



The Grand Conseil Newsletter

July 2009

VINEXPO AND THE 'FETE DE LA FLEUR' 2009

Held recently from June 21st to 26th, Vinexpo was once again an excellent show and as usual brought together in Bordeaux wine professionals from all over the world.

It seemed there were fewer visitors than in previous years, but having asked several wine merchant exhibitors to give us their opinion, we were told that deals were concluded nevertheless and that although trade had been rather sluggish since the beginning of the economic slowdown, business now seems to be "taking off" again!

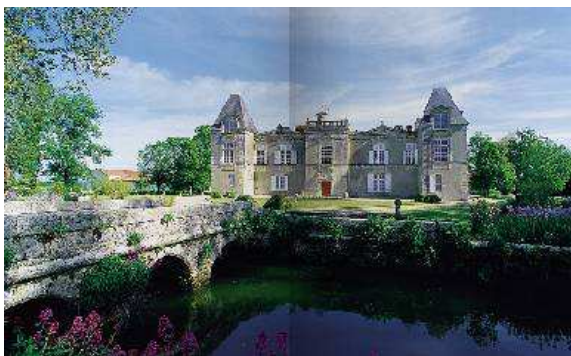
This is certainly what we hope.



VINEXPO

The 'Fête de la Fleur', held at Château d'Issan on June 25th, was a tremendous success where 1 500 guests were invited to come and savour the splendours of Bordeaux and were welcomed by members of the Commanderie du Médoc & Graves, Sauternes & Barsac and its genial Grand Maître, owner of this estate, Emmanuel Cruse.

Even during this period of economic downturn, the 'Fête de la Fleur' is a showcase event that is absolutely vital for promoting all the fine wines of Bordeaux and projecting a dynamic image for them worldwide.



FETE DE LA FLEUR AU CHATEAU D'ISSAN

INFORMATION

As we have aimed to do since we began editing the Grand Conseil Newsletter, we are especially pleased to publish information about Associations or Appellations, which are members of the Grand Conseil.

You will find below two press releases: one from the Saint-Emilion Jurade and the other from a recently created Appellation named 'Côtes de Bordeaux'

Our monthly Newsletter is open to all the Commanderies worldwide, to the wine Brotherhoods and Appellations of our vast Bordeaux wine region, as well as to all the Associations recognised by the Bordeaux Wine Trade Council (CIVB).

The Conseil Privé of the Grand Conseil does, however, reserve the right to select the articles for its Newsletter and responsibility for texts published will be taken the organisation which has written them.

The Saint-Emilion Jurade's Springtime Festival

The Jurade's Springtime Festival, held on Saturday 20th June in the heart of the medieval town of Saint-Emilion, was an opening event to Vinexpo. With the presence of His Most Serene Highness, Prince Albert II of Monaco, accompanied by Charlene Wittstock, the Festival's guests of honour were actors Clovis Cornillac and Stéphane Freiss. Many other guests from all over the world also attended this prestigious event.



At this occasion, Prince Albert II of Monaco was inducted as "*Protector of the Saint-Emilion Jurade*" by Jacques Bertrand, First Jurat.

Forty dignitaries, wine professionals, connoisseurs and show business celebrities, were also inducted as members of the Jurade. Amongst these new inductees were actors Clovis Cornillac and Stéphane Freiss, Andreas Larsson, 'World's Best Sommelier' 2007, Philippe Faure-Brac, 'World's Best Sommelier' 1992,...



A gala evening reception, held in the cloister of the collegial Church of Saint-Emilion, concluded this ceremony whose keynote combined elegance and conviviality.

It was an exceptional Springtime Festival to mark a very special date: the 10th anniversary of the Jurisdiction of Saint-Emilion being listed as one of UNESCO's World Heritage Sites (in the Cultural Landscapes category).

PRESS CONTACT:

Emmanuelle Ponsan Dantin - Conseil des Vins de Saint-Emilion
Telephone: 05-57-55-53 15 – Mobile: +33 6 86 67 95 11 – Fax. 05-57-55 53 10
Email: emmanuelle.ponsan-dantin@vins-saint-emilion.com

‘Côtes de Bordeaux’ A new Appellation of Controlled Origin!

The category ‘Côtes de Bordeaux’ groups together the Appellations ‘Premières Côtes de Blaye’, ‘Premières Côtes de Bordeaux’, ‘Côtes de Castillon’ and ‘Côtes de Francs’ and accounts for 1/6th of production in the Bordeaux region, covering a total area of 14 000 hectares, with a volume of 700 000 hectolitres.

This union represents a real force and it is preparing to take on a new dimension now that the National Committee for wines, spirits and other alcoholic beverages at the National Institute of Appellations of Origin (INAO) has given its approval to the list of specifications for the new Appellation of Controlled Origin, ‘Côtes de Bordeaux’, which will bring together under one banner four different Appellations. This is a radical transformation in the organisation of Bordeaux Appellations...



This union represents a real force and it is preparing to take on a new dimension now that the National Committee for wines, spirits and other alcoholic beverages at the National Institute of Appellations of Origin (INAO) has given its approval to the list of specifications for the new Appellation of Controlled Origin, ‘Côtes de Bordeaux’, which will bring together under one banner four different Appellations. This is a radical transformation in the organisation of Bordeaux Appellations...

The ‘Union des Côtes de Bordeaux’, an efficient structure working for the promotion of ‘Côtes de Bordeaux’ wines

In 1985, aware of the impact they could have if they joined forces, ‘Côtes’ wines decided to pool their resources to give themselves a real identity and coordinate their communication as group. This was how the ‘Association des Côtes de Bordeaux’ was established.

In July 2007, the Association then became the ‘Union des Côtes de Bordeaux’ and stepped up its strike force by proposing the creation of a new, federating Appellation of Controlled Origin, ‘Côtes de Bordeaux’, which would bring together in one group the Appellations ‘Premières Côtes de Blaye’, ‘Premières Côtes de Bordeaux’, ‘Côtes de Castillon’ and ‘Côtes de Francs’.

This project stems from a clear observation that a large number of Appellations and a lack of a system of hierarchy results in poor recognition for ‘Côtes’ wines, especially on export markets, whereas these wines possess excellent qualities which should be promoted: terroir expression, vineyards planted on sloping hillsides, tradition and typical characteristics. The aim is to make supply clearer by segmenting production, but also by making labels easier to understand for consumers on international markets, by emphasising the word ‘Bordeaux’, which acts as a real guarantee of quality for exports.



“The idea is to use the characteristics we all have in common to promote our identity of ‘Côtes’ wines amongst the wide range of other regional wines and benefit from more efficient and relevant communication for each of our ‘Côtes’ Appellations” Christophe Château, Manager of the ‘Union of the Côtes de Bordeaux’ tells us.

Emphasis given to the AOC therefore associates two factors which represent unity and also give the consumer a positive notion of quality: the word ‘Côtes’ and the fact of belonging to the large family of ‘Bordeaux’ wines.

The recently established AOC becomes a real advantage in the current situation where developing markets (North America and Asia in particular) offer considerable prospects to be capitalised on: at present ‘Côtes de Bordeaux’ wines export just 10% of their production.

After two years of discussions, the National Committee for wines, spirits and other alcoholic beverages at the National Institute of Appellations of Origin (INAO) gave its approval to the list of specifications for the new Appellation of Controlled Origin ‘Côtes de Bordeaux’ on March 9th 2009.

Union des Côtes de Bordeaux

Cours du XXX juillet
33000 BORDEAUX
Tel: 05 56 00 21 99 - www.bordeaux-cotes.com

Press Contact / Visuals/Interviews

Jennifer Potts/Agence Cap&Cime
Tel: 01 55 35 08 16/Fax: 01 44 50 50 21
E-mail: jpotts@capetcime.fr

News in brief.....

- ◆ **13/09/2009 – Harvest Proclamation – Saint-Emilion**
(see the programme on the Saint-Emilion website: www.vins-saint-emilion.com)
- ◆ **19/09/2009 – Harvest Proclamation - Commanderie du Bontemps Médoc & Graves - Sauternes & Barsac at Château Belair –**
« Girondins de Bordeaux » registered office at Haillan
- ◆ **Chrystelle Lirand takes over from Baron Jean-Louis de Fontenay as Captal de l'Ordre des Chevaliers des Vins de Castillon**

The Grand Conseil sincerely thanks Baron de Fontenay for his energy and efficiency throughout his term of office as Captal of the Castillon Wine Brotherhood

- ◆ **06/11/2009 – Chapter of the Commanderie de Bordeaux in Brussels**

Jean-Pyls, hands over his role as Maître of the Commanderie de Bordeaux in Brussels to **Dr. Ph. Hanssens**.



Members of the Conseil Privé - Grand Conseil du Vin de Bordeaux

Grand Maître, Président du Grand Conseil	Michel-Pierre MASSONIE
Vice-Grand Maître	Francis BOUTEMY
Vice-Grand Maître	Philippe SEROIN
Trésorier	Pierre PARMENTIER
Maître des Requêtes	Christian MEDEVILLE
Chancelier	Hélène TANTENIER
Vinothécaire	Hubert Burnereau
Chef du Protocole	Philippe DURAND TEYSSIER
Chef du Protocole Adjoint	Jacques BONNY
Membres	Eric d'ARAMON Chrystelle LIRAND
Membres Associés	Suzanne MARIN Dominique MUSSET Roland PESTOURY



Grand Conseil Office will be closed from 1st August→31st August 2009