



Bordeaux Wine Council Announces List of Top Affordable Wines for 2007

Second Annual Today's Bordeaux Winemaker Tour Hits New York, Boston and Washington DC

New York, NY, March 6, 2007—Today, on behalf of the Conseil Interprofessionnel du Vin de Bordeaux (CIVB), the Bordeaux Wine Council unveils the 2007 list of Today's Bordeaux: *100 Classic, Contemporary, Affordable Wines* and announces the dates of the companion three-city winemaker tour to promote affordable Bordeaux in the U.S. market. For a complete list of wines, go to www.bordeauxwinecouncil.org.

Today's Bordeaux: *100 Classic, Contemporary, Affordable Wines* were selected in a blind tasting from among hundreds of wines priced \$8 to \$25 by an independent jury of experts. The list features 16 white, 83 red and even one sweet wine from 19 of Bordeaux's 57 appellations. Now in its second year, the program will showcase these selections at trade and media tastings during a three-city tour in May 2007. Licensed members of the trade and press are invited to register to attend at www.bordeauxwinecouncil.org.

- Thursday, May 10, 2007: Westin Grand Hotel, Washington, DC
- Monday, May 14, 2007: Altman Building, New York City, NY
- Tuesday May 15, 2007: Boston Harbor Hotel, Boston, MA

"The wines represent the whole range of Bordeaux," says Pascal Loridon, Director of Marketing for the CIVB. "There are Merlot-based wines from the eastern part of Bordeaux and Cabernet Sauvignon-based wines from the western vineyards. There are crisp white wines from Entre-Deux-Mers and rich whites from the Graves region. The list includes wines for immediate drinking as well as wine that will benefit from aging. There is even a sweet white wine from Sauternes. The wines also demonstrate changes that are happening in the image of Bordeaux. Not only are there screwcaps, but also a wine in 'bag in box' format."

The 2007 jury was comprised of Paul Chaconas, Bordeaux Category Director for Total Wines & More, the nation's largest chain of fine wine stores; Cat Silirie, Wine Director for Boston's No.9 Park restaurant group; and Mark Oldman, wine educator and author of the best selling *Mark Oldman's Guide to Outsmarting Wine*. Read more about the 2007 jury at www.bordeauxwinecouncil.org

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 priced between \$8 and \$25," said Loridon. "We want American wine lovers to know that Bordeaux makes great wines for everyday enjoyment."

About the Bordeaux Wine Council

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, a wine marketing

agency with offices in New York and Napa Valley. The CIVB was founded in 1947 and represents more than 10,000 Bordeaux producers and 400 négociants.

About Today's Bordeaux

The \$8-\$25 price range represents approximately 80% of all Bordeaux and offers the quality and value that appeal to American consumers. However, the mystique and high prices of classed growths (only 5% of total production) has led to a perception that Bordeaux is expensive and difficult to appreciate. The Today's Bordeaux program is designed to communicate the message that Bordeaux is affordable, easy to appreciate and appropriate for all occasions and budgets. Similar programs have been held in Canada, the UK, Germany, France, Korea, Russia and other countries around the world sponsored by the CIVB.

MEDIA CONTACTS:

Sarah Jones, Benson Marketing Group, 707-254-1114, jones@bensonmarketing.com

Ross Wassermann, Benson Marketing Group, 212-786-6082,

wassermann@bensonmarketing.com

Pauline Leonard, CIVB, pauline.leonard@vins-bordeaux.fr