

The Wine Sign® launches at MAIA Luxury Spa & Resort

London, June 2010: Discover your Wine Sign at MAIA Luxury Resort and Spa (www.maia.com.sc); the Seychelles' all-villa resort and a member of Leading Small Hotels of the World. MAIA is the first (and only) hotel to offer this new concept.

The programme at MAIA, which costs €250 per couple, offers guests a personal consultation with a specifically trained sommelier where they blind-taste six Grands Crûs, each with clearly defined characters. Participants records their reactions and experience by means of a simple electronic voting system, the votes are then analysed by The Wine Sign's® exclusive software and the individual's profile and taste is outlined using the eight existing Wine Signs - Gourmet, Strong, Refined, Sensual, Rebellious, Adventurous, Eternal and Trendy. Each participant receives a personalised cellar book which features a selected list of wines corresponding to their tastes. The MAIA wine menu (which features over 280 wines) now references the different Wine Signs enabling guests to choose a wine to suit their specific taste.

Faced with the hundreds of grape varieties and appellations, Philippe Raoux, a château owner and wine trader in Bordeaux and Frédéric Brochet a French expert in sensory analysis and author on the subject of wine tasting created The Wine Sign® at La Winery (www.winery.fr), near Bordeaux. The concept was designed to encourage and assist consumers in improving their understanding of their wine tastes and the corresponding wines that suit them. The Wine Sign® is built on an exclusive glossary highlighting the different characteristics and tastes of wine. It juxtaposes the "subject" and "object" of tasting and in this way 64 different wine profiles have been established from eight Wine Signs

Throughout 2010 and to take advantage of MAIA's exceptional cuisine (and wine cellar) the resort is offering a special promotion where guests can enjoy one-night free and a complimentary dinner for two on each night, based on a minimum stay of four nights.

- Stay three consecutive nights on a Bed & Breakfast basis and receive the fourth night free (4=3 or alternatively, 8=6 or 12=9)
- Receive a complimentary dinner each on each of the four nights (excluding beverages) and unlimited diving throughout the stay.*

To book call +248 390 000 or email reservations@southern.sun.sc
www.maia.com.sc / www.lhw.com

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*Diving includes equipment hire and applies to introductory and exploration dives only. Private boat hire and dives can be organised at an additional cost. Offer valid until 25 December 2010

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MAIA, a member of *Leading Small Hotels of the World*, is a 30 villa property open to residents only. It stretches over 30 acres and is set on a private peninsula on the southwest coast of the island of Mahé in the Seychelles. Each of the spacious 250m² villas feature the latest hi-tech facilities and have uninterrupted ocean views, a spacious gazebo area with kitchen bar, eating area and oversized day-bed, a 25ft infinity pool and outdoor sunken bath tub.