



Bordeaux Wine Bureau Media Update:
February 14, 2007

Topics

- * Growth Trend Continues: Import Figure Update Jan-Nov 2006
- * Bookmark Bordeaux.com (www.bordeaux.com)
- * Balanced wines for the first day of spring

GROWTH TREND CONTINUES

Following the positive turn in 2005, import figures for Bordeaux wines reported for the first 11 months of 2006 show positive growth. 2005 was the first year of growth in volume since 2002. 2006 yearly figures will be available in March 2007.

Performance in Jan-Nov 2006 vs. same period year ago
+24.2 % in volume
+58.98 % in value
(statistics reported by French Customs)

BOOKMARK BORDEAUX!

It's always worth the visit on the worldwide web

The CIVB (Conseil Interprofessionnel du Vin de Bordeaux) has become one of the first wine growing regions to develop a website for education and promotion, launching the innovative multilingual website at www.bordeaux.com.

"This new website will help integrate the internet into our communications," said Pascal Loridon, CIVB Marketing Director. "In addition to information on the wines, there is also strong promotion for Bordeaux tourism through the addition of a database of more than 600 Châteaux that are open to the public."

The website is divided into carefully planned chapters so users can conveniently access sections of interest including wine tasting events, visiting Bordeaux and the educational aspects of learning about wine, and www.bordeaux.com also incorporates colorful maps and photographs to emphasize Bordeaux as a destination – one of the most famous wine growing regions in the world.

"On The Wine Route" is a particularly useful tool for those wishing to visit Bordeaux. These pages include details and maps of five wine tours:

- The Fortified Towns Road (including Cadillac, Loupiac and Premières)
- Côtes de Bordeaux)
- The Château Road (including Margaux, Médoc and Pauillac)
- The Heritage Road (including St Emilion, Pomerol and Fronsac)
- The Hillside Road (including Blaye, Côtes de Blaye and Premières
- Côtes de Blaye)
- The Graves Road (including Barsac, Graves and Sauternes)

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The design and content of www.bordeaux.com will generate a high level of international interest within the wine industry and among consumers. The multilingual site (in French, English, German, Japanese and Korean) promotes the 57 appellations to a global audience in an uncomplicated and easy-to-navigate way. Whatever the language, it's always a good idea to bookmark Bordeaux!

BALANCED WINES FOR THE FIRST DAY OF SPRING (3-21-2007)

Bordeaux wines are all about balance. After all, the region rests on the 45th parallel AND smack dab on the prime meridian. What better time of year, then, to enjoy those elegant reds and vibrant whites than at the spring equinox?

As the winter starts to break, the Cabernet Sauvignon and Merlot-based blends from Bordeaux fit perfectly on the springtime table. Neither too heavy nor too light, they sport a medium body, ruby color, and typically lower alcohol that lends itself to everything from roast lamb to hamburgers. And on the first warm spring day, Sauvignon Blanc is our varietal of choice--cool, crisp and fruity. Many of the white Bordeaux versions join up with Semillon, which adds a balancing, lovely mellowing influence. Your readers can ask their favorite retailer or restaurant if they have some affordable versions to try.

Here's to spring!