



PRESS RELEASE

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FOR IMMEDIATE RELEASE

‘Sheffield Wine Week’ Is Back for a Second Year: 18 June – 22 June 2025!

New branding, more participants & bigger events – including a signature outdoor wine fest -- but still Sheffield’s only week-long celebration of quality wine!

SHEFFIELD, South Yorkshire – Ready your corkscrews and decanters! **Sheffield Wine Week** – a five-day celebration of quality wine in the Steel City – is returning for its second year in a row. And in 2025, the event promises to be even bigger, anchored by a brand-new outdoor wine festival: **Wine Week Fest at Bole Hills!**

Taking place from **Wednesday 18th June to Sunday 22nd June 2025**, Sheffield Wine Week offers bars, restaurants and retailers across Sheffield and beyond the opportunity to participate in the North’s largest multi-day, multi-venue wine celebration -- with events ranging from tastings, talks, pairings and more from wineries, importers, wholesalers and others drinks industry professionals.

Last year, over a dozen different venues covering all corners of the city hosted over 30 events. This year, numbers will be even bigger. Returning participants include Bench/La Cave, Elm, Gills & Co, Joro, Mitchell’s, Nomad Maison, The Old Shoe, The Pangolin, The Pearl, Starmore Boss, Tenaya, and The Wonky Labrador -- and new names are already being added such as Barks Wine Shop, Bullion, The Crow, Department, The Harlequin, Konjo, and Rutland Arms.

Additionally, Sheffield Wine Week itself is hosting its first-ever signature event: an outdoor wine fair atop Bole Hills in Crookes -- featuring plenty of wine tasting alongside food trucks, live music and other family-friendly activities on Saturday 21st June.

‘This year we are very excited to be hosting our very own feature event -- Wine Week Fest -- at one of Sheffield’s great parks, Bole Hills,’ said Tenaya owner and Sheffield Wine Week co-founder Virginia Myers. ‘The aim is to bring the wine industry in Sheffield (and beyond!) together along with the city’s wine drinkers for a relaxed day out at the park. It will be a great

opportunity to try new wines, eat good food, learn more about wine and relax as a community in a beautiful outdoor space. We can't wait!

Early bird tickets for **Wine Week Fest at Bole Hills** are on sale now at sheffieldwineweek.co.uk/fest.

More official event announcements will be forthcoming soon, and once again, Sheffield Wine Week is a community-driven collective: Any bar, restaurant or retailer advocating for quality wine can participate. All events that fit these base criteria will be listed on the Sheffield Wine Week website – sheffieldwineweek.co.uk – with further promotion taking place across Instagram and Facebook on the week's **@sheffwineweek** handles.

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 Sheffield Wine Week in 2024 with the hopes of breaking through Sheffield's traditionally beery veneer to help expose a vibrant vinous underbelly.

'Sheffield Wine Week was created with a simple idea: Plenty of Sheffielders love wine so let's unite that community, celebrate it, and encourage more people to join us!' explained The Old Shoe co-owner and Sheffield Wine Week co-founder Mike Pomranz. 'Wine drinking is often mischaracterised as elitist or impenetrable. SWW wants to flip it on its head: Sure, ramp up the exploration, but at the same time, reduce the pretension. Let's try everything together!'

Plus, adding to the excitement in 2025, Sheffield Wine Week has undergone a brand refresh thanks to **Ded Studio** -- which is run by the same team behind returning Wine Week participating venue, Elm. Expect to see the colourful new graphics online and IRL in posters, merch, and other eye-catching forms.

Anyone within the wine trade interested in participating in Sheffield Wine Week or Wine Week Fest at Bole Hills can contact the organisers at sheffieldwineweek@gmail.com.

For additional enquiries, please contact:

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