



Barton & Guestier
DEPUIS 1725



ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



Editorial by Philippe Marion

> BE MY GUEST AND TASTE OUR FRENCH DIFFERENCE!

Competition for French wines is tough.

Enter a wine shop, a supermarket or a restaurant in a country where France has less than 30% market share and you will realize how fragmented and diluted the French offering is. Consumers confuse appellations, brands and varieties and there is no clear message.

Currently, there are two groups of countries where French wines play a dominant role: French speaking countries like France itself, Quebec, Belgium or West Africa, and the emerging countries.

The **success of the French wines** in the first group is clearly led by the **moment of consumption: lunch or dinner**.

In the second group, the **French image, synonym to luxury and elegance**, still plays a major role.

In anyway, in those two groups, wine has not been transformed in a commodity product yet and still has a very large cultural and subjective aspect.

In mature markets where France is not a key-player, the development of wine consumption is organized by Varietals offered by mass brands, who have a clear idea of who their consumers are and how their wines must be designed in taste to please them, not necessarily for food pairing.

Some would even simplify and say that new world producers talk about segmentation, positioning and promotions and that the French answer by terroir, appellation and tradition.

If it is true that the French cannot only count on the prestige of its few luxury labels, it is also true that **French wines are food friendlier thanks to lower alcohol, lower sugar and more acidity and tannins**.

With our 250 growers in France, Barton & Guestier is the unique brand **offering quality wines from the main French wine growing regions**. This is a unique occasion to educate the consumer about wines and make French wine easy to understand. With the extraordinary development of Media programs dedicated to food, we, at B&G have chosen to convey our message by **positioning Barton & Guestier Appellation wines as the benchmark for food and wine pairing**.

France has led the world to drink wine and we, at **B&G**, as the **oldest wine house in Bordeaux**, have a mission: **guide our consumer on how to enjoy our wine even more, and experience the French Art of Living**. The "Be my Guest" food and wine pairing program is in the make. More news about that in 2013.

Happy Holidays to all,

Philippe MARION
Sales & Marketing Director



Brief

Editorial by Philippe Marion	1
New Brands	2
Hot	3
Event & Markets	4
New Awards	20
Fresh from the Press	21
Good Practice	22
Food & Wine Pairing	23
People	24
Agenda	25
B&G History	26





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



New Brands

> 1725: NEW PACKAGING

Elegant, modern and impactful, the new label is in two parts, like the other Barton & Guestier "historical" brands. The **signature Barton & Guestier, guarantee for a quality wine**, figures in the band label.

Of course **1725** refers to the year **Thomas Barton settled** in the **historic winegrowing area of Bordeaux**.

The range consists of two appellation wines: **1725 Bordeaux Reserve Red and White**. Both wines are delivered with matching **B&G branded bi-colour caps** and in **right-weight** (= goodlooking lightweight) bottles.

The new packaging will be available as from mid February 2013.

1725 is very successful in Italy as well as in South-East Asia.



> FRENCH TOM AOC: NEW LABEL



French Tom* Reserve AOC wines are now evolving into a more **elegant and modern label**, still respecting the **silver and copper** colour codes. Both French Tom Bordeaux Reserve and French Tom Médoc Reserve are exclusively **delivered in canisters** in order to create impact on the shelf. Targeted for Duty Free Stores worldwide, French Tom canisters are ideal for gifting.

The new labels are already available from stock.

**French Tom was the nickname of Barton & Guestier's founder Thomas Barton, the first to bring the best fine French wines to his distinguished clientele around the world.*





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

> QUARTER BOTTLES - 18.7 CL - GLASS AND PET



Barton & Guestier offers a **complete range of quarter bottles (18,7 cl) in glass or PET**. Mainly sold on board **airplanes**, this small format is also ideal for **catering** and **restaurants**, where customers prefer a small bottle guaranteeing the origin and quality. **PET bottles** are more and more used at **sport** or **cultural events** where glass is forbidden.

Available in glass (directly from stock):

- Barton & Guestier Passeport Bordeaux White (AOC)
- Barton & Guestier Passeport Bordeaux Red (AOC)
- B&G Reserve Chardonnay (IGP Pays d'Oc)
- B&G Reserve Merlot (IGP Pays d'Oc)
- Cuvée Spéciale Blanc (Vin de France)
- Cuvée Spéciale Rouge (Vin de France)

Available in PET (production upon request with minimum quantity of 300 C9L):

- B&G "Crisp & Fresh" (DPCE - European white wine)
- B&G "Rich & Fruity" (DPCE - European red wine)

Hot

YOUR PASSPORT, TO FRENCH WINE →

BARTON & GUESTIER
"THE HOUSE OF 9 BEST BUYS"
DEPUIS 1725

TRAVEL WITH US ON FACEBOOK

WWW.BARTON-GUESTIER.COM

This impactful advertising for the **Barton & Guestier Passeport** brand is visible in the November issue of **Wine Enthusiast**. The ad was developed by B&G USA and translates the spirit of the new range.

At the same time, the official launch of the brand has been completed with an **international press release** (translated in English, French, German, Dutch, Estonian, Russian, Portuguese (latam), Spanish (latam), Japanese and Korean).



The release remains visible for one year on this link





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

Event & Markets

> USA

NEW YORK

Barton & Guestier **Passeport Côtes du Rhône** and **The Pairing Collection Chicken & Turkey** were present during the **InterRhône NYC tour** in last October. The event took place in the Open House Gallery and gathered hundreds of happy consumers that were also invited to participate in a photo competition reflecting the most inspiring idea with regards to Rhône wines.



FRENCH WEEK IN MIAMI & FRENCH SPICE

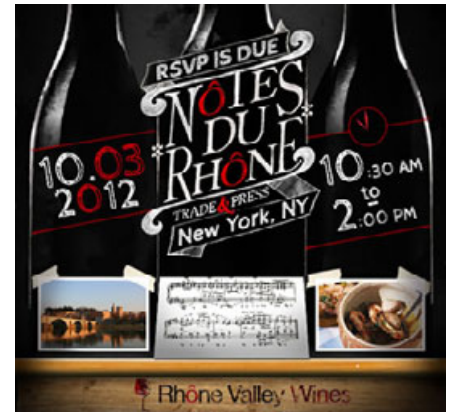
On the occasion of the French Week in Miami last November, Hubert Surville, COO of Barton & Guestier USA hosted a round table focusing on French wine marketing.

Philippe Marion, B&G Sales & Marketing Director and Great American names in the wine business **Mr. Mel Dick**, Senior Vice- President of Southern Wine and Spirits, **Mr. Chip Casidy**, "Wine Technology " professor at FIU, **Mr. Jay Spaleta**, of Wine Enthusiast, were invited for discussion aimed to fix current business and understand the issues in the market. Food and wine pairing is one of the clearly identified opportunities to promote and sell French wines in the US. The recently launched range of The Pairing Collection represents the perfect offer.



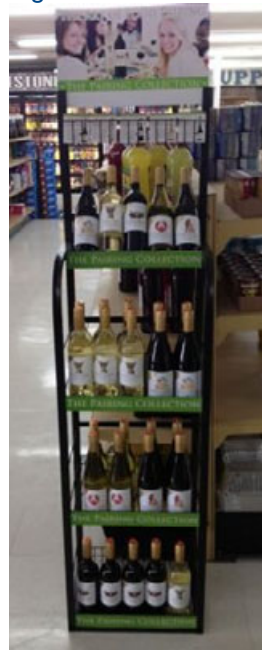
The "**French Spice**" operation took place during the entire month of November. For Barton & Guestier USA, this was the perfect occasion to enter not only the wines of **The Pairing Collection**, but also **Barton & Guestier Passeport AOC** wines and **Thomas Barton Réserve** wines in many restaurants of Miami.

Pictured: **Florence Hunckler**, US South East Region Sales Manager, with a bottle of Salmon & Trout, the perfect match for... trout



The Pairing Collection:

More **Best Practice in Georgia** for the Pairing Collection wines with the placement of the racks with the recipe cards in many stores - e.g. Mount Mart, Kwik Serv, Beverage World and Flintstone Food...





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

> CANADA

Nova Scotia: Port of Wines Festival

Les Charmes de Magnol and **Château Magnol** were the gueststars at **The Port of Wines Festival** that took place in **Halifax** in September. The event is a must for anyone with an interest in discovering new wines. Featuring a sumptuous **Winemakers' Dinner**, a wine tasting and food pairing dinner and various wine tasting sessions, the festival attracts more than 4,000 people each year. Consumers are allowed to buy wines when leaving the Festival and all **B&G wines were sold out** after the event!



Pictured during the Opening Dinner of the Festival:

Top left: Mr. Christopher Chan - Charton Hobbs, left: Mr. Joaquim - Santa Carolina, middle: Clémentine Quéroux - Barton & Guestier, right: Mr. Matias - Carmen, second from right: Mrs. Tina Bevis - Charton Hobbs, third from right: Mr. Sebastian - Carmen.



"Fête du Vin" (Wine Party) in Québec

To celebrate **50 years of "twinning" between Bordeaux and Québec**, The City of Bordeaux exported the **"Fête du Vin"** concept to the City of Québec from 6 to 9 September. Where in Bordeaux the event takes on the border of the Garonne river, in Québec, the **border of the Saint-Laurent** was the ideal place to host the event. Ten thousand Canadian consumers joined the 6 wine pavilions to try some of the hundreds of Bordeaux wines available for tasting. Of course Barton & Guestier was part of the event with **Barton & Guestier Passeport Bordeaux** and **Thomas Barton Reserve Saint-Emilion**!

[View more about this event](#)





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

> BRAZIL

Huge presence and **strong visibility** for Barton & Guestier wines in Off Trade in Sao Paulo and Rio de Janeiro.

Original cross marketing promotions with **Lacoste**, allowed consumers that bought 3 bottles of B&G Reserve wines, to get 1 carafe free of charge along with **reductions on Lacoste products!**

The On trade promotions were developed around the set-up of original wine menu lists, like the example for Barton & Guestier Chablis at the Giuseppe Grill restaurant.



Barton & Guestier
DEPUIS 1725

GIUSEPPE GRILL
LEBLON

verão com estilo

O Giuseppe Grill Leblon traz boas ideias para refrescar o seu verão com todo o charme que você merece.

Chablis Barton Gustier Gold Label

"Nesses dias de calor, nada como um peixinho e um vinho branco para refrescar. Eu, particularmente, adoro um Chablis."
Carla Cosentino Hormis

Aberto todos os dias para almoço e jantar no carnaval

Giuseppe Grill Leblon - Av. Bartolomeu Mitre, 370 - Leblon | Tel.: 2249-3055

BESTFORK
GIUSEPPE GRILL
GIUSEPPE GRILL
GIUSEPPE GRILL
GIUSEPPE GRILL
GIUSEPPE GRILL
GIUSEPPE GRILL

www.bestfork.com.br

Não esqueça nos visitar "nosso menu" Carina e o restaurante grill





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

> CHINA

From August 27th to September 2nd, Mr Olivier Marc, Managing Director of B&G was welcoming **33 Chinese sub-distributors from 8 regions: Tianjin, North of Sichuan, Anhui, Ordos, West of Canton, East of Canton, Shanxi, Suzhou.**

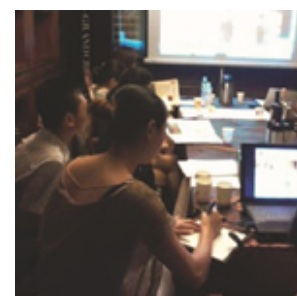
The trip to Château Magnol was an **incentive prize** for their effort in obtaining a positioning for Barton & Guestier wines in their respective regions and developing the brand's distribution. All the participants followed the **Wine Connaisseur Programme**, enjoyed the nice food proposed by Chef Frederic and became true **B&G Brand Ambassadors**.



Practice makes perfect

Wine education sessions on Barton & Guestier, its history and its wines are ongoing all over China.

On August 23rd an original **online session** took place for the 20 employees of MIAN YANG HAO TIAN LIN Trade, B&G distributors in Mianyang (Sichuan).

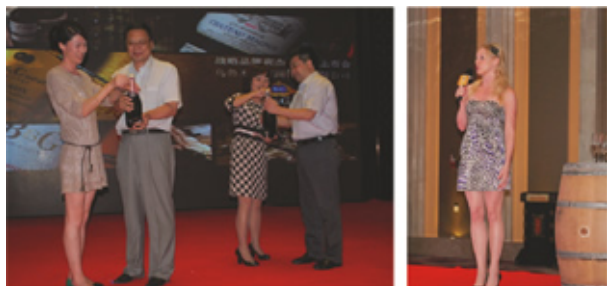




Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



The **Yindu Hotel in Wulumuqi** was the theatre of the launch of B&G wines in **Xinjian** last August 22. The event took place in presence of many officials, C&D's Director of the Northern region, the Director of Wine of the Xinjiang office and Carlos Varela, Barton & Guestier Sales Manager Asia.



Another launching event of **B&G wines in Zibon and Binzhou** took place on September 15th in the **Restaurant Fatong-cave** in presence of 30 privileged guests.





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

> HONG KONG

Over 188.000 visitors enjoyed the 4th edition of the **Hong Kong Wine & Dine Festival** that took place from November 1 to 4. **The Bordeaux pavillion** met a huge succes with 68.000 people tasting the wines.

B&G's local market distributor Mr. Gary Leow offered the **Barton & Guestier Passeport** and **Thomas Barton Reserve** wines for tasting.

[More about this event](#)



> KOREA

Barton & Guestier Passeport Côtes du Rhône was presented to the trade during the Rhône Wine event in Seoul. Almost 200 out of the 300 visitors were **restaurant owners**, all very interested by Côtes du Rhône AOC wines.





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

> VIETNAM

B&G distributor **Finewines** was one of the sponsors of the "**Cocktail de Rentrée 2012**" organized by the French Chamber of Commerce and Industry in Vietnam in September.

B&G Reserve Chardonnay and Merlot, as well as **B&G Premium Sparkling** were available on a premium booth for tasting by all the guests. This event helped to introduce Barton & Guestier wines to many customers of the French community.





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

> DUTY FREE

DISTINCTIVE WINES

Barton & Guestier will introduce the new packaging of its extensive range of AOC wines - B&G Passeport - at TFWA World Exhibition. These cover 19 appellations from six of the main French winegrowing regions. The new labels are designed to be premium, distinctive and informative, mentioning the name of the appellation, the region, the varietals and the taste descriptors. Also featured are QR codes linking to a product sheet, the company website and the company fanpage on Facebook. All of the wines have the familiar Barton & Guestier gold caps, for easy recognition on the shelf. The launch of the range is accompanied by promotional activities including B&G cooler bags and a real B&G

passport. The new 1-bottle Black & Gold giftpack, suitable for all wines in the range, is designed to give a strong impact on-shelf in travel retail stores.

Yellow Village D42



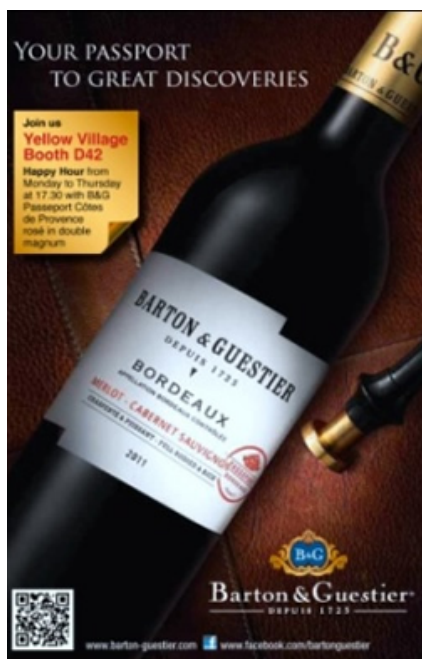
Intensive meetings at the **TFWA in Cannes** last October with over 30 meetings for the B&G Sales team. The Fair was the perfect occasion to present the **Barton & Guestier Passeport range** and the **The Pairing Collection** to all interested trade partners such as Heinemann, Dufry, African & Eastern, Flemingo, Duty Free Malaysia, Lyam, KLM, and many prospects.

Barton & Guestier wines were also present at the **TFWA Opening Cocktail**, the **Golf Tournament** and the **Petanque Tournament** (both organised by Heinemann).

B&G Côtes de Provence Rosé was served during the Happy Hour organised on the booth.



Press coverage was excellent, including for the range of **Les Charmes de Magnol**.



VINEYARD CLASS

As one of the oldest wine merchants established in Bordeaux, Barton & Guestier is educating visitors on its staggering array of wine categories on display at Cannes this year, from entry-level house wines to the most exquisite of French appellations. Founded by Irishman Thomas Barton in 1725, a future partnership with Daniel Guestier, a friend of Thomas Jefferson, has allowed the brand to expand globally using a combination of expertise from traditional French and US markets. "Barton & Guestier is focused on quality and dedicated to the international and premium markets in France," explained Marina Julien, Brand & Travel Retail Manager. Approximately 98% of the business'

activity is focused on the international markets, 25% of which is based in Europe, including Germany & Belgium, and 15% in the Asian sectors such as China and Vietnam. Travel retail is a small but growing sector for the business and the company is ready to explore new opportunities for distribution with its regular customers such as Heinemann. On display this week is the exclusive French Tom Medoc Cabernet Merlot, the Thomas Barton Reserve, particularly in demand in Russia and Asia, and the Chateau Magnol Haut-Medoc - derived from the famed vineyard and occupied by a guesthouse and wine school. The business is using this week's show to explore opportunities in the Middle East, the Balkans and Africa, while building on its brand visibility. "B&G is the passport to the appellation selections," added Julien.

Yellow Village D42





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



Great success also in **Duty Free Russia**, with the first **B&G tasting** organized in partnership with the **Travel Retail Domodedovo**, customer of Gebr. Heinemann. In September **Barton & Guestier Passport Bordeaux Red & White AOCs** and **B&G Reserve Cabernet Sauvignon** were on tasting for every traveler. The sales results were outstanding!



Excellent visibility for **Château Magnol** and **Thomas Barton** in the **Eraman Shop** of the **Kuala Lumpur LCC Terminal** in **Indonesia**!

Barton & Guestier Bordeaux Red and **B&G Reserve Pinot Noir** were on "**By 4 Get 6**" promotion with the Brazilian operator **DUFREY**.



BEBIDAS / LIQUORS

<p>BUY 4 x 6</p> <p>6 GARRAFAS 750ml BORDEAUX ROUGE DE-105-90 POR: US\$ 60</p>		<p>6 GARRAFAS 750ml PINOT RESERVE VARIETAL DE-105-72 POR: US\$ 48</p>	
APREÇO COM MODERAÇÃO			
<p>UP TO 16% OFF</p> <p>3 GARRAFAS 750ml CABERNET SAUVIGNON RESERVA DE-105-78 POR: US\$ 66</p>		<p>6 GARRAFAS 750ml CABERNET SAUVIGNON RESERVA DE-105-156 POR: US\$ 130</p>	<p>Luigi Borca</p>
APREÇO COM MODERAÇÃO			





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

> GERMANY

Barton & Guestier was proud to welcome the **incentive prize winners Mrs. Yvonne Kleb** (pictured left) and **Mrs. Sarah Keller** (pictured right) from Mack & Schuhle.

Both ladies developed extraordinary visibility for the launch of the Barton & Guestier Passeport range in Germany ([see previous issue of Assemblage](#)).



> LATVIA

A very original "**Blonds Cookbook**" or as we say in Latvian "**Blondinu pavargramata**" was developed by the **Latvian blonds association**! All the recipes are developed by blonds. Noteworthy is the only sponsoring wine of the book: **B&G Sparkling Rosé!** Pink is blonds' favourite colour...



> IRELAND



Thomas Barton Médoc was the official sponsoring wine at the Irish Theatre Show "**A wine goose chase**", a one woman show performed by actress **Susan Boyle**.

The show relates the history of the **Irish wine geese** in a very poetic manner. The Wine Geese were a group of (around 200) Irish families who left Ireland to settle in Bordeaux around the 17th century. Many ended up in winemaking... and one of them was... Thomas Barton.



French Tom Bordeaux in Canister is the **recommended inspiration for Santa Claus** in Irish newspapers...





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



New listings for Barton & Guestier in the "Next Door" Off Licence at Clonakilty following a special dinner organised by B&G Brand Ambassador Marine Legoupil. Among the new products: B&G Passeport Pouilly-Fuissé, Cotes de Provence Rosé, Sauternes, Graves Blanc, and Côtes du Rhône, Original B&G Sauvignon Blanc and Merlot, B&G Reserve Sauvignon Blanc, Chardonnay, Pinot Noir and Cabernet Sauvignon, and B&G Sparkling Rosé. The shop window shows the Original B&G wines in giftpack as well as Thomas Barton and Passeport wines in wooden frames.



The Gleeson Mini Portfolio Tasting in the South-West of Ireland showcased the available range of Barton & Guestier wines to many restaurant owners and shopmanagers. The top 5 of most successful wines of the event:

- B&G Sparkling Chardonnay
- Original B&G Sauvignon Blanc
- B&G Passeport Côtes du Rhône
- Thomas Barton Saint-Emilion
- B&G Passeport Rosé d'Anjou

For the Pre-Christmas Food and Wine Pairing dinner organised at the O'donovans Hôtel Clonakilty on November 14th, B&G Brand Ambassador Marine Legoupil suggested the perfect pairing for of the impressive list of courses of the menu:



- Spinach and ricotta tartlets: **Thomas Barton Graves Blanc**
- Smoked mackerel pate: **Barton & Guestier Passeport Pouilly Fuissé**
- Minestrone soup: **B&G Reserve Pinot Noir** or **B&G Passeport Côtes du Rhône**
- Roast turkey: **B&G Reserve Pinot Noir** - and for none red drinkers - **B&G Passeport Pouilly-Fuissé**
- Salmon: **Thomas Barton Graves Blanc** or **Original B&G Sauvignon Blanc**
- Striploin of Beef: **Château Magnol**, Haut-Medoc, Cru bourgeois or **Les Charmes de Magnol Médoc**
- Stuffed pepper: **Barton & Guestier Passeport Côtes de Provence** or **Côtes du Rhône**
- Christmas pudding: **Barton & Guestier Passeport Sauternes** or **B&G Sparkling Rosé**
- Chocolat and raspberry pavlova: **B&G Sparkling Rosé...**



Bon appétit!





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

Gleeson's Sales Manager **Pat Doyle** (pictured on the right) offered **B&G wines for tasting at Waterford University**. B&G wines are the **exclusive wines available at University's Bar**, and Manager Paul wants to push education for more wineknowledge. Participating students had the opportunity to win a twin pack (see picture below) Every Friday the Univerity restaurant offers a **Meal Deal including a small glass of B&G wine**.



> BELGIUM

Ignacio Marcos, B&G Export Manager, promoted B&G wines during the numerous very crowded portfolio tastings that took place during the last two months at B&G's distributors all over the country:

At **PELGRIMS** - with Mr. Patrick Pelgrim (top right: second from the right), owner until the end of December. As from January 1 the new owerns are Temothy Tock and Philip de Nayer. Barton & Guestier wishes both gentlemen an excellent start in their new roles!





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



At **GENERAL STORES**, a 3-generation family business. The tasting took place early November. It was the first participation for B&G wines.

Pictured from left to right:

- Tom Decorte (son of Bernard Decorte et Bea Declercq)
- Ignacio Marcos (B&G)
- Roger Declercq (Founder)
- Cliff Van Steene (Sales)
- Bernard Decorte and his spouse Bea Declercq
- Dieter Decorte and his spouse Saar*
- Ine Vanderschommen (administration)
- Geoffrey (warehouse/logistics)

*Congratulations to Dieter and Saar for the birth of Stan in 2012, 4th generation!

At **GOETZE** - on October 5th

Goetze team pictured from left to right: Dirk de Laet, Xavier Goetze and Eddy Baekelmans.



At **CORMAN** on December 1st and 2nd

Pictured from left to right: René Corman (Owner) and Thierry Jobkenne, Wine Manager.

> NETHERLANDS

Following the listings at **Jumbo/C-1000**, **Barton & Guestier Passeport Bordeaux** was the special wine recommendation with Duck Pate - Asian style - in the "**ESTA**" **women's magazine** under the chapter "Weekendkoks" (Chefs in the weekend).

In the special X-mas edition of the **Jumbo Magazine**, **B&G Reserve Chardonnay** is suggested as the perfect pairing for a salmon tartare...



Barton & Guestier Passeport
Côtes du Rhône Syrah Grenache

Herkomst: Frankrijk

Smaak: Soepel en rond in de mond. Evenwichtige wijn zonder stroefheid en met een sappige smaak.

Servieren: 16°C

Prijs: 6,99/ 75 cl

WIJN



Barton & Guestier



Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



> FRANCE

Increasing presence for Barton & Guestier wines in France:

- At **Nicolas** Wine shops
- At **Savour Club**

NICOLAS



LES BONNS PLANS DU MOMENT

Savourclub
Le vin selon vous

At **Caves de Mon Père** in Brest where owner Mr. Caroff organised a one week portfolio tasting for all the trade customers from the Finistère in the West of France



At **Comptoir de Grandes Marques** in the North-East of France where **B&G's Ignacio Marcos** proposed a huge tasting of B&G wines on the occasion of the 70th anniversary of France company, celebrated at the Palais du Congrès in Touquet on October 8th in presence of Mr. Patrick Durand, owner of the company (pictured in the middle below). Barton & Guestier is one of the most ancient trade partners of CGM.



Barton & Guestier



Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

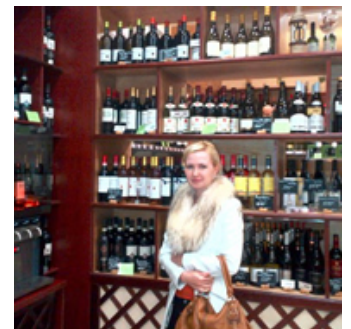
> RUSSIA



Impressive giftpack operations are ongoing in **Samara** for almost all **Barton & Guestier** wines. A nice way to promote Barton & Guestier wines and create extra visibility.



The new wineshop **Krasnoe i Beloe** in **Tcheliabinsk** opened last October and Barton & Guestier wines benefit of great visibility as they are presented in various places of the store. B&G Rosé d'Anjou and B&G Reserve Varietals are the most popular wines in this area.



Krasnoe i Beloe Marketing Director Olga Vakhramova



Barton & Guestier



Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



Barton & Guestier Beaujolais Villages and 1725 Bordeaux Reserve helped singers to perform well in the PLANETA Karaoke Bar in Kalingrad last November. [More news about this trendy bar.](#)



> JORDAN

Last Monday October 8th, 180 people attended the **Barton & Guestier wine evening** at the **InterContinental Hotel Amman**. The event was organized by B&G distributor **UMG** who created also great visibility by placing B&G table tents all over the hotel.

Barton & Guestier varietal wines Cabernet Sauvignon, Merlot, Chardonnay and Sauvignon Blanc were the highlight of this outstanding night. **B&G wines** were "**Wine of the month**" at the InterContinental during the month of October.





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

New Awards

> 2012 HOUSTON LIVESTOCK SHOW & RODEO WINE COMPETITION



> Château Magnol 2010

Silver Medal



> The Pairing Collection - Chops & Burgers 2011

Silver Medal

> Barton & Guestier Passeport Vouvray 2011

Bronze Medal



> The Pairing Collection - Salmon & Trout 2011

Silver Medal

> The Pairing Collection - Lobster & Shrimp 2011

Silver Medal



> NATIONAL OFF LICENCE ASSOCIATION (IRELAND)

> Original B&G Sauvignon Blanc 2011

Gold Medal



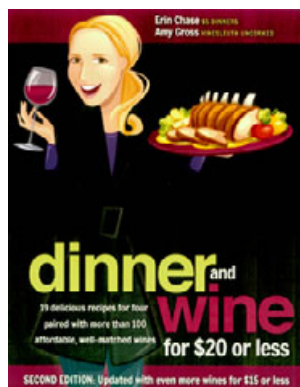


Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

Fresh from the Press



> Barton & Guestier Vouvray 2011

Vinesleuth - Amy Gross/Erin Chase (USA) - October 2012

Selected as "affordable and well-matched" wine for the "Dinner and Wine for 20\$ or less" e-book

B&G Vouvray is presented with a nice Honey Ginger Salmon recipe!



> Selected in the USA Top 100 - Today's Bordeaux

Barton & Guestier Passeport Sauternes 2010

Barton & Guestier Passeport Saint-Emilion 2010

Barton & Guestier Passeport Bordeaux Blanc 2010



> Selected in the 2013 Guide HACHETTE wine guide (France)

Original B&G Sauvignon Blanc 2011

Les Charmes de Magnol Rosé 2011

Les Charmes de Magnol Bordeaux Blanc 2011



> Glamour Magazine (Russia)

Excellent visibility for all Barton & Guestier wines!





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



> Lifestyle Magazine Weekend Kok - Netherlands

Barton & Guestier Passeport Bordeaux Red!

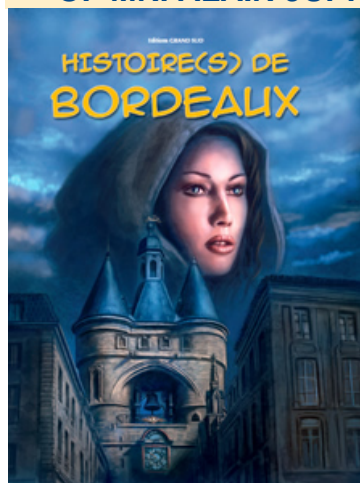
> Selected in Le Petit DEBEUR 2013 wine guide (Canada)

B&G Cabernet Sauvignon Domaine La Gardie 2011



Good Practice

> LAUNCH OF "BORDEAUX STORIES" CO-STARRING BARTON & GUESTIER IN PRESENCE OF MR. ALAIN JUPPÉ, MAYOR OF BORDEAUX, FORMER FRENCH PRIME MINISTER



The **Bordeaux City Hall** was the ideal théâtre for the official launch of the comic book "**Bordeaux Stories**". Issued by an impressive team of **historians and designers**, the book tells the very rich **history of Bordeaux between 1780 and 1950** in 6 different stories in a very educative and attractive way. **Barton & Guestier, as the oldest wine merchant in Bordeaux**, is part of one of the stories about the Bordeaux wine trade.



The launch took place in presence of **Mr. Alain Juppé, Major of Bordeaux** and **former French Prime Minister** (pictured left), **Mr. Pierre-Roland Saint-Dizier**, editor (middle) and his team, **Mrs. Petra Frebault**, Trade Marketing Manager Barton & Guestier (left), and numerous other Bordeaux personalities.

For the moment the book is available in French only. For interested people, Barton & Guestier gives away 10 samples! [Click here to get one - first come - first served!](#)





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



Food & Wine Pairing

> SPECIAL RESTAURANT PROMOTION: ALLOW YOUR CUSTOMERS TO FIND THEIR OWN PERFECT MATCH!

Many Chefs and restaurant owners are seduced by the **Food & Wine Pairing** sessions organized by Chef Frederic at Chateau Magnol. This concept can be easily reproduced in every restaurant (or at home).

Chef Frederic suggests to introduce his **Pear and Roquefort Cheese Pie** on your menu, and propose it with 2 glasses of wine.

For this pie the wine suggestion should be a glass of a sweet and a glass of a medium sweet wine, e.g.:

- Sweet: Barton & Guestier Passeport Sauternes or Thomas Barton Sauternes
- Medium sweet: Barton & Guestier Passeport Vouvray or Les Charmes de Magnol Medium Sweet.

Customers are invited to leave their comments e.g. in a big notebook (gathering all the comments) and leave with the complete recipe...



Here is the Chef's recipe:

Preparation and cooking: 45 minutes

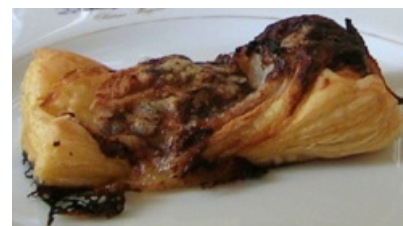
Service: 6 persons

Ingredients:

- Flaky paste (pâte feuilletée)
- 3 pears
- 100g of Roquefort

Method:

- Peel the pears carefully, remove the stems
- Cut the pears in half and slice finely
- Cut the flaky paste
- Add small pieces of Roquefort on the pears
- Cook 20 minutes in the oven at 180°C (350°F)



Serve the pie



Chef Frederic Prouvoyeur is known to many of Barton & Guestier's customers worldwide. He joined the company in 1987 as Executive Chef of Château Magnol.

Graduated from the Culinary School of Le Touquet in 1978, he worked his way through prestigious restaurants such as the Volkshaus Hotel in Bern - Switzerland, l'Oustau de Beaumanière (5 Forks and 2 Stars Michelin) with renowned Chef Raymond Thuillier on the French Riviera, and the Restaurant Le Gamin in London.

For a few years, Frederic also traveled his talent around the world and cruised with the Paquet Company on the Massalia and the Mermoz.

Barton & Guestier is proud to have a great passionate Chef highlighting luncheons and dinners for its customers, organizing food and wine pairing sessions, as well as cooking classes for all the participants in the Wine Connaisseur Program.





Barton & Guestier
DEPUIS 1725



ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



People

> INTERVIEW WITH... IGNACIO MARCOS B&G EXPORT MANAGER UK, BELGIUM, GERMANY, LUXEMBOURG, FRANCE, MIDDLE EAST, INDIA



Upon your arrival in 2010, what was your first impression of the B&G brand image?

building strategy, the quality of the wines and the premium positioning at each category of wine. I was really surprised how large the range was. It's great to offer a full range of wines coming from the main French wine-growing regions.

How is that brand-image of B&G today?

I have been used to work in the past for other wine companies where the brand building strategy is very important. I have been really impressed that it is so well developed at Barton & Guestier. All the team is totally involved in it.

Many wine-merchants in France (especially in Bordeaux) offer loads of "petits chateaux" and secondary brands. What I like at B&G is that we offer wines under a unique signature "B&G".

B&G is always innovating to propose to the customers high quality wines at a good value in all categories of wine.

Where do you see the most possibilities of development?

In my territory, I would say our domestic market France, even if it is a mature market. B&G has been very focus on the Export markets in the last years but we are actually attacking the domestic market again with a motivated team. We have still a lot of room for sales growth!

There is also a growth potential in England next year and in India in the future (but the local taxes are still very high...).

What has been your biggest satisfaction so far?

The quality of our distributors and the fidelity of our partners. For example, the founder (Patrick Pelgrims) of one of our historical Belgian distributors (Pelgrims) left his company this year because of his retirement. It was very emotional to see some tears from him remembering all the good moments and souvenirs selling B&G! I thank him for his loyalty and for the good work done in his territory. There is more than wine and business in the wine business!

What is your best travel souvenir? And the worst?

I always like travelling and meeting new people and cultures. I have had the opportunity to visit many different countries and it is great when you have time to know the local habits. This is the good part of our job!

Sometimes at B&G, it is not necessary to travel to have a good souvenir for example we received a group of 6 Estonian beauties at Chateau Magnol (as you could read in the last Assemblage 44). They came for the Third edition of the Estonian reality show "La Maison du Vin". I was with them one night for the "Glamour dinner". Very "glamour" and very funny!

Fortunately there is not a serious bad souvenir. When you travel, there is sometimes a problem of luggage, jet lag or bad digestion. I remember a trip to New York where I experienced all these things together. But this is part of our job as well!

A favourite market?

I spend more time in Europe that's why I always love going out of Europe, especially in the Middle East and India. It refreshes my mind!

There are a lot of things happening there!

What is your favourite B&G wine?

Chateau Magnol 2010 is fantastic. I like drinking this wine now.

I have also a good souvenir of tasting Magnums of the Côtes de Provence Rosé with family and friends.

What a refreshing and enjoyable wine! Great for having a good time!

Ignacio joined Barton & Guestier in March 2010 after a solid experience as export manager at Yvon Mau and Freixenet Group. He holds a degree in Business Management with a Master degree in Wine & Spirits. Passionate about wine, Ignacio is Spanish, fluent in French and English, married with 2 children, and loves sports, travelling, cooking and the simple pleasures of life with family and friends.





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012



Agenda

> MEET B&G AT THE FOLLOWING EVENTS

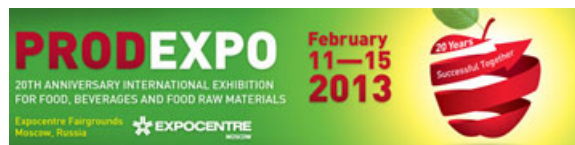
Schedule meetings or announce your presence right now, by clicking on the links.

> February 11-15 , 2013

Prodexpo

> Moscow - Russia

B&G contact: [Alexandra Vnukovskaya](#)



> March 20 , 2013

France Under One Roof

> London - United Kingdom

B&G contact: [Ignacio Marcos](#)

> March 24-26, 2013

Prowein

> Düsseldorf - Germany

B&G contacts: [Ignacio Marcos](#) - [Philippe Marion](#)

> March 2013

TANG JIU HUI 2013

> Chengdu - China

B&G contact: [Carlos Varela](#)

> April 7-11 , 2013

Duty Free Show of the Americas

> Orlando - USA

B&G contacts: [Audrey Clos](#) - [Philippe Marion](#)



> June 16-20 , 2013

Vinexpo

> Bordeaux - France

B&G contact: [Philippe Marion](#)

> May 21-23 , 2013

London Wine Fair

> United Kingdom

B&G contacts: [Ignacio Marcos](#) - [Philippe Marion](#)

> October 20-25 , 2013

TFWA

> Cannes - France

B&G contacts: [Philippe Marion](#) - [Marina Julien](#)





Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°45 - DECEMBER 2012

B&G History

The **history of Barton & Guestier** is **passionate and rich**. Almost three centuries of wines, labels, markets, people and passion...

Discover hereafter the history of **Château Magnol** and some unexpected pictures...

Initially called **Château Dehez**, Château Magnol was built at the end of the XVII century. The original plan was inspired by a Gallo-Roman villa.

The first known owner was the Audar family at the end of the XVII century. François Laborde Delbos bought the Château in 1720. He was a merchant in Bordeaux. A few years later he bought some grounds around the Château. In 1775, Mr. Charles Marguerite Jean Baptiste Mercier **Dupaty** bought the property. He was probably the most famous owner of the Château, as he was a **lawyer** and later **President of Bordeaux Parliament**.

The Chateau became a meeting place for artists and writers.

In 1827 the Château was sold to Mr. Guillaume Duval and in 1841, the property belonged to Mr. **Charles Delisse** an experienced agronomist, who consolidated the approximate seven hectares of vineyards surrounding the Château. The name of the vineyards was "Magnol". In 1909 the Château became the property of the **Cruse family**, famous Bordeaux merchants. They used the Chateau as a hunting estate and also built a tennis court in the lower courtyard.



The **first floor of the Chateau** was destroyed (probably) just before the Second World War. During this period the Château was the headquarter of the German Navy for the South West region of France.

Barton & Guestier bought the Château in 1973 and the surrounding vineyards in 1978. On this occasion **Château Dehez** was renamed **Château Magnol**.



Today **Château Magnol** is the **heart of Barton & Guestier**, hosting the company's **headquarters**, a **famous wineschool** hosting **500 customers** per year and a **fabulous guesthouse**. Among the most famous visitors were the **US President Mr. Richard Nixon** (august 1981) and **Canada's Prime Minister Pierre Trudeau**.



Barton & Guestier - Château Magnol - 87, Rue du Dehez - B.P. 30 - 33292 Blanquefort - France

Websites: www.barton-guestier.com - www.thomasbartonreserve.com - www.frenchtom.com - www.chateaumagnol.com
Follow Barton & Guestier on Facebook : www.facebook.com/bartonguestier

