



To: Food and wine editors

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Pampas Plains expands its offering by launching a dedicated Argentine wine website

The UK's leading Argentine beef specialist Pampas Plains has launched an online wine business, bringing the full Argentine gastronomic experience to British shores.

Pampas Plains Wines (www.pampasplainswines.com) offers more than 60 carefully chosen Argentine wines. The specialist website offers **Malbecs** from Mendoza, **Pinot Noirs** from Patagonia and **Torrontès** from mountainous Salta. Food matching suggestions are available in order to find the perfect wine match without the help – or expense - of a sommelier.



Malcolm Fraser Harris, founder of Pampas Plains, says, "Argentina has been a dormant volcano for a long time and there have been rumblings in the past. However, this time I think it's going to erupt, igniting the European shores with its creativity and enthusiasm. We launched the highly successful beef site in 2003 and have now complemented it with the wine site pampasplainswines.com. The two are perfectly matched and we are committed to bringing this to the attention of British food and wine lovers".

Giles Arbuthnott who heads up the new wine business adds, "While the traditional Malbec and Torrontès varietals are well represented, there are also Cabernet Sauvignons, Merlots and Chardonnays that combine the best of the Old World complexity with New World charm. We strongly recommend any of the wines from the Tapiz range. For something a

little more special, the Malma Reserva range by NQN goes well with the juiciest of steaks from Pampas Plains.”

Clients can order a 6 or 12 bottle case, or just a single bottle, to accompany their finest Argentine steaks. Prices range from £6 to £70. Aficionados of Argentine food and wine can find an incredible variety of products on both websites. With the new wine website, Pampas Plains offers an ideal solution for anyone seeking inspiration for an unusual gift idea for Christmas, birthdays or special occasions.

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Photos/images available upon request

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