



Brightwell Vineyard makes the most of County Shows

Brightwell Vineyard at Rush Court near Shillingford, Oxfordshire is a 14 acre vineyard producing six wines – three white, a rosé, a red and a sparkling Chardonnay. Since 1999 the vineyard owners Carol and Bob Nielsen have developed the vineyard, replanted vines and established wine tours, tastings and a sales outlet.

Through membership of the BBO Food Group Brightwell Vineyard enjoys discounted stall fees at popular summer events including Royal County of Berkshire Show, Bucks County Show, and Thame Show.

Brightwell Vineyard features in Chefs' Tours, the Local Flavours Festival and associated publicity in newspapers, local radio and magazines.

“We enjoy the county shows because we can showcase our wine and encourage people to taste the different varieties. Invariably they come and buy direct from the vineyard,” says Carol.

“During 2009 four shops started buying from us, generating around £2,000 of new orders, and sales continue to increase”.

“BBO Food Group publicity, the Local Flavours Festival advertising and our entry in the Food Guide always helps. We have several London restaurants on our client list and get a lot of interest from local hotels and pubs – they just need to take the plunge and order!”

Brightwell Vineyard is building a bigger retail base and will be participating in county shows and food festivals to promote sales from the vineyard.

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At BBO Trade Show.



Brightwell wines.



Carol Nielsen.

Promoting the production and consumption of local food