



GRAPE ESCAPES RESPONDS TO RISE IN PROSECCO SALES WITH THE LAUNCH OF A BRAND NEW DESTINATION

In August 2015, IRI released figures, showing that Prosecco sales had totalled £338 million in the UK, an increase of a staggering 72% on the previous year. In comparison, Champagne achieved a far smaller increase of just 1.2% in value sales - Prosecco was clearly popping!

In response to these figures, specialist wine tour operator Grape Escapes started work on an exciting new featured destination, bringing the home of Prosecco – the Veneto region – to life. After eight months of dedicated research of the area, they have now announced the release of three brand new tours, based in both Venice, and the surrounding vineyards.

The tours, which can be taken as three or four day breaks, are available mid-week and weekends throughout the year, and offer guests the opportunity to discover a variety of Prosecco wineries, with extensive tastings of course!

Grape Escapes' Essential Venice tour (starting at just £434 per person) is based at a selection of 4-5* hotels in the centre of this city on water; after being welcomed at the iconic Caffè Florian on Saint Mark's Square with a delicious afternoon tea or aperitivo on their day of arrival, guests will enjoy a full day guided and transported tour with a specialist English-speaking guide. The tour includes visits and tastings at two Prosecco wineries to witness first-hand the unique bubble-making process, as well as time to discover popular local sights including the spectacular 13th Century Follina Abbey. The tour day is rounded off in style with a four course traditional Venetian dinner, where each course is specifically paired with a different Italian wine. On the four day break, Grape Escapes also arrange for guests to take part in a unique food and wine walking tour to eat and drink like the locals, followed by the requisite gondola ride down the Grand Canal.

For those looking for a superior experience, Grape Escapes are offering an Exclusive Venice tour, which is based at the very best 5* hotel in the city – Hotel Danieli. This luxurious hotel benefits from an excellent waterside location, just metres from the renowned Saint Mark's Square, and a few steps from the romantic Bridge of Sighs. The tour itself will be upgraded to a private experience, with a luxury chauffeured vehicle at guest's disposal throughout the day, and the opportunity to visit their favourite Prosecco wineries. In the evening, dinner is upgraded to a delicious

four course Michelin starred wine tasting dinner at a city centre restaurant. The Exclusive break starts at £787 per person.

Grape Escapes also cater for those seeking a special and memorable wine experience in a more rural setting; the relaxed itinerary of their Hidden Gem Villa Abbazia break (from £540 per person) gives guests the opportunity to enjoy their peaceful vineyard surroundings at a 17th Century Venetian residence in the quaint village of Follina. On the tour, guests will be welcomed at two premium wineries, and will enjoy an authentic lunch served in the picturesque Valdobbiadene. With the chance to also explore the quaint village of Vidor, this day is perfect for those interested in exploring the calming Prosecco countryside and charming villages of the area. The four day break delights guests with a gastronomic six course gala dinner in the on-site Michelin starred restaurant – certainly an experience not to be missed!

For more information call +44 (0) 1920 46 86 66 or visit <http://www.grapeescapes.net/destinations/prosecco-tours/the-tours/>

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Notes to Editors:

Grape Escapes is a specialist wine tour operator, offering wine tours to France, Spain, Portugal and Italy. Grape Escapes offer a broad range of wine tasting tours and trips to vineyards in Ribera del Duero and Rioja in Spain, Tuscany in Italy, Porto in Portugal and the main French wine regions: Champagne, Bordeaux, Burgundy, The Rhône and The Loire. Grape Escapes run numerous wine tasting trips for individuals, groups (social groups, hen weekends, wine clubs, car clubs, and birthday trips among others) as well as wine tasting trips for corporate clients. www.grapeescapes.net