

**Client:** Tagus Creek  
**Source:** Birmingham Mail (Central City Final) (Main)  
**Date:** 15 October 2009  
**Page:** 46  
**Circulation:** 56495  
**Size:** 222cm2  
**Value:** 2417.58

  
Tagus Creek

# A hive of activity has wide appeal

## Raise AGlass

By Laurence McCoy

THE humble British bee has taken a battering recently, so any attempt to get the little fella up and buzzing again has to be good, especially if it involves the odd glass of wine.

And we can also raise a heartfelt toast to the country's war veterans at the same time as supporting the Poppy Appeal.

It's easy to be sceptical about some campaigns which smack of marketing opportunities but these two schemes should bring some positive benefits and as they involve decent wines, that has to be a bonus.

Aussie winery Banrock Station is supporting the Co-operative's initiative to build 300,000 hives after around a third of the United Kingdom's honey-bee hives were lost in the winter and spring of 2008.

And as the busy bee is nature's pollinating machine, responsible for pollinating around 30 per cent of the fruit and vegetables we grow, that decline can have a serious knock-on effect.

Banrock Station will donate money from the sale of every bottle of its tasty Shiraz Mataro and crisp Colombard Chardonnay in the Co-op this autumn. They are

both reduced from £5.49 to £4.25 until November 10 as well.

Meanwhile, the Poppy Appeal, in aid of the Royal British Legion, is to get a boost from the Portuguese wine producer Falua, which has joined forces with Waitrose and Morrison.

For every bottle of Tagus Creek wine sold in Waitrose between November 4-11 and Morrison's between November 2-15, £1 will go to the appeal.

At Morrisons, that includes a hearty and flavoursome Red Shiraz/Trincadeira (£5.99) and full-bodied white Chardonnay/Fernao Pires (£5.99) as well as a reserve red (£6.99). At Waitrose, there's a robust red Cabernet/Aragones (£5.99), delicious redcurrant Rosé (£5.99), an aromatic white Arinto/Fernao Pires (£5.99), and a Grande Vinho (£8.99).



Get busy: Save the bumble bee.