

# The Critics' Views



## A Wine Writer's View

Andrew Jefford has recently published 2 articles in Decanter regarding Cava and its direction. These 2 articles have been cited in the resource part of this essay. Cava refers to 2 things for Jefford and UK consumers, a cheap substitute for Champagne and on the other hand a terroir reflected wine with great finesse. Unfortunately, there is not a lot of Cava in the middle tier and the prestige Cava doesn't reach the UK market in great quantities.

Andrew's take on Cava as being gastronomic was another great surprise as he said it was more gastronomical than Champagne due to balance and the wide range of possibilities that can be found on the market. This was said, even though he has never been to a cava matching meal.

## A Food Critic's View

Nick Lander writes for the Financial Times as a restaurant critic. His direct views put Cava into perspective in the UK. He said that Cava was almost invisible there, way behind Champagne and Prosecco. He has had very little contact with Cava as a product and he has never been to a cava matching meal.

This may seem blunt and straight to the point but he did it extremely politely. He didn't want to seem negative but he did say that the Cava sector were to react if they wanted to make the UK a priority market in the future.

*Andrew Ashurst*