



# Undiscovered EU Wines Take Centre Stage at London Wine Fair 2025

‘More Than Only Food & Drink’ Campaign will Showcase Over 50 EU Wines at Booth C40

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The European Union’s ‘More Than Only Food & Drink’ campaign will spotlight the extraordinary diversity of EU winemaking at this year’s London Wine Fair, with a selection of more than 50 wines from across 27 Member States - many of which are yet to be discovered by the UK trade.

Championing innovation, authenticity, and sustainability, the campaign will offer visitors to **booth C40** a rare opportunity to taste wines from unexpected corners of the EU — including Malta, Belgium, Czechia, Luxembourg, Poland, and Spain — that reflect today’s demand for lighter, more expressive styles.

A strong emphasis will be placed on wines with Protected Geographical Indication (PGI) and Protected Designation of Origin (PDO) status, underscoring the EU’s commitment to traceability, heritage, and regional identity. Many of the wines on display will be organically produced, highlighting the EU’s dedication to responsible and sustainable viticulture.

Neil McAndrew, wine industry expert and advisor to the EU campaign, commented: “The ‘More Than Only Food & Drink’ campaign’s presence at the London Wine Fair will offer a unique chance to uncover wines that defy expectations. From Champagne-method sparkling and crisp mineral whites to light and fruity reds, there’s something for every palate — especially from regions that are still flying under the radar.”

Island wines are a particular point of difference for the campaign’s showcase at this year’s fair. Selections from Sicily, Santorini, Madeira, and Corsica will take centre stage. These wines will

showcase how volcanic terroirs and maritime climates produce wines with a distinctive mineral profile, thanks to conditions that stress the vines and intensify fruit concentration.

“The island wines are certainly something different for visitors to seek out”, continues Neil. “The volcanic soils especially - think Mount Etna wines - give the wines a unique, mineral style that’s hard to find elsewhere. In addition, the constant wind, salt, and sun stress the vines, which makes for better, more concentrated fruit. That’s why a Santorini Assyrtiko tastes salty, sharp, and laser-focused - it literally soaks up the island life.

“The islands also tend to keep their own local grape varieties due to their relative isolation. As a result, grapes like Assyrtiko (Greece), Nerello Mascalese (Sicily), or Biancu Gentile (Corsica) are rarely seen outside their region. “What is more, some islands - like Santorini - thankfully escaped the phylloxera plague that killed most European vines in the 19th century. This means they still have some of the oldest, ungrafted vines in the world.”

#### Island wines on offer from the stand include:

- Spain’s **Cati Ribot Son Llebre Negre** - produced in Mallorca from Escursac, a rare indigenous varietal.
- White and red wine from **Malta PDO**, an undiscovered region for the UK.
- **Maltese Islands, PGI** (Sparkling Wine) from Malta – produced in vineyards that are situated in the central region of Malta, characterized by calcareous soils with a mix of Xerorendzina and clay. These soils are rich in lime, providing excellent drainage and contributing to the wine's vibrant acidity and minerality.
- **Tinto Vulcânico** produced within the **Açores PGI** in Portugal - a blend of mainly local varietals grown on the extraordinary, windswept and volcanic vineyards of the Azores.

#### Other noteworthy EU bottles for visitors to explore:

- **Gouttes d’O** from **Vin de pays des Jardins de Wallonie PGI** in Belgium - an exciting, biodynamic wine in a style that will appeal to drinkers of Premier and Grand Cru Chablis. The wine is aged for 10 months in a combination of old oak barrels, stainless steel vats, clay pots, and concrete eggs.
- Unfortified **Palomino** from Spain – a modern, dry take on the classic Sherry grape.
- **Csopaki PDO** from Hungary and **Stredoslovenská PDO** from Slovakia (**Frankovka Modrá Selection**)- both made from the grape more widely known as Blaufränkisch.
- **Nebbiolo** from **Valtellina Rosso PDO** in Italy – a delicate, early-drinking alternative to Piedmont styles.
- **Malvazija** from **Hrvatska Istra PDO** in Croatia - grown in Momjan Valley in the north of Istria, it is a fresh, well rounded, herby white wine with a moreish finish, tasting of bittersweet grapefruit, making it a great alternative to Sauvignon Blanc.

Visitors are invited to booth C40 to taste the full range and explore the stories behind each wine. A dedicated speaker session, hosted by Neil McAndrew, will take place on Monday 19 May at 12:30 PM, providing deeper insights into EU terroirs, techniques, and trends.

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## Notes to editors:

In 2024, the European Union launched the 'More Than Only Food and Drink' campaign to promote the EU's incredible range of food & beverages across the UK market.

The campaign aims to promote European food & beverage products to food and drink professionals in the UK, highlighting the key characteristics of the products (safety, quality, authenticity, and sustainability), with a focus on EU quality schemes - Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) - as well as the EU organic label.

For any further queries, please [visit our website](#) or contact: [morethanfood\\_UK@agripromotion.eu](mailto:morethanfood_UK@agripromotion.eu)