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Brown + Hudson's wine trips with Hedonism

Luxury travel and wine experts join forces on a new bespoke venture



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For those who wish to explore their love of wine and travel at once, bespoke holiday company Brown + Hudson has teamed up with Mayfair boutique Hedonism Wines (second picture) to create some exceptional wine-focused trips, tailor-made for the individual. From access to the Harlan Estate vineyard in Napa (first picture), including a tasting with enigmatic winemaker Bill Harlan, to a private tour of the Dinastía Vivanco wine museum in La Rioja, the tours have a strong cross-cultural emphasis, including food and history.

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Each trip (from £17,500 per person for a five-day wine trip to Spain, for example, or from £26,000 per person for a week-long Californian trip) starts with a meeting with a Hedonism specialist to establish taste in wine, before the planning begins. This could mean a tour of the vineyards of Rioja, with tastings of 19th-century wines, followed by a private cookery lesson with **Elena Arzak** in San Sebastián; or a private visit to the Kistler vineyard in Napa, before enjoying a private dinner on Alcatraz. There will also be other diversions, from taking a private yacht along the Cantabrian coast to a behind-the-scenes visit to the French Laundry in Napa or a round of golf at Pebble Beach with a PGA Tour pro.

Hedonism Wines CEO Tatiana Fokina says: “Luxury is a widely overused term these days, but certain companies such as Brown + Hudson, much like ourselves, really do understand it. It is a travel company like no other – its passion, knowledge, creativity and access are unrivalled. It is the only travel company that can provide trips with the level of service and expertise customers have come to expect from Hedonism. This partnership will allow us to deepen our relationships with our clients and add value by creating a richer experience that goes beyond the bottle and into the vines.

Philippe Brown, founder of Brown + Hudson, adds: “Many of our clients come to us looking for a travel adventure that incorporates the most exquisite insight, thought and creativity, as well as access to extraordinary people. We are really looking forward to crafting travel journeys for Hedonism’s clients, to allow them to experience wine from the vine, barrel, bottle and beyond.”

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