



UK MARKET ACTIVITY JANUARY– DECEMBER 2026



AS ALIVE AS THE PLACE THEY'RE GROWN



CALIFORNIA KICKSTARTER

Trade Opportunity

Funding support to Importers of California Wine in the UK for them to hold in-person trade events promoting their California wine brands, plus travel bursary support for Head of Buying and Sales Teams to travel to California.

When and Where: Ongoing, across the UK

CAPSTONE IMPORTER WORKSHOPS

Education

Educational support for Importers of California wine in the UK. Educators deliver Capstone level 1 to all staff in the form of in-house workshops using their California portfolio.

When and Where: Ongoing, across the UK

THE WINE MERCHANT TOP 50

On-Trade & Promotion

An annual tasting to select the Top 50 California Wines for UK retail run in conjunction with The Wine Merchant Magazine. The supplement will be published in March and distributed to hundreds of retailers across the UK.

When: Judging in January and supplement release in March

CHARDONNAY AND PINOT NOIR FOCUS TASTING

Trade Tasting

In March, we will hold a focused tasting of Chardonnay and Pinot Noir wines currently in market, along with seeking representation wines, in a self-pour setting. Wines will be arranged by AVA and price point to give the trade a unique opportunity to compare styles and brands across California.

When and Where: Thursday 26th March 2026 at Wild By Tart, London.

MAJESTIC WINE TOUR TO CALIFORNIA

Travel

Following the recent Majestic acquisition of Enotria and Vagabond, Edition 2 of this trip will include visits to, or tastings with, all California producers represented by the Group, and will be for 15 guests from the 3 businesses. Places on the trip will be won via a sales incentive to encourage California wine sales across the group this December.

When: Late May 2026

GENERATION CA TRIP TO CALIFORNIA

Travel

The Generation CA Tour is a new travel bursary program created to deepen engagement with California wines among emerging wine professionals in the UK, Ireland, UAE, and India. Aimed at dynamic under-35s in the wine trade, it offers them the chance to explore California wine country with our support, while building peer-to-peer connections with young professionals across the state's wine industry. The trip will end with a two-day immersive experience with CWI for all of our explorers.

When: Late May 2026

BUYERS MARKETPLACE EMEA, Dubai

Travel

This year sees the first regional Buyers Marketplace in Dubai. Buyers Marketplace will host buyers that might not yet qualify for GBM and are based in Europe, the UK, the Middle East and India. This event is organised jointly by the European Team and UK Team. The event is scheduled to take place from the 26th October 2026.

When and Where: 26-28 October (inclusive) in Dubai.