



An “Assemblage” of Bordeaux Winemakers to Make Trip to East Coast
17 Bordeaux Winemakers and CIVB President to Take Part in Trade Tastings:
Washington DC, New York City and Boston

NAPA, CA, April 25, 2007—Seventeen Bordeaux winemakers and Alain Vironneau, the president of the Conseil Interprofessionnel du Vin de Bordeaux (CIVB), will show off their wines to the trade during the *Today's Bordeaux: 100 Classic, Contemporary, and Affordable Wines* three-city tour this May that will visit Washington DC, New York City and Boston. The featured 100 wines, priced \$8-\$25, were selected by an independent jury in a blind tasting from almost 300 nominations. The tastings are presented by the CIVB and the U.S. Bordeaux Wine Bureau. View a list of wines and RSVP at www.bordeauxwinebureau.org.

This year, visiting winemakers include:

Anne Bernard, Chateau De Seguin
Henri Cadillac, Taffard de Blaignan
Jérôme Caillé, Chateau Robin
Louis de Cazenove, Chateau de Cazenove
Régis Chaigne, Chateau Ballan Larquette
Damien Chombart, Lamothe de Haux
Jean Darriet, Chateau La Maroutine
Sandrine Froleun-Darriet, Chateau Dauphiné Rondillon
Arnaud Delaire, Chateau Branda
Vincent Duret, Léon Nony
Andrée Ebersole, André Lurton
Dominique Haverlan, Chateau Gaubert
Patrick Junet, Clos Junet
Gilles Laurencin, Chateau De la Meulière
Denis Lescourgues, Chateau Le Bonnat
Frédéric Leydet, Leydet Valentin
Marie-Françoise Thiery, Chateau Machorre

The winemakers are coming not only to pour and present their own wines, but also to serve as ambassadors for the entire range of affordably priced Bordeaux. “Bordeaux’s fame rests, in large part, on the great classed growths,” says Alain Vironneau, president of the CIVB, the professional association of Bordeaux’s growers, winemakers and wine merchants. “Magnificent as those wines are, they represent a very small percentage of our production. The world is familiar with coming to Bordeaux to taste the latest vintages. Today, we are traveling to the United States to remind people of all the excellent wine we produce at very affordable prices.”

The Today’s Bordeaux Trade Tastings will take place as follows.

- Thursday, May 10, 2007: Westin Grand Hotel, Washington DC—Trade & Press Tasting from 2- 5 p.m.

- Monday, May 14, 2007: Altman Building, New York, NY—Press Only Tasting from 10 a.m. -12 p.m., Trade Tasting from 2-5 p.m.
- Tuesday, May 15, 2007: Boston Harbor Hotel, Boston, MA—Trade & Press Tasting from 2-5 p.m.

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, an agency devoted to the wine industry, with offices in New York and Napa Valley. The CIVB was founded in 1947 and represents more than 9,000 Bordeaux producers and more than 300 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, the Netherlands, Switzerland, Russia, Korea, Japan, China, and Hong Kong sponsored by the CIVB.

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