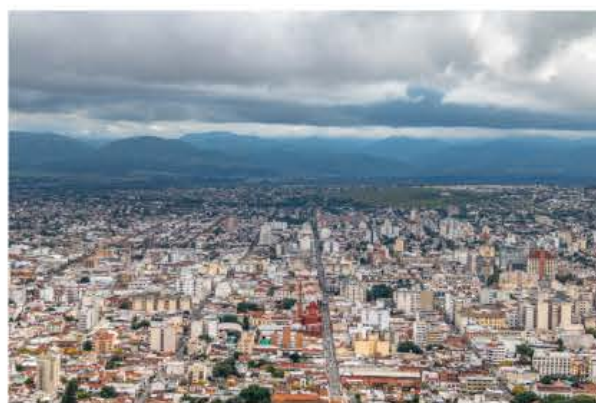


Tasting: Here & There Malbec.

Despite Argentina's fame for its Malbecs, this one's from South Africa. The name describes where I had been in this epic 4,500km bike ride through the wineries of Argentina, and its simple spicy red-fruitiness is balanced with a tingly acidity, and acid might have cleaned that hotel's pipes.

Available at Must Wine bar
Wanstead High Street E11

First in a series that pairs travel experiences with wines



The Experience:

Salta Province in Argentina has sub-tropical weather. That means non-stop rain or hot sun and humidity in the lowlands, and hot sun with more hot sun everywhere else. It's mostly desert. The huge difference in temperatures between daytime and nighttime makes for amazing wines.

Cars go scary-fast in Salta, so I judder along on the roadside gravel, downhill towards the city. It's hot and wet and humid. On a normal trip humidity is nicely relaxing and welcome, and it makes smells stick to the people who cause them. Cycling through it is – naturally-different. Like swimming through treacle, it's exhausting, sweaty, and no sane person would do it.

I find my hotel in Salta City and immediately go for a shower. The pipes grumble. I wait. The water comes out. It's a bright, vivid green. I decide not to bother. No energy to grumble so tonight, I'll stay sticky. Sweaty is betty-er.

Join our new wine event

Marketing with Wine Workshops Hosted by Carole Edrich

The 6 modules in this course take you through everything you need to know about Public Relations and Marketing. Starting with the big picture and deciding on your strategy. We'll work together from start to finish, including SMART goals, ideas generation to get the most from press, media, advertising, and influencers, measuring progress, hiring, AI, creative thinking, and putting it all in practice.

Each week we'll also taste a new wine!

Modules

1. Fit In The Big Picture; Making an Achievable Strategy, Goals, and Timelines,
2. SMART goals, PR, Marketing, and Social Marketing planning, from strategy to ideas
3. Knowing your audience, getting the best from your budget, owned, paid, and earned media; when to use influencers, press, and advertising
4. Do It Yourself or Find the Right Hires, measuring results, and what makes good (and bad) people, content and publicity
5. Do you need a communications plan, Press Releases, Images, and Videos; what works and what doesn't, testing and more measuring
6. AI, ideas and imagination, Creative and Design Thinking, Putting it all together

Event dates

- Tuesday, 20th August 2024
- Tuesday, 3rd September 2024
- Tuesday, 17th September 2024
- Tuesday, 1st October 2024
- Tuesday, 15th October 2024
- Tuesday, 29th October 2024
- Tuesday, 12th October 2024

For more information: www.wansteadworks.com

Location: Wanstead Works, 34-40 High Street, E11 2RJ