



Grand Conseil NewsLetter **April 2010**

The “foreigners” who contributed to establishing the renown of Bordeaux wine!

We are most honoured to publish an article by Professor Philippe Roudié, Emeritus Professor at the University of Bordeaux. It is entitled “The “foreigners” who contributed to establishing the renown of Bordeaux wine!” This article will feature in the Grand Conseil’s newsletter in two parts:

First part: The Chartrons

Second part: The Correziens in the Libourne areaand the others!

Philippe Roudié is an eminent specialist of viticultural geography in the Bordeaux region; his scientific career enables us to assess the remarkable developments geography has undergone since the middle of the 20th century. Professor Roudié’s publications show a distinct interest for the vine and wine, but also for historical, rural, agricultural and population geography. A researcher and a man of practical experience, Philippe Roudié takes an interest in viticultural geography, both in the region of Bordeaux and in the rest of the world.

M.P.M

FIRST PART: THE “CHARTRONS”

What could be more obvious than to consider the existence of a major winegrowing area as a typical expression of a region naturally blessed by the gods! But what could be more evident too than to add that this success could not exist without the creation and labour of local winegrowers who discovered and enhanced the possibilities of this area! But this statement is incomplete: the example of the Bordeaux winegrowing area clearly shows that it also requires consumers and/or transporters, over a long period of time, to ensure success far beyond the region of production.



We know the Bordeaux region owes its viticultural success to the fact that the Duchy of Aquitaine (of which Bordeaux is the capital city) belonged to the English monarchy for three centuries (between 1152 and 1453), at a period in history when England was still a Catholic country. But in a seemingly paradoxical way, the English did not yet settle here; they contented themselves with simply controlling trade, leaving the Gascons to deal with vine growing and winemaking.

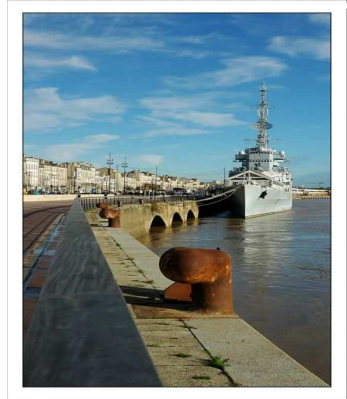


Château Pressac where the end of the hundred year's war was signed

So it was not until the end of the period of English rule (following the King of France's victory over his English vassal at the Battle of Castillon in 1453) that we saw, timidly at first, the arrival of new traders: the Dutch, masters of the seas, named by King Henry IV with the "dryers of marshland".

Archives of the Gironde are filled with commercial documents established by the "Flemish", who settled on the left bank of the Garonne River, downstream from Château Trompette, in a district named the "Chartrons".... Only the firm Beyerman still exists today with the name of its founder.

The Dutch were not, however, the only ones to try their luck in the Bordeaux region, especially during the 18th century, where a large German community developed and from which at this time came the Schjyler-Schroder family, who settled here in 1739. Schjyler-Schroder is still a family firm today run by its descendents...



Quais des Chartrons



The Maison Hollandaise, Quais des Chartrons

There were also Scandinavians and of course the English (Johnston...) and the Irish (Barton, Lawton...), as well as French families from other regions, such as the wine experts Nairac or Bonnaffé, or even the Delbos family, wine merchant in Domme in Périgord and also ancestor of the Bouteiller family.

Although the French Revolution momentarily halted this influx (only the German firm Gaden and Klipsch was founded during the First Empire), it caused serious concern for the foreigners already settled in France, who were often extremely wealthy and suspected of collusion with the enemy. This period of unrest truly shook the wine trade as well as these prominent estate owners, who were quite often aristocrats!

The era which ensued, the Restoration, was a time of reconstruction: new waves of immigrants attempted to fill the voids. Amongst them were numerous Frenchmen, one of whom was Jean-Marie Calvet, who left his native Tain L'Hermitage to come and settle in Bordeaux in 1818.



Chateau Cos d'Estournel

The most original was undoubtedly Louis Gaspard d'Estournel, from the Causses area in the region of Quercy. He purchased plots of land in a place named Cos (or Caux), in Saint-Estèphe. He had a stroke of genius by selling his Bordeaux wines under the brand name "Back from the Indies", passing off his bottles as having aged in the holds of his ships, whereas in reality these were most certainly unsold wines that had not found takers in the Far East! And from this stemmed the idea of constructing a chateau in Saint-

Estèphe; in fact it was only a functional building, but shaped like a pagoda and set in the heart of his vineyard, just a stone's throw from the legendary Château Lafite.

In this first half of the 19th century, there were also foreigners who sometimes came from more distant horizons. For example, Mestrezat and Preller from Switzerland; the de Luze family, however, were French Protestants exiled in the Netherlands, then in Switzerland; they returned to Bordeaux to set up in the Chartrons district a wine trade firm that still exists today.

Once again and as always, there were the English and the Germans, such as Eschenauer (in fact originally from Alsace, but came to Bordeaux from Germany) associated with Benecke (who was from Montpellier); together, they took over a Franco-German firm (Lajeune and Prinzing).



Château d'Issan, property of the Crüse family

The most well-known company was owned by Crüse and Hirschfeld, who originated from Schleswig-Holstein; it was one of the most powerful wine trade firms during the 19th and 20th centuries. From these German dynasties, two descendents became Mayors of Bordeaux: Henri Barckhausen and Alfred Brandenburg.

The flow of foreigners coming to settle in the Bordeaux region did not stop, however, when serious vine disease appeared at the end of the 19th century.



Wine Storehouse of the Malher Besse Ets



Alan Sichel, director of the Sichel House, with Mr & Mme Peter Sichel from New-York

The German Kressman, from Stettin in eastern Prussia, who arrived in Bordeaux in 1858, founded his own firm during the decades 1850 to 1870. He was followed by an Anglo-German, Sichel and then a Dutchman, Mähler-Besse, whereas the Rothschilds chose to put down their roots in the Médoc area, at Domaine de Mouton in 1853, and I think there is no need to recount their ensuing success.

It is suffice to say how successful the integration of these migrant merchants and/or estate owners was, the majority of whom settled in the “Chartrons” district of the city. The word “Chartrons” referred simultaneously to a wine district, a wine port, the place where wine merchants worked and lived and the class of society which represented it. At this time people used to say “chartronner” to talk about living or walking along the banks of the river in the Chartrons district. Marriages were frequent between families here, not necessarily of the same nationality, but most definitely of the same religion! Alongside Protestants of Anglo-Saxon origin, often Free-Masons, there were also fervent Catholics, mainly of French or Irish origin. It seems that the only nationalities missing in this cosmopolitan world were the Italians and the Greeks... At that time Italy and Greece were amongst the main countries which produced huge numbers of migrants!



Philippe Roudié



In Brief...

April

-Saturday 24th & Sunday 25th April 2010

Journées Portes Ouvertes from 10am to 19pm in Lalande Pomerol

May

- Annual Chapter of the Commanderie of Bontemps -Sainte-Croix du Mont

VINEXPO ASIA PACIFIC: Attend the opening evening!

The opening evening of VINEXPO ASIA PACIFIC on 24th May 2010 will, for the first time, be organised by the Saint-Emilion Jurade, in collaboration with the Commanderie de Bordeaux in Hong Kong. **You can take part in this event and invite your customers, as well as importers and journalists to the gala dinner reception** which will be held in the glamorous setting of the Grand Hyatt Hotel in Hong Kong. **Registrations must be made.** To request a reservation form, click on the active link below.



For any further information, please contact the Jurade's communication department:

Phone: 05 57 55 50 02 - astrid-deysine@vins-saint-emilion.com

- Commanderie du Bontemps Médoc et Graves Sauternes et Barsac

Encouraged by the success of the event in previous years, **the Commanderie du Bontemps, Médoc & Graves, Sauternes & Barsac**, is organising, on Tuesday 25th May 2010 at the Grand Hyatt Hotel in Hong Kong, its 3rd gala dinner reception as part of **Vinexpo Asia Pacific**. This major event, for which all available places have already been reserved, will bring together six hundred guests in the magnificent reception salon of this luxury hotel. Numerous well-known figures of the wine world from all corners of the world will attend this evening reception held in praise of wines from the left bank of the Gironde and the Garonne. This event will be chaired by Emmanuel Cruse, Grand Maître of the Commanderie du Médoc & Graves, Sauternes & Barsac, also a leading member of the Conseil Privé of the Grand Conseil du Vin de Bordeaux. Vincent Cheung, Territorial Grand Maître of Asia, representing the Grand Conseil du Vin de Bordeaux, will attend this prestigious evening reception too.

June

- Saturday 5th June 2010

Fête de Printemps des Hospitaliers de Pomerol

- Saturday 5th and 6th June 2010

Weekend of the Grands Amateurs organised by the Union des Grands Crus

Contact: grands.amateurs@ugcb.net

- Sunday 20th June 2010

Fete of the Jurade Saint-Emilion

- Friday 25th June 2010

Fete de la Fleur of the Commanderie of the Bontemps Medoc and Graves-Sauternes and Barsac on the Quinconces esplanade

Contact: commanderiedubontemps@orange.fr – Phone. 05 56 30 38 38

September

- Sunday 4th September 2010

Connetablie of Guyenne en Entre-Deux Mers Annual Chapter at Château de Rauzan.

- Sunday 12th September 2010

Ban des Vendanges of the Compagnons du Bordeaux at Château Arras in Saint Gervais



EXCERPT FROM THE C.I.V.B NEWSFLASH

United States of America: activities in supermarkets

- **Bordeaux wines will be promoted in the American chain of supermarkets, HARRIS TEETER, from 15th May to 30th June 2010.**

176 sales outlets in North and South Carolina, Georgia, Tennessee and Florida are taking part in this promotion campaign.

The programme of events includes tastings on Fridays and Saturdays; an advertisement will be placed in a local newspaper (2.5 million copies) and on the Internet; a training seminar will be organized for the Harris Teeter group's directors and wine managers; and in stores, POS advertising material will be distributed and presented on display stands.

- **From 1st June to 31st July, Costco Club Midwest will promote Bordeaux wines** in its sales outlets based in Illinois, Minnesota, Wisconsin, Michigan and Indiana. Wine tastings will be scheduled for this promotion.

- **From 1st May to 13th August, Costco Texas** will give place of honour to Bordeaux wines by organizing tastings for consumers.

France: a Wine Fair in Paris

- **"Festi'bacchus", a leading open-air wine fair organized in the heart of Paris, will be held in Bercy Village from 3rd to 5th September 2010.**

The aim of "Festi'bacchus", a showcase for regional products, is to promote French traditions and customs by introducing members of the general public to the produce of our regions and accompanying this with festive events. (16 230 visitors in 2009).