



Bordeaux Wine Bureau Unveils 100 Classic, Contemporary and Affordable Wines

2006 Winemaker Tour to visit New York, Chicago and San Francisco

NAPA, CA, March 10, 2006—The Bordeaux Wine Bureau (www.bordeauxwinebureau.org), on behalf of the Conseil Interprofessionnel du Vin de Bordeaux (CIVB), has announced the dates for a three-city winemaker tour and the 2006 list of Today's Bordeaux: *100 Classic, Contemporary, and Affordable Wines*.

This is the first tasting of its kind held in the United States. The three-city winemaker tour features Today's Bordeaux wines that are priced \$8-\$25 and were selected by an independent jury in a blind tasting from over 300 wines. These tastings are open to licensed members of the trade only.

- Tuesday, May 9, 2006: Metropolitan Pavilion, New York, NY
- Wednesday, May 10, 2006: W Chicago Lakeshore Hotel, Chicago, IL
- Friday, May 12, 2006: Clift, San Francisco, CA

View a list of Today's Bordeaux and RSVP at www.bordeauxwinebureau.org.

Today's Bordeaux: *100 Classic, Contemporary, and Affordable Wines* were chosen by an independent expert jury comprised of Mary Ewing-Mulligan, MW, President of International Wine Center; Daniel Johnnes, Wine Director of Dinex Group; and Kevin Zraly, author and educator of Windows on the World Wine School. These wine experts tasted more than 300 wines blind, including red and white, sweet and dry, nominated by retailers and importers across the country.

Bordeaux is internationally recognized as the standard by which Cabernet Sauvignon, Merlot and Sauvignon Blanc are judged. "Approximately eighty to eighty-five percent of our production is in the \$8-\$25 price ranges," said Christian Delpuch, president of the CIVB and Director General of Ginestet, a major Bordeaux négociant. "This is wine for every budget and all occasions."

About the Bordeaux Wine Bureau

The Bordeaux Wine Council is the public relations representative for the CIVB in the United States. Created in 2005, the Council is managed by Benson Marketing Group, an agency devoted exclusively to the wine industry, with offices in New York and Napa Valley. The CIVB was founded in 1947 and represents 10,000 Bordeaux producers and 400 négociants.

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by Benson Marketing Group
www.bordeauxwinecouncil.org