

## Press Release

PARIS 25 January, 2010

### **Adopt your Own Vines in a French Vineyard and Participate in Making your Own Wine !**

**Gourmet Odyssey announces the launch of the English language website to open up its unique Gourmet Odyssey Wine Experience to the UK and other English speaking citizens within the European Union.**

Each Gourmet Odyssey Wine Experience customer will adopt their own vines in an acclaimed independent vineyard in France for a wine-producing year, select from three Experience Days where they get to visit the vineyard, meet the winemaker, and learn about making wine by actually rolling up their sleeves and getting involved themselves in the key stages of production such as pruning, harvesting, cellar work and blending.

During each visit, the clients will also get to taste the wines from the vineyard, and share a typical winemaker's meal, comprised of local delicacies. At the end of the Gourmet Odyssey Wine Experience, each customer will personalise their own labels, and receive an equal number of bottles of wine to the number of vines that they adopted to savour and share with friends and family. During the whole experience, the clients can follow the evolution of their grapes through newsletters, blog updates and photos posted into their private client portal.

Struggling to find an original gift for someone who seems to already have everything? Looking for a more inspired retirement present than a silver photo frame? Tired of always leaving buying wedding gifts to the last minute, and having to choose between the set of hand towels or saucers? The Gourmet Odyssey Wine Experience is a highly original gift idea, or treat for a wine enthusiast, that lasts for many months and is sure to remain even longer in the memory.

"The essence of the Gourmet Odyssey Wine Experience is to learn about wine by getting involved in making it, to meet the winemaker and share in their passion, to visit some of France's most beautiful regions, and to have a whole lot of fun," says Mark Boothstone, the founder of Gourmet Odyssey. "I've always loved visiting vineyards and tasting the wines, chatting with the winemakers and learning about the different regions and terroirs, but I've always wanted to go further. I'm somebody who learns by doing, not just through listening and reading, and I wanted to make this possible for others too."

At launch, Gourmet Odyssey has partnered with Château Beau Rivage in the Bordeaux region and Domaine Chapelle in Burgundy. Other wineries will follow. Both of these independent wineries were selected for the high quality of their wine, the friendly and welcoming character of the owners, and the environmentally responsible way in which the vines are grown and the wine produced. Indeed, Domaine Chapelle has just received official Organic status from Qualité France, and Château Beau Rivage should become certified for their 2011 vintage. They have both received numerous awards and recognition from the wine industry.

Jean-François Chapelle, the owner of Domaine Chapelle, in Santenay, Burgundy ([www.domainechapelle.com](http://www.domainechapelle.com)) believes that "the Gourmet Odyssey Wine Experience gives a unique way for people to get behind the scenes and to see for themselves what it takes to be a winemaker. The public are becoming much more interested in gastronomy and wine – where do the products come from, how are they made, how environmentally friendly are the production methods used? Our

partnership with Gourmet Odyssey helps de-mystify the complex world of winemaking in a fun and interactive way.”

Prices start from € 223 and then increase depending on the number of vines adopted, the winery chosen, and the number of Experience Days selected.

## About Gourmet Odyssey

Gourmet Odyssey ([www.gourmetodyssey.com](http://www.gourmetodyssey.com)) is a boutique company that specialises in gastronomy discovery experiences where the customers actually participate in the making of the gourmet product of their choice from one of Gourmet Odyssey's quality, independent partners.

Each partner is meticulously chosen for the excellence of their produce, their infectious enthusiasm and passion for their profession, and the environmentally and ethically responsible production methods used.

The first product in this range to be launched is the Gourmet Odyssey Wine Experience. Other gourmet experiences will follow shortly.

Gourmet Odyssey was founded by Mark Booterstone, a British citizen who lives in Paris with his French wife.

Further details on Gourmet Odyssey and the Gourmet Odyssey Wine Experience can be found at [www.gourmetodyssey.com](http://www.gourmetodyssey.com)

## Further Information

Should you have any further questions or wish to arrange an interview, please contact us:

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