



## **2008 List of Top Affordable Bordeaux Wines Revealed**

*Third Annual Today's Bordeaux Winemaker Tour Stops in New York, Chicago and Los Angeles*

**New York, NY, February 14, 2008**—Today, on behalf of the Conseil Interprofessionnel du Vin de Bordeaux (CIVB), the Bordeaux Wine Bureau reveals the 2008 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. For a complete list of wines, go to [www.bordeauxwinebureau.org](http://www.bordeauxwinebureau.org).

Today's Bordeaux: *100 Classic, Contemporary, Affordable Wines* were selected in a blind tasting from among 340 wines priced \$8 to \$30 by an independent jury of experts. Now in its third year, the program will showcase these selections at trade and media tastings during a three-city tour in April 2008. Licensed members of the trade and press are invited to RSVP at [www.todaysbordeaux.com](http://www.todaysbordeaux.com).

- Monday, April 14, 2008: Altman Building, New York City, NY
- Tuesday, April 15, 2008: W Lakeshore Hotel, Chicago, IL
- Thursday, April 17, 2008: Four Seasons Hotel Los Angeles at Beverly Hills, Los Angeles, CA

The 2008 list features 15 white, 81 red, one rosé and three sweet wines and from 25 of Bordeaux's 57 appellations. "The Today's Bordeaux list represents the many faces of Bordeaux," says Pascal Loridon, Director of Marketing for the CIVB. "Whether you're in the mood for a velvety Merlot, a bold Cabernet, a crisp Sauvignon Blanc or a sweet wine to end the meal, there is something for everyone from Bordeaux. Much has been made out of the prices on the 2005 vintage. Our list has an impressive 52 examples from this heralded vintage all priced under \$30."

The 2008 expert jury is comprised of Roger Dagorn, Master Sommelier, Chanterelle (New York); Barbara Hermann, fine wine buyer, Binny's Beverage Depot (Chicago); and Leslie Sbrocco, author, speaker, wine consultant, and television host. Read more about the 2008 jury at [www.bordeauxwinebureau.org](http://www.bordeauxwinebureau.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 \$30," said Loridon. "We want American wine lovers to know that Bordeaux makes great wines for everyday enjoyment and not just special occasions. Try one of the selections from this year's jury with a pizza, a burger or a lobster roll."

### **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. 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. The CIVB has sponsored 38 tastings of this kind in 12 countries across Europe, the Americas and Asia.

**About the CIVB:**

The CIVB ([www.bordeaux.com](http://www.bordeaux.com)) represents nearly 10,000 Bordeaux producers and 400 négociants. The association has three missions: marketing, economic and technical. Through various communication campaigns, the CIVB promotes the interests of its members on a national and international scale. With its Economic Research Service, the CIVB aims to improve the knowledge of its membership about markets' trends, from production to distribution. Finally, its technical mission addresses all quality-related issues, anticipates new environmental and food safety stipulations, and conserves and protects viticultural heritage assets. Since 2005, Benson Marketing Group is the public relations representative for the CIVB in the United States.

**MEDIA CONTACTS:**

Sarah Jones, Benson Marketing Group, 707-254-1114, [jones@bensonmarketing.com](mailto:jones@bensonmarketing.com)

Ross Wassermann, Benson Marketing Group, 212-808-6550

[wassermann@bensonmarketing.com](mailto:wassermann@bensonmarketing.com)

Pauline Leonard, CIVB, +33 (0)5 56 00 22 71, [pauline.leonard@vins-bordeaux.fr](mailto:pauline.leonard@vins-bordeaux.fr)