



PRESS RELEASE

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**SHEFFIELD WINE WEEK:
The North's First Citywide Wine Week Comes to the UK's 'Real Ale Capital'**

More than 25 events across over a dozen venues are already confirmed for the inaugural wine celebration taking place from the 26th to 30th June.

SHEFFIELD, South Yorkshire – Why can't wine bars and pubs just get along? For generations, pubs have often treated their wine selection as an afterthought. Yet, the wine world can be just as culpable: failing to acknowledge the massive strides made in craft beer. But recently, a new type of advocate has emerged: Modern connoisseurs who believe all fermented beverages are created equal and a great alcoholic drink is great regardless of its origins.

The first-ever **Sheffield Wine Week** – taking place from **Wednesday 26th June to Sunday 30th June** – was launched with this new era of drinkers in mind. Hosting a wine week in a city dubbed the 'Real Ale Capital' isn't just fun, it's imperative.

'Drink category tribalism is as outdated as ideas like "red or white" or "pale or dark"', explained Mike Pomranz, one of the co-founders of Sheffield Wine Week and owner of The Old Shoe. 'Not only are wine lovers also interested in orange wines and beer snobs seeking sours, but trendy drinkers are simply looking for anything exciting, interesting, process-driven and refined. A wine week in a traditional beer city certainly advocates for broadening interest in wine, but perhaps more importantly it's also about encouraging people to consider all quality-crafted drinks on their own merit'.

Fitting this vision of egalitarianism, any wine-advocating venue in Sheffield is invited to participate. As a result, events include a Central and Eastern European wine tasting at The Pangolin, a micropub; a Danish fruit wine showcase at Alder, a bar housed in a former brewery; and a wine and pintxos party at Elm, a daytime hangout where coffee tends to receive top billing.

That said, the backbone of Sheffield Wine Week is – of course – its ever-growing list of wine destinations, holding events worthy of both the wine-curious and wine-dedicated alike. For instance, Starmore Boss is holding a wine and cheese pairing, SHÖP by JÖRO is hosting an English wine tasting, Gills & Co will be exploring Sauvignon Blanc, and Tenaya has scheduled a wine fair.

‘We have all seen the craft beer movement grow over the years; wine has been having a similar revolution, but much more under the radar’, said Sarah Hatton and Virginia Myers, co-owners of Tenaya Wine, a wine shop and bar. ‘There are so many small producers making wonderful, interesting wines that often don't make it onto many wine lists. We want to showcase the venues that are highlighting these great wines and let people know they don't need to know a thing about wine in order to enjoy them. That's what we're here for!’

To see the current list of events – with plenty more expected to be added as the week gets closer – head to the Sheffield Wine Week website, sheffieldwineweek.co.uk. Additional info can be found on its Instagram account, [@sheffwineweek](https://www.instagram.com/sheffwineweek).

Many of the events will be free and open to the public, but some will be ticketed or require advance booking. Check the website for more details.

City Centre-based **The Old Shoe** and Crookes-based **Tenaya Wine** launched the week in the hopes of breaking through Sheffield’s traditionally beery veneer to help expose a vibrant vinous underbelly. They quickly found support from the city’s most prominent purveyors of wine including Bench Le Cave, Elm, Gills & Co, The Harritt, Mitchell’s, The Pangolin, The Pearl, SHÖP by JÖRO, and Starmore Boss. These and other venues will be highlighted on a collectable Sheffield Wine Week map available for free at participating locations.

For additional enquiries, please contact:

Mike Pomranz
mike@theoldshoebar.com
+44 7507 176644