



**BORDEAUX WINE BUREAU SELECTS JURY FOR
TODAY'S BORDEAUX 2008**

Expert wine panel to select 100 top bottles priced \$8 to \$30

New York, NY, October 22, 2007—The Bordeaux Wine Bureau has announced the Today's Bordeaux jury who will select the 2008 list of top 100 Bordeaux wines available in the United States priced \$8-\$30 retail. This year's jury is comprised of Roger Dagorn, Master Sommelier, Chanterelle; Barbara Hermann, fine wine buyer of Chicago's Binny's Beverage Depot; and Leslie Sbrocco, author, speaker, wine consultant, and television host.

"Each year we select an independent jury that represents three areas of service: restaurant, retail, and educator or author," said Pascal Loridon, CIVB marketing director. "These individuals were selected for their service to the U.S. wine enthusiast and their understanding of how wine fits into American lifestyle. It is an honor to have such prestigious experts take part in our 2008 program."

The 2008 Today's Bordeaux jury has a strong list of credentials.

- **Roger Dagorn:** Master Sommelier Roger Dagorn has been in charge of the wine program at New York's famed Chanterelle restaurant since 1993. He has been recognized by the James Beard Foundation, honored by Chefs in America as "Best Sommelier in New York," and called the "Best Sommelier" by the New York Press. Roger represented the United States as a contestant in the International Concourse Mondial Des Sommeliers VI. He has served as a judge for Concours VIII and in both 1987 and 1988 he was the first runner up in the national finals of the "Best Sommelier of French Wine and Spirits." Roger is a highly sought-after lecturer, acts as a consultant on wine lists and has written extensively about wine. He is an Adjunct Professor on Wine Education at the New York City College of Technology of CUNY.
- **Barbara Hermann:** Since 1985, Barbara Hermann has directed the fine wine department at Chicago's Binny's Beverage Depot, one of the country's best wine retailers twice recognized by Market Watch as "Retailer of the Year" (1991 and 1999). Today, she is responsible for selecting all wines from France, U.S., Italy and South America for the 19 Binny's stores in Chicago and suburbs. She is a six-time winner of the professional blind wine tasting contest sponsored annually for more than thirty years by Chicago's Geja Restaurant.
- **Leslie Sbrocco:** Leslie's entertaining approach makes learning about wine and food fun. Her first book, Wine for Women: A Guide to Buying, Pairing and Sharing Wine (William Morrow), was excerpted by two national magazines - Redbook and Family Circle - and won the coveted Georges Duboeuf Best Wine Book of the Year award. Her second book, The Simple & Savvy Wine Guide, was released in October 2006 (William Morrow). As the Tasting Notes columnist for

Bordeaux Wine Bureau
On behalf of the Conseil Interprofessionnel du Vin de Bordeaux (CIVB)
by Benson Marketing Group
www.bordeauxwinebureau.org
www.bordeaux.com

Epicurious.com and columnist for the highly-regarded Wine Review Online, Sbrocco's monthly musings are enjoyed by thousands. Leslie is currently the host of the PBS series **Check Please!** Bay Area, for which she won both the James Beard award and an Emmy award. She is a wine consultant for Virgin America and Kimpton Hotels.

This November, they will taste the Bordeaux wine entries submitted by U.S. wine importers in a blind tasting held in New York City. The 100 best will be featured at trade and press tasting held in New York City on April 14, 2008, Chicago on April 15, 2008 and Los Angeles on April 17, 2008.

Importers interested in submitting their Bordeaux wines for inclusion in the jury tasting are invited to do so by registering at www.bordeauxwinebureau.org. The deadline for entries and wine shipments is Friday, October 26.

###

About the Bordeaux Wine Bureau

The Bordeaux Wine Bureau is the public relations representative for the CIVB in the United States. Created in 2005, the Bureau 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 nearly 10,000 Bordeaux producers and more than 400 négociants.

About Today's Bordeaux

The \$8-\$30 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. This program is designed to communicate that Bordeaux is affordable, easy to appreciate and appropriate for all occasions and budgets. The Bordeaux Wine Bureau held this program in 2006 and 2007 in the U.S. Similar programs have been held in Canada, the UK, Germany, France, the Netherlands, Switzerland, Russia, Korea, Japan, China, and Hong Kong sponsored by the CIVB.

Media Contacts:

Sarah Jones, jones@bensonmarketing.com , (707) 254-1114

Ross Wassermann, wassermann@bensonmarketing.com, (212) 808-6550

Editor Note: Images available upon request.

Bordeaux Wine Bureau
On behalf of the Conseil Interprofessionnel du Vin de Bordeaux (CIVB)
by Benson Marketing Group
www.bordeauxwinebureau.org
www.bordeaux.com