






**TOP
SELECTION**
EST. 2000

Top Selection Ltd
23 Cellini Street
London SW8 2FQ
United Kingdom

T: +44 (0) 845 410 3255
F: +44 (0) 207 499 4448
E: info@topselection.co.uk
www.topselection.co.uk

 @topselection
 @tswine
 @topselectionwines

FOR IMMEDIATE RELEASE

Top Selection Unveils ULMUS – Its First Own-Label Wine Collection

London, UK – 07/05/25 – Top Selection, the award-winning UK wine importer, proudly announces the official launch of Ulmus, its first-ever own-label wine collection. Coinciding with the company's 25th anniversary, the new boutique collection is set to debut at **Top Selection's Portfolio Tasting event in London on May 12th.**



Named after the Latin word for elm—Ulmus—a nod to Top Selection's roots in Nine Elms, London, the range is a carefully curated celebration of regional expression and varietal character. Developed in collaboration with some of the world's most respected winemakers, Ulmus reflects the quality, style, and identity that have become hallmarks of the Top Selection portfolio.

"With Ulmus, we've created a range that not only complements our existing offerings but also encapsulates the essence of what a Top Selection wine is: one which over delivers and provides the wine drinker with a great experience in the process." commented **Akos Forczek, Founder and Chairman, Top Selection**

He adds: *"Our 25th anniversary is the perfect time to introduce Ulmus; to bring the collection to life we have worked with some of our closest long-term partners, so they are both a celebration of the past and an exciting nod to the future."*

The initial Ulmus collection features four distinct wines:

- Sauvignon Blanc – Loire Valley, by Chanel Gitton
- Malbec – Argentina, by Daniel Pi
- Barbaresco – Piedmont, Italy, by Achille Boroli
- Bulls Blood – Hungary, by Bolyki

Each wine is crafted for immediate enjoyment, with an emphasis on approachability, quality, and value. The eye-catching labels, inspired by artistic illustrations, add to their appeal on the shelf and in the glass.

Tailored for independent retailers and sommeliers, Ulmus embodies the spirit of discovery and dedication to excellence that defines Top Selection. Further additions to the range are planned for later this year.

-ENDS-

About Top Selection Ltd

Established in 2000, Top Selection is an award-winning wine and spirits importer supplying the premium on-trade, independent retailers and private clients. We are dedicated to working with passionate producers who are the driving forces of their respective regions. We offer an exceptional portfolio of exclusive products from across the price spectrum and are proud of the long-term relationships we have cultivated with our customers and suppliers. Top Selection was named UK Sommelier Wine Awards' Fine Wine Merchant of the Year 2018-2020 and featured in The Harpers Top 50 Wholesalers of 2024.

For press inquiries or further information, please contact:

Matt Ellis
Marketing Manager
Email: matt@topselection.co.uk
Tel: +44 (0)20 3958 0741