

See all Life

**GEORGE VI WINE LIST**  
**CORONATION FESTIVITIES**

All Wines served at the palace of special occasions, dinners and banquets are Crown and Garter.

CLARET		STILL HOEK	
No. No.	WINE	Price	Per Doz.
1.	Madeira	7/6	2/8
2.	St. Emilion	7/6	4/-
3.	Chateau Margaux, Marg. Cuv.	7/6	7/-
4.	Chateau Lafite, Marg. Cuv.	7/6	4/-
5.	Chateau d'Arque, Marg. Cuv.	7/6	7/-
WHITE		STILL MOSELLE	
11.	Chateau "Les Clos" Champagne	7/6	4/-
12.	Chateau "Les Clos" Champagne	7/6	4/-
13.	Chateau "Les Clos" Champagne	7/6	4/-
14.	Chateau "Les Clos" Champagne	7/6	4/-
15.	Chateau "Les Clos" Champagne	7/6	4/-
BURGUNDE		FORT	
16.	Chateau "Les Clos" Champagne	7/6	4/-
17.	Chateau "Les Clos" Champagne	7/6	4/-
18.	Chateau "Les Clos" Champagne	7/6	4/-
19.	Chateau "Les Clos" Champagne	7/6	4/-
20.	Chateau "Les Clos" Champagne	7/6	4/-
SHERRY		CHAMPAGNES	
21.	Chateau "Les Clos" Champagne	7/6	4/-
22.	Chateau "Les Clos" Champagne	7/6	4/-
23.	Chateau "Les Clos" Champagne	7/6	4/-
24.	Chateau "Les Clos" Champagne	7/6	4/-
25.	Chateau "Les Clos" Champagne	7/6	4/-

# This wine list from the coronation of George VI proves how much our drinking tastes have changed

Unearthed pamphlets show that claret and German wines were sipped in 1937, while Hungary was tipped for the crowning of Queen Elizabeth II

By Victoria Moore, WINE CORRESPONDENT

25 April 2023 • 5:00pm

## Telegraph Wine Cellar

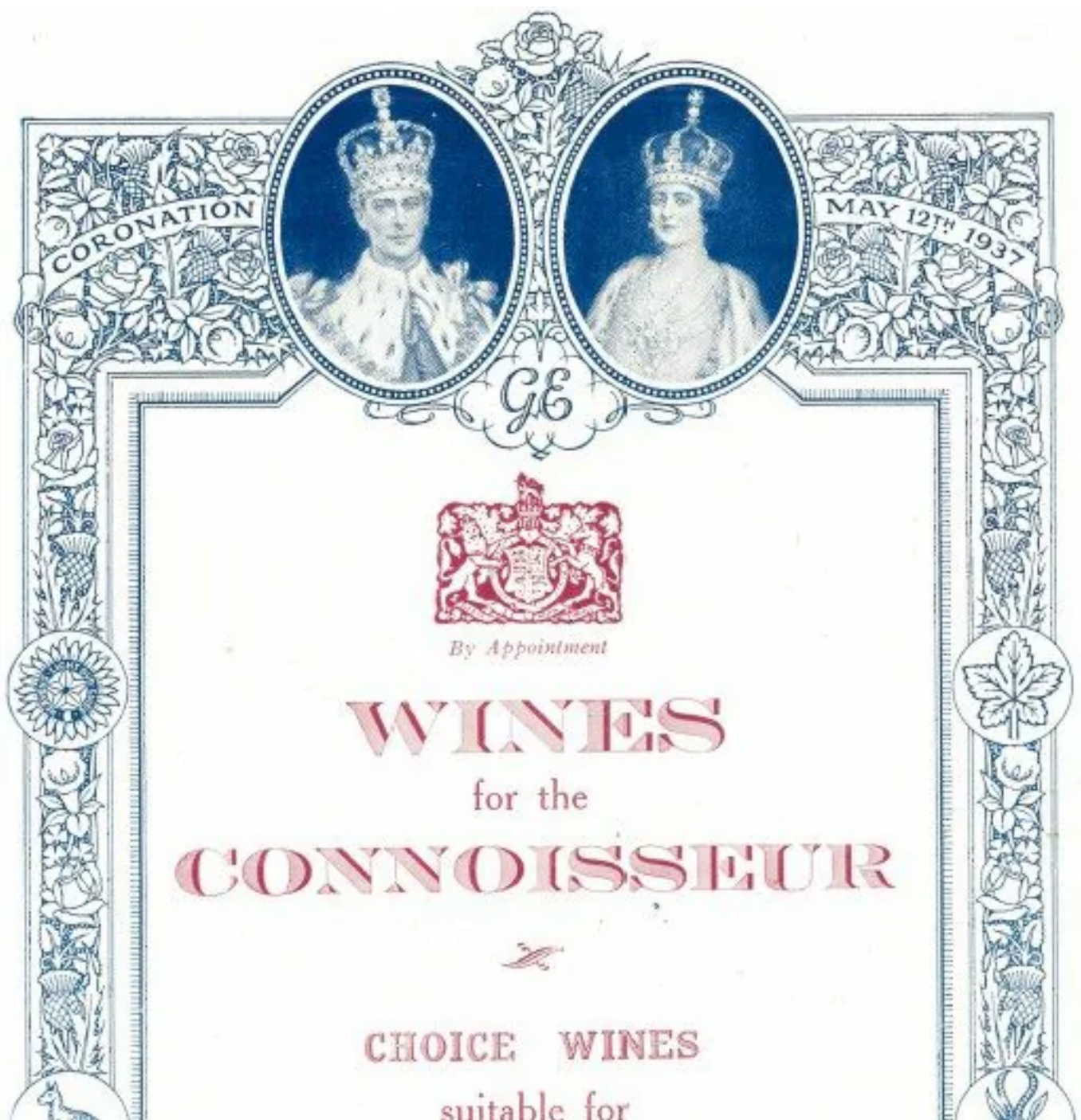
Try the Starter Case, our experts' pick of go-to wines. 12 bottles: Just £10 each.

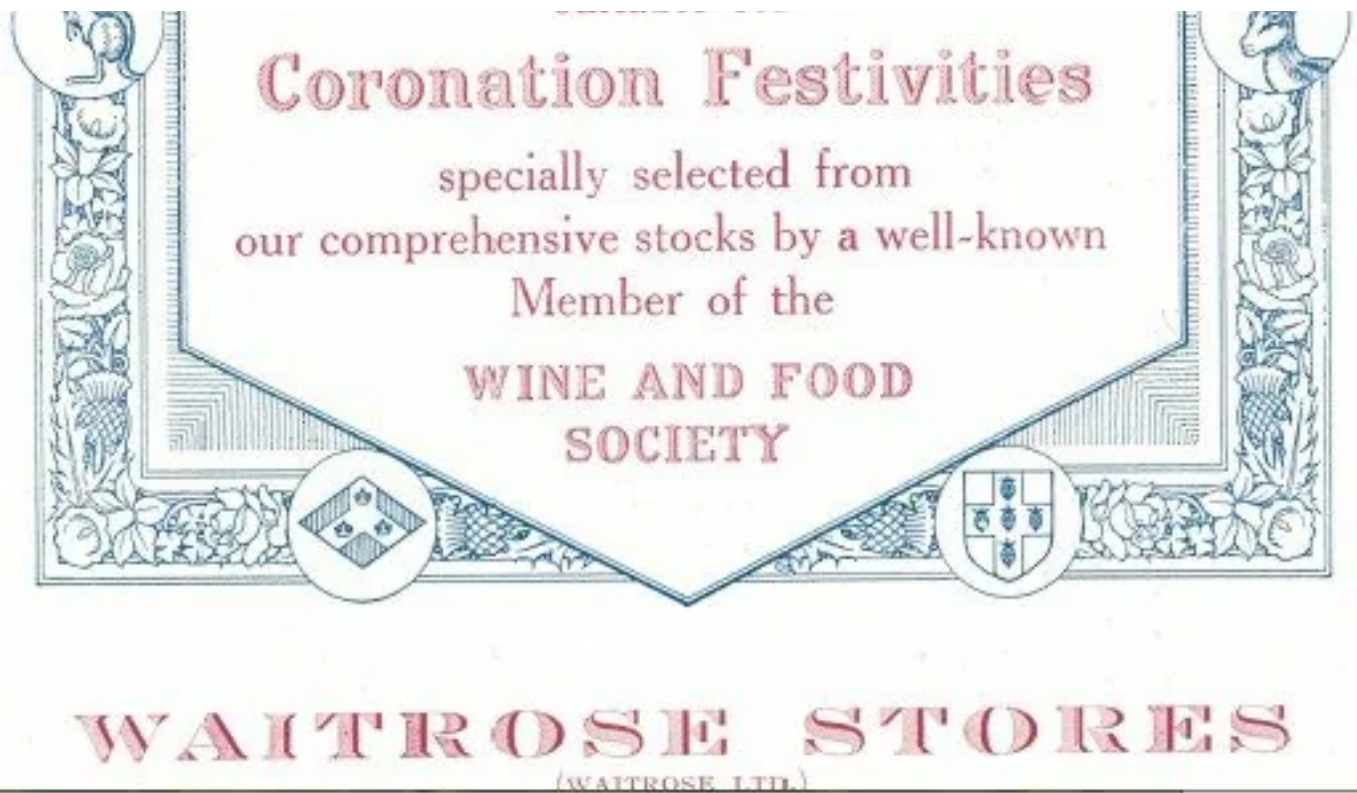
**SHOP NOW**

---

In May 1937, as Europe edged towards a second great war, King George VI was crowned at [Westminster Abbey](#). To celebrate the occasion, Waitrose Stores, then operating in affluent areas such as Windsor and Gerrards Cross, produced a list of 'Choice Wines for Coronation Festivities' that it hoped might be of interest to its customers.

The pamphlet, recently unearthed from the Waitrose archives, and published for the first time here, offers clarets, including a 1923 Château d'Issan (a third-growth Margaux, chateau-bottled, no less); German wines; a glorious assortment of sherries; and Champagne brands still familiar today (hello Bollinger, Veuve Clicquot and Mumm).





The cover of the wine menu for the 1937 coronation

These recall Hugh Johnson's summary of the drinking habits of 'bourgeois Britain' in the first decades of the 20th century. 'It was routine to start dinner with sherry or Madeira,' he writes in *The Story of Wine From Noah to Now*, 'then to drink Mosel or hock, white burgundy or white Hermitage, then (always in the middle of the meal) Champagne, then claret or burgundy or both, then to finish with port.' I'm amazed anyone ever got up from the table.

Another point to note from the 1937 pamphlet is the concern about traceability: 'All Wines quoted as the products of specific Vineyards, Districts and Estates are Guaranteed Genuine.' This was a very current issue – just two years earlier, the French had set up the Comité National des Appellations d'Origine to create the appellation system that became an international standard for defining and protecting specific wines.

SPARKLING WINES		
Bin No.		Per Bot.
190.	Grierson's Sparkling Muscatel ----- ( " Big Tree " ) The Original Brand.	10/6
197.	Lindeman's Sparkling Empire ----- (Australian).	7/6
---	---	7/6

198.	Dry Dominion .....	17/0
	(South African).	

## LIQUEURS

199.	Very Fine Old Liqueur Brandy, 30 years old .....	20/-
202.	Bénédictine, D.O.M. ....	19/-
205.	Cherry Brandy (Heering's) .....	14/-
206.	Chartreuse, Green .....	25/-
208.	Cointreau .....	18/6
214.	Grand Marnier, Cordon Rouge .....	18/-

## BRANDY

199.	Very Fine Old Liqueur Brandy, 30 years old .....	20/-
273.	Martell Cordon Bleu, over 35 years old .....	25/-
274.	Hine's, 45 years old .....	30/-
271.	Denis Mounié, Vintage 1878 .....	32/-

**Coronation Parties.**—Where there is a doubt as to the actual quantity of wine required, Waitrose Ltd. will supply your requirements on "Sale or Return" conditions.



We shall be pleased to forward our comprehensive list of  
**CHOICE WINES, SPIRITS AND LIQUEURS**  
 on application.

Fast-forward 16 years to 1953, still a time of rationing and austerity, and the wine leaflet, again found in the Waitrose archive, produced ahead of the Coronation of Queen Elizabeth II is a very different creature. 'Getting hold of stock then was genuinely difficult,' observes Pierpaolo Petrassi, head of trading for Waitrose beers, wines, spirits and soft drinks. 'You had to eke out the stocks you had until you could replenish them.'

Those familiar Champagne brands are still there, also a list of 'Empire Wines' (from Australia and South Africa), but there's a more egalitarian and persuasive spirit at work. 'Wine drinking with meals at home can be as cheap as drinking the higher strength beers,' runs the opening salvo. A box with the header 'Some inexpensive sherry & table wines' lists Hungarian white, Spanish 'Sauternes', red Tuscan wine and a St-Emilion for six shillings. The inexpensive fizz section includes a sparkling wine from Luxembourg.

**WE HAVE PLEASURE IN PRESENTING OUR CORONATION WINE LIST.**

We offer a selection of wines representing value consistent with quality. The wines of the 1949 vintage are ready for present consumption as they have developed early. They will, however, continue to improve in bottle.

If the branch at which you deal happens not to stock a particular line the Manager will be pleased to obtain it for you from our Central Cellars at short notice.

Wine drinking with meals at home can be as cheap as drinking the higher strength beers and will add infinitely greater pleasure to the plainest English meal. We would refer you to the few wines under the heading "Inexpensive Sherry and Table Wines".

PRICES. All prices quoted are subject to market fluctuations and to stocks being available at time of order.

DELIVERY SERVICE. We have a frequent delivery service in the Greater London, Gerrards Cross and Southend areas. For districts which are outside our delivery area a minimum charge is made for packing and cartage.

**SOME INEXPENSIVE SHERRY & TABLE WINES**

	Bots.
CVJ Amontillado Sherry: Medium Dry ... ..	16/6
Le Moulin Blanc: A medium dry White Bordeaux ... ..	6/-
Entre deux Mers: A full rich White Bordeaux ... ..	6/-
St. Emilion: A Red Bordeaux of good body and bouquet	6/-
Hungarian Reising: A special offer at a low price ... ..	6/6
Spanish Sauternes: A rich fruity wine ... ..	6/6
Alsation—Sylvaner de Berghheim 1949: A delicate, fresh and fruity wine ... ..	7/9
Italian Wines: Red Tuscan ... ..	5/9

**CHAMPAGNE**

	Bots.	½-Bots.	¼-Bots.
Louis Armand N.V. ... ..	22/6	—	—
Heidsieck Dry Monopole 1945 ... ..	32/-	16/9	—
Lanson Black Label ... ..	26/6	14/-	—
Moët & Chandon 1947 ... ..	35/-	18/6	—
Pol Roger 1943 ... ..	33/-	17/-	—
Veuve Cliquot Dry England 1945 ... ..	35/-	18/6	—
Irroy N.V. ... ..	—	—	6/6

**SPARKLING WINES**

	Bots.	½-Bots.	¼-Bots.	Baby
Luxembourg— A special offer at a low price ... ..	14/6	—	—	—
Golden Guinea ... ..	21/-	11/-	—	—
Moussec ... ..	18/6	9/9	4/4	2/3

**EMPIRE WINES**

	Bots.	½-Bots.
Edward Young's Extra Dry, Pale Dry, Pale Selected and Brown South African Sherry ... ..	15/6	—
Beaufoy's No. 1 (Extra Dry), No. 2 (Pale Dry), No. 3 (Medium), No. 4 (Brown), No. 6 (Cream) South African Sherry ... ..	15/-	8/-
S.A.W.F.A.'s Onzerust South African Sherry ... ..	15/6	—
Emu Cellarers (Brown) and Sir John (Medium) Australian Sherry ... ..	15/-	8/-
Emu Dryad (Very Dry) Australian Sherry ... ..	15/6	—
Emu 333, 444, 999 Port Style ... ..	15/-	8/-
Emu Imperial Bounty Ruby White and Tawny ... ..	8/6	4/9
Duval's "Three Crown Brand" Tawny, White and Sherry ... ..	7/6	—
Emu and Harvest Burgundy ... ..	11/6	5/9

**BRITISH WINES**

	Bots.	½-Bots.
Crabbie's Green Ginger Wine ... ..	8/6	4/9
Stone's Ginger Wine ... ..	7/6	—
V.P. Red or White "Point" ... ..	6/-	—
V.P. Red or White "3 Star" ... ..	9/6	—
V.P. Amber "Point" Sherry ... ..	7/9	—
V.P. Amber "3 Star" Sherry ... ..	9/6	—
Whiteway's Ruby or White ... ..	5/9	3/3

**SCOTCH WHISKY**

	Bots.	½-Bots.	Mins.
All Proprietary Brands ... ..	35/-	18/3	3/8
Proprietary De Luxe Brands ... ..	37/-	19/3	—

We regret we are still unable to supply Scotch Whisky except upon a quota basis.

**IRISH WHISKEY**

	Bots.	½-Bots.
All Proprietary Brands ... ..	35/-	18/3

**GIN**

	Bots.	½-Bots.	¼-Bots.	Mins.
All Proprietary Brands ... ..	33/9	17/7	9/2	3/7
Gordon's Orange or Lemon ... ..	32/-	16/9	—	—

**GENEVA**

	Bots.	½-Bots.
Bols ... ..	37/-	19/3
De Kuyper ... ..	37/-	19/-

**CUPS**

Pimms No. 1 ... ..	33/9	—
Pimms Nos. 2, 3 and 4 ... ..	37/-	—

**VERMOUTH**

Corelli, Genuine Italian ... ..	10/-	—
Votrix Sweet ... ..	10/-	5/6
Votrix Dry ... ..	12/6	6/6
Cinzano Italian, Red or White ... ..	17/-	—
Cinzano French ... ..	18/-	—
Martini Rossi Sweet ... ..	17/-	9/-
Martini Rossi Dry ... ..	18/-	9/6
Noilly Prat ... ..	22/6	11/9

**APERITIFS**

Byrth ... ..	20/-	—
Dubonnet ... ..	20/-	—
Lillet ... ..	20/-	—

**BITTERS**

Angostura ... ..	½-Bots.	20/6, Mins. 6/-
Campari ... ..	—	Bots. 42/6
Fernet-Branca ... ..	—	Bots. 30/-, Flasks 8/6
Gordon's Orange ... ..	Bots. 25/6, ½-Bots. 13/3, ¼-Bots. 7/3, Mins. 2/11	—
Law's Peach ... ..	—	½-Bots. 8/3

**COCKTAILS**

Gordon's Piccadilly, Fifty-Fifty, Gimlet, Martini, Dry Martini ... ..	Bots.	½-Bots.
	21/-	11/3

**RUM**

	Bots.	½-Bots.	¼-Bots.	Mins.
Lemon Hart ... ..	35/4	18/5	9/6	—
Myers ... ..	37/6	19/-	—	3/3

**ITALIAN WINE**

	Flasks:	Litre	½-Litre
Red Chianti—Rufina ... ..	—	9/6	5/3
Red Chianti—Magni (Estate Bottled) ... ..	—	15/-	8/-
White Chianti—Magni (Estate Bottled) ... ..	—	15/-	8/-

The way we drink now has changed again, of course. Some of those differences are easily discernible when you look at a wine list and see the array of grapes and styles from around the world. The major change is not so easy to read on a wine list: so many more of us drink wine now – in 2005 the amount spent on wine in the UK overtook that spent on beer for the first time.

And on our Coronation menus in 2023? Waitrose's 1953 menu included a section of 'British Wines' – Ginger Wine and wines made not from fresh grapes but from rectified grape must concentrate. Today we are proud of the wines made in England and Wales from grapes grown and harvested here. It's the obvious wine with which to raise a toast to King Charles III. And, of course, no marketing slouches, quite a lot of them have special coronation editions.

**Try these...**

### **Simpsons Gravel Castle Chardonnay 2021, Kent, England**

12.5%, [The Wine Society](#), £16

I was served this at a drinks reception without knowing what it was, and loved it. Tangy, unoaked chardonnay.

### **Black Chalk Wild Rose 2020, England**

12%, [blackchalkwine.co.uk](https://blackchalkwine.co.uk), £43

Sparkling rosé is proving to be one of England's strong suits. This new vintage from the brilliant Black Chalk has a subtle scent of raspberries and cranberries.

## Chapel Down Classic Brut NV, England

12%, [Waitrose](#), £21.99 or 25% off if you buy six bottles or more

And if you're buying English bubbles [for the whole street](#) you might need something a little cheaper, like this easy-drinker made in Kent.

---

## More from Victoria Moore: [Finally, a way to get into your wine quicker – Waitrose ditches capsules from its bottles](#)

---

## Cookbook Newsletter

A feast of ideas from our renowned recipe site



Sign up

---

### Related Topics

Telegraph Wine Cellar, English wine, English wine industry, King Charles III coronation



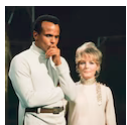
---

The Telegraph values your comments but kindly requests all posts are on topic, constructive and respectful. Please review our [commenting policy](#).

Show comments

---

## More stories



When Petula Clark touched Harry Belafonte – and caused a scandal



Diva Adele is unrecognisable from the London girl we once knew



How steaks, eggs and nuts could help prevent midlife spread



How, when, egg and how could help prevent many spread



## Hollywood's Waterloo: Ridley Scott and the battle to make a good Napoleon film

## Food and drink latest



### The best King Charles coronation hampers to buy, from Fortnum and Mason to M&S

By Anna Tyzack  
26 Apr 2023, 9:33am



### How Le Cordon Bleu London created the iconic coronation chicken recipe

By Abigail Buchanan  
26 Apr 2023, 9:26am



### Traditional British party food recipes for the Coronation

By Telegraph Food  
26 Apr 2023, 9:25am



### How, when and where to host a Coronation street party or Big Lunch: everything you need to know





*By* Jack Rear  
26 Apr 2023, 9:18am



**What's behind the Twinings lapsang shortage and how can you still get it?**

*By* Eleanor Steafel  
25 Apr 2023, 10:53am



**'What happened to Pan Yan military pickle?' and other excellent readers' questions**

*By* Telegraph Readers  
25 Apr 2023, 10:30am

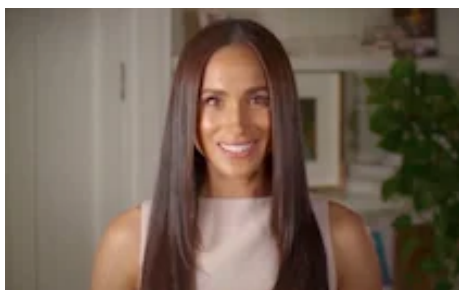
## More from The Telegraph



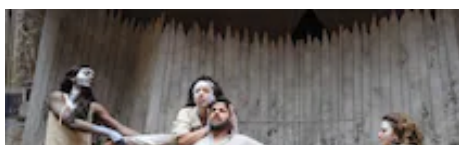
**Stephen Mangan: 'My worst celebrity encounter was with my acting hero – Robert De Niro'**



**Six easy ways to lose half a stone by June**



**The meaning behind Meghan's Montecito makeover**



**Don't say Macbeth! The real reasons behind the strangest theatrical superstitions**



## The Unlikely Pilgrimage of Harold Fry: Jim Broadbent's improbable, rewarding odyssey across England



## Why running is the worst way to lose weight

[Back to top](#)

Follow us on:



[Help Centre](#)

[About us](#)

[Telegraph Extra](#)

[Reader Prints](#)

[Branded Content](#)

[Syndication and Commissioning](#)

[Guidelines](#)

[Privacy](#)

[Terms and Conditions](#)

[Advertising Terms](#)

[Fantasy Sport](#)

[UK Voucher Codes](#)

[Betting Offers](#)

[Modern Slavery](#)

[Tax Strategy](#)

[Broadband and Mobile Deals](#)

[Wine Cellar](#)

[Manage Cookies](#)

