



Bordeaux Wine Council Media Update:
April 2008

Topics

- * 19 Today's Bordeaux Winemakers make April tour of U.S.
- * RSVP for New York, Chicago, Los Angeles Today's Bordeaux tastings at www.todaysbordeaux.com
- * Growth Trend Continues: Import Figures & chart
- * Trend Watch: Enotourism - Bordeaux Wine School Courses in English Offered

Winemakers attending Today's Bordeaux Tastings: April 14, 15, 17

An exciting group of 19 winemakers and winery heads will be traveling with the third annual Today's Bordeaux winemaker tour. For times and locations of the three-city tastings, see below or visit www.todaysbordeaux.com

1. **Christophe Barcat**, Cheval Brun, Château Bel Air, Château du Gazin
2. **Philippe Bardet**, Château Picoron
3. **Philippe Berard**, Château Le Breuil Renaissance
4. **Anne Bernard**, Château de Seguin
5. **Charles Brossier**, Château Larose Trintaudon
6. **Thierry Budin**, Château Meyney
7. **Louis de Cazenove**, Château de Cazenove
8. **JB Cordonnier**, Chateau Dutruch Grand Pujeau
9. **Jean Pierre Darmuzey**, Château Bourbon la Chapelle
10. **JT Doublet**, Chateau Tour de Calens
11. **Vincent Fabre**, Médoc/Haut Médoc appellation President, Château Andron Blanquet owner
12. **Cécile Jean**, Château Trimoulet
13. **Marc Lurton**, Château Reynier
14. **Anne Marie Léglise**, Château Lamourette
15. **Nicolas Marie**, Château Cambon La Pelouse
16. **Mr. Petit**, Château Tournefeuille, Ch La Révérence et Jean Voisin
17. **Philippe Riviere**, Cheval Brun, Château Bel Air, Château du Gazin
18. **Estelle Roumage**, Château Lestrille
19. **Arnaud Thomassin**, Château Coquillas et Le Bec en Sabot

Now is your chance to taste **Today's Bordeaux: 100 Classic, Contemporary, Affordable Wines**. Join the Bordeaux Wine Council and winemakers for the third annual tasting of 100 Bordeaux wines priced \$8 to \$30 in New York, Chicago and Los Angeles. To RSVP, reply to this email or visit www.todaysbordeaux.com

April 14, 2008: New York, NY

Altman Building, 135 West 18th Street

1-2 p.m. Press Preview

2-5 p.m. Trade & Press

April 15, 2008: Chicago, IL

W Chicago Lakeshore, 644 N. Lake Shore Drive

2-5 p.m.

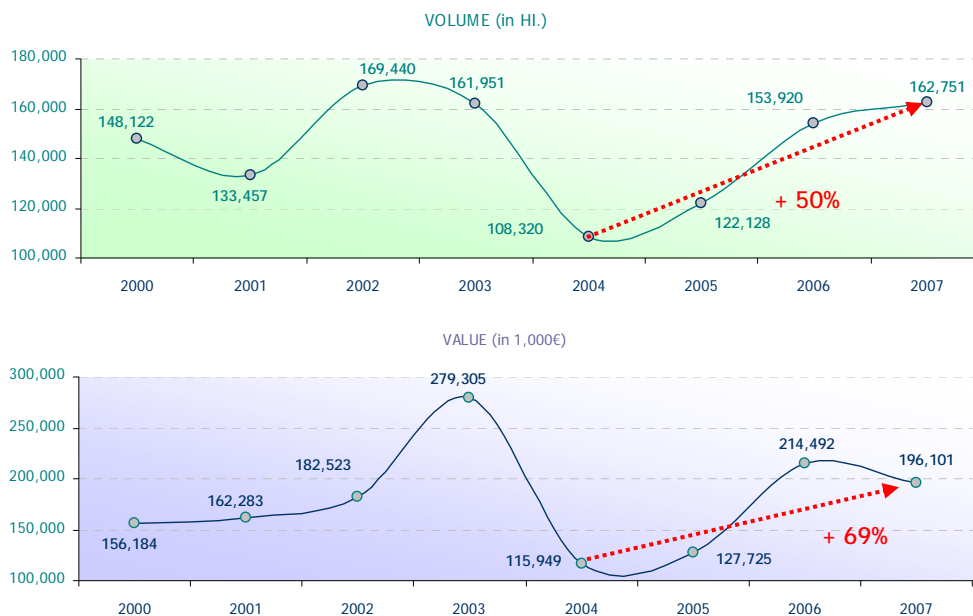
April 17, 2008: Los Angeles, CA

Four Seasons Hotel Los Angeles (at Beverly Hills), 300 South Doheny Drive

2-5 p.m.

Import Figure Update

Imports of Bordeaux wines are up 50% in volume and 69% in value since 2004. In 2007, imports totaled 1.8 million cases valuing 196 million Euros.



Charts and data provided by SOPEXA USA.

Trend Watch: Enotourism

Wine producing countries around the world from France to Spain, Australia and California are all reporting a rise in enotourism. In a word, it's hot. Wine enthusiasts want an up close and personal introduction to the local specialty. Bordeaux, which in the past only welcomed members of the wine trade to the region, has opened its doors in a big way. The city has new hotels, new restaurants, a restored waterfront and a world-class wine school. The Ecole du Vin (or Bordeaux Wine School) has announced its 2008 course offered in English.

Register at <http://ecole.vins-bordeaux.fr/> or by calling the Bordeaux Wine School at 011-33-556-00-22-85. In addition to the following intensive courses, the Ecole du Vin also offers a two-hour introduction classes for just 25€ available June to September. The school can also organize private tailored courses for 1-24 people.

Bordeaux wine tasting, from A to Z: This two-day course gives a complete overview of the Bordeaux region: soils, grape varieties, classifications, appellations, aromas and flavors. Learn to recognize the richness and diversity of Bordeaux wines through tasting a range of appellations and creating your own blended wine. Includes Chateau visit and lunches. Cost: 350€ including all taxes and lunches. Dates: May 16-17, July 25-26, October 17-18

Unlock Secrets of Bordeaux Wines: A two-day course to improve your tasting and enrich your palate. Learn more about the wines of Bordeaux through blind tastings, food and wine pairing, lessons about the appellations and tips on selecting, storing and serving wine. Cost: Price: 335€ including all taxes and lunches. Dates: May 18-19, July 27-28, October 19-20

The Grands Crus of Bordeaux (Advanced): This three-day course takes you through the vineyards to discover four of the most prestigious appellations. Médoc, Sauternes, Graves and Saint-Emilion. Tastings and lunches in the vineyards are included. Cost: 600€ including all taxes and lunches. Dates: June 23-25