The Grand Conseil Newsletter
June/July 2010

Emmanuel Cruse

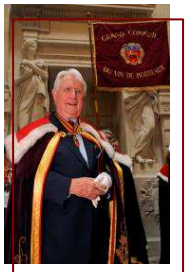
Grand Conseil du Vin de Bordeaux

A new Grand Maître

An extraordinary chapter of the Grand Conseil du Vin de Bordeaux was held on 18th June 2010 at the Opera House in Bordeaux at the occasion of the transfer of power between Emmanuel Cruse, the new elected Grand Maître, and Michel-Pierre Massonie, Emeritus Grand Maître.

S.Cazes - G.César- E.Cruse - M.P Massonie

Accompanying the two Grands Maîtres were the fifteen Wine Brotherhoods of the Gironde, as well as the thirteen Territorial Grands Maîtres who travelled to Bordeaux from all parts of the world especially to honour Michel-Pierre Massonie, who for the nine years of his term of office spared neither his efforts nor his energy at the head of the Grand Conseil du Vin de Bordeaux.


M.P Massonie

Indeed, since his election as Grand Maître on 11th November 2001, Michel-Pierre Massonie and members of the Grand Conseil have worked extremely hard to ensure the far-reaching influence of Bordeaux wines. During this period 12 Commanderies de Bordeaux were inaugurated in cities throughout the world (Rio de Janeiro, Berlin, Budapest, Essen, Moscow, Riga, Salzburg, Vilnius, Jakarta, Manila, Kaolack-Saly and Shanghai) and thirteen Territorial Grands Maîtres were appointed....

Thanks to its 75 Commanderies based on all continents, the Grand Conseil du Vin de Bordeaux, which regularly organises wine tastings, prestige dinners and various meetings, can count on this unique network of more than 4 000 excellent representatives to promote in each of their countries Bordeaux wines made in all appellations, without exception.

Territorial Grands Maîtres

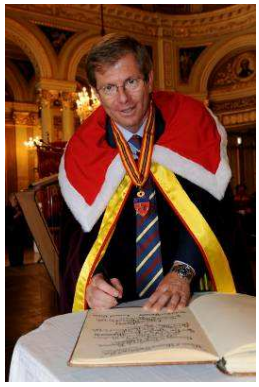
Seconded by a valued assistant, trained during his mandate, Michel-Pierre Massonie was also intent on developing the circulation of information concerning the [illegible] g out a monthly newsletter.

"But it was necessary to hand over to a new Grand Maître" Michel-Pierre stated.

M.P Massonie inducting E.Cruse

The Conseil Privé therefore elected one of its members who comes from a prominent wine family of the Bordeaux region, Emmanuel Cruse, owner of Château d'Issan and Grand Maître of the Médoc & Graves, Sauternes & Barsac Bontemps Wine Brotherhood.

Proclaimed by his peers Emeritus Grand Maître, Michel Pierre Massonie will not be leaving the world of wine brotherhoods though. He has recently been elected as First Bailli of Lalande de Pomerol, a role he will certainly accomplish with brio.



E.Cruse signs the Golden Book

Emmanuel Cruse, who in March 2008 took over as Grand Maître of the Bontemps Wine Brotherhood from a well-known figure of the Médoc area, Jean-Michel Cazes, knows that the Grand Conseil must now take up the challenge: *"We have a heavy workload ahead of us over the next four months and for this we must be in contact with governing bodies and political authorities (the region, department, City Hall), because the aim of the Grand Conseil is to ensure the promotion of all the appellations of Bordeaux Wines"* he declared.

The new Grand Maître insisted upon the necessity of establishing an ambitious development plan. *"We must inaugurate new Commanderies worldwide and this must be done with the full agreement of political authorities, the CIVB and all the AOCs and Wine Brotherhoods of the Bordeaux winegrowing region. It is vital to convey an image of excellence for Bordeaux wines across the world and this cannot be achieved without the full and complete backing of all concerned."*

J Camus

Saturday 15th May 2010
The Conseil Privé's trip to Northern Italy

The Commanderie de Bordeaux in Northern Italy was established in Milan by our Founding Grand Maître, Henri Martin, on 3rd November 1983 thanks to André Giraud, who at that time was Chairman of the French Chamber of Commerce in this city.

Since the time of its inauguration, three Maîtres have successively been at the head of Commanderie.

The first was Maître Boccazzi, a well-known lawyer at the Milan Bar. He had the merit of being the Founding Maître and for a few months coordinated the activities of this new association for wine lovers.

His successor was Gilberto Nardi, an outstanding man whose tremendous enthusiasm ensured the promotion of Bordeaux's fine wines in this region of Italy. He died in November 1995; his wish was that in his last resting place he should wear his ceremonial cloak and Commandeur's medal.

Then Saulo Parlani was elected as Maître of the Commanderie and he ran this association with great verve up until the end of his term of office.

Tasting

A remarkable man has now taken over from him: Alessandro Baracchini. He was inducted by the Grand Maître, President of the Grand Conseil du Vin de Bordeaux, Michel-Pierre Massonie, during the Chapter held on Saturday 15th May 2010 in the Citta di Castillo in Umbria.

Induction Chapter

In agreement with the members of the Conseil Privé in Bordeaux and the members of the Commanderie of Northern Italy, it has been decided that from now on this Commanderie will be named the "Commanderie de Bordeaux in Italy" and its head office will be based in Rome, the new Maître's place of residence.

Alessandro Baracchini

Alessandro Baracchini is an enterprising and genial young man. Assisted by his wife, who was previously involved in communication, we are convinced that he will be most successful in coordinating all the activities of this association devoted to promoting Bordeaux wines in this beautiful, magnificent country which has contributed so much to western civilisation over the centuries.

MPM

I n B r i e f....

September

- **Sunday 4th September 2010**
Connetablie of Guyenne en Entre-Deux Mers Autumn Chapter at Château de Rauzan.

- **Sunday 12th September 2010**
Ban des Vendanges des Compagnons du Bordeaux at Château Arras in Saint Gervais

Commanderies en visite

6 - 10 september → Commanderie de Bordeaux à Malmö

15 -19 september → Commanderie de Bordeaux à Copenhague