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### **Air Southwest teams up with vineyard to promote Cornwall**

Air Southwest has teamed-up with Cornwall's leading vineyard, Camel Valley, to promote the county to visitors.

The low-fares regional airline and the award winning vineyard have launched a promotion to give away two return flights to or from Newquay Cornwall and a VIP wine-tasting.

Thousands of bottle necks will encourage people to visit the competition website at [www.airsouthwest.com/camelvalley](http://www.airsouthwest.com/camelvalley) and enter their details to win the flights and wine-tasting. No purchase is required to enter the competition.

The winner will be able to claim two return flights to or from any of the six airports that Air Southwest flies to from Newquay, which are London Gatwick, Manchester, Leeds Bradford, Bristol, Cardiff and Dublin.

Mike Coombes, general manager commercial at Air Southwest, said: "We've teamed up with Camel Valley to help promote Cornwall across the UK. The food and drink that's on offer in Cornwall is one of the county's best attributes, and Camel Valley's award winning wines are some of the best Cornwall has to offer."

Camel Valley vineyard director Sam Lindo, said: "As well as a wine-tasting the winner will get a tour and a chance to see behind the scenes of the vineyard. We're delighted to be joining with Air Southwest to promote Cornwall."

Established as a vineyard in 1989, Camel Valley produces seven types of wine. The wines are available across the South West at selected Waitrose stores, and through a number of independent wine merchants – including some based in London.

The vineyard prides itself on creating wines that reflect the landscape and culture of Cornwall – inviting, bright, versatile and refreshing. The

south-facing slopes at the vineyard combine with Cornwall's mild climate to allow full, yet slow, ripening of the grapes.

The quality of the produce at the vineyard has been recognised in recent wine competitions. Camel Valley's "Cornwall Brut" was the only sparkling wine from outside the Champagne region of France to win a gold medal at the 2005 International Wine Challenge. In the 2006 Decanter World Wine Awards, Camel Valley's 2005 Bacchus won the accolade of England's top wine.

The promotion of Cornwall follows the recent announcement by Air Southwest that it has boosted its Newquay to London Gatwick service by 25%, with the introduction of an extra 500 seats a week.

From October 30, Air Southwest will introduce a fifth weekday service from Newquay to Gatwick departing Newquay at 11.20 and returning from Gatwick at 13.00.

## **Copy ends - August 25, 2006**

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### **Notes to editors**

**Air Southwest** is a wholly-owned subsidiary of Plymouth-based Sutton Harbour Holdings Plc, which is listed on the Alternative Investment Market. The group owns and operates Plymouth City Airport and its interests span regeneration and transport.

Air Southwest flies to the following destinations:

**Newquay** to: London Gatwick, Leeds Bradford, Manchester, Bristol, Dublin, Cardiff

**Plymouth** to: London Gatwick, Leeds Bradford, Manchester, Bristol, Jersey

**London Gatwick** to: Plymouth, Newquay

**Leeds Bradford** to: Bristol, Plymouth, Newquay

**Manchester** to: Bristol, Plymouth, Newquay, Cardiff

**Bristol** to: Manchester, Leeds Bradford, Jersey, Plymouth, Newquay, Norwich

**Jersey** to: Bristol, Plymouth

**Dublin** to: Newquay

**Cardiff** to: Newquay, Manchester

**Norwich** to: Bristol

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[www.airsouthwest.com/news](http://www.airsouthwest.com/news)

### **Our Websites:**

Sutton Harbour Group

[www.sutton-harbour.co.uk](http://www.sutton-harbour.co.uk)

Air Southwest

[www.airsouthwest.com](http://www.airsouthwest.com)

Plymouth City Airport

[www.plymouthairport.com](http://www.plymouthairport.com)

### **For more information contact:**

Jason Clark

Deborah Clark & Associates

01872-276276

Mike Coombes

General Manager Commercial

Air Southwest

07980-834368  
[jason@dclark.co.uk](mailto:jason@dclark.co.uk)

01752-242630  
[mike.coombes@airsouthwest.com](mailto:mike.coombes@airsouthwest.com)