



## Editorial by Philippe Marion

### > B&G. LOVE LETTERS FROM FRANCE!

More than ever **food and wine pairing** is popular. Literally thousands of websites with **recipes and wine suggestions** have seen the daylight over the past few years and more and more new **food events** are followed by an incredible number of wine enthusiasts. Every country has its own **culinary television** channel or show where young and enthusiast chefs demonstrate their cooking and presentation skills. **Chefs contests** are presented as reality shows and we can see chefs at their best and at their worst. As an opposition to the **fastfood** world, culinary movements as "**slow food**" and "**fooding**" (the addition of food and feeling) appeared.

Some famous magazines make **strict recommendations** when it comes to pairing wine and food, where others stick to a "**drink what you like**" rule.



#### And at Barton & Guestier?

Recently, with the launch of The Pairing Collection, we have tried to make food and wine pairing easy for consumers and after only few months of introduction we can say: **it works**.

But there is more! As shown in the [B&G History section of this newsletter](#), in 1954 already, we wrote in the "**B&G. Love Letters from France**" advertising campaign: **A Loaf of Paté, a Label of Wine and Thou...** which implicates that it is simple, but that there is something beyond pairing food and wine... **it is a romance, a love story**.

Later, in the US, B&G Sparkling Burgundy is our recommendation to accompany Thanksgiving dinners, a disguised but true invitation for **getting together and celebrate life**.

[Since 1987 Chef Frédéric](#) prepares the most exquisite food to pair with our wines that make every meal at Château Magnol a **culinary adventure**.

At the Wine Connaisseur Program, during the **cooking classes** or the **food & wine pairing sessions** we try to make the best possible suggestions and above all: **let people experience and comment the different choices**.

**For us at Barton & Guestier, the sum of food + wine = bringing people together, creating passion!**

In the coming months, our team will prepare some culinary surprises that will be unveiled at **Vinexpo...**

In the meanwhile, we continue to bring our wines to your markets, and we strongly recommend **B&G wines** as the best possible match for any food.

**B&G. Love letters from France!**

Philippe MARION  
Sales & Marketing Director

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## New Brands

### > CHÂTEAU MAGNOL 2010 CELEBRATION

For a couple of years (vintages of 2008 and 2009), Mother Nature put a halt to the development of the **Château MAGNOL** production. 2 hail storms in a row (unheard of by Bernard our winemaker for 40 years) had drastically shortened the yields, forcing us to put our best customers on allocations for the past 3 years.

This has not really harmed the success of our flagship wine and we have been able to measure the great demand for it from all around the world.

**To celebrate the release of the 2010 vintage** that produced 15,000 cases of an extraordinary quality, we are pleased to propose you a **Double Magnum of one of the old vintages of Château Magnol** for any order of **25 cases of 12 x75 cl Château Magnol 2010 in wooden cases!**\*



The old vintages (1998 - 1996 - 1995 - 1994 - 1993 - 1989 - 1988 - 1986) will be assigned on a first come-first serve basis for all orders received between September 1 and 30 or until stock depletion. Just indicate your preference with your order!

The **2010 vintage of Château Magnol** - AOC Haut Médoc - Cru Bourgeois - offers an intense colour. The **nose is complex** with aromas of **ripe red fruit**, as well as **coffee and vanilla notes**. The **aromatic palette** shows notes of blackcurrant and cherry. **A well-balanced wine with a long soft finish.**



The **2011 vintage** is still **ageing in oak barrels** and the **grapes of the 2012 vintage** are still on the vines. Follow their **ripening** in the [Best Practice](#) section of this newsletter or on our Fanpage on Facebook!

*\* only 1 promotion per order can be applied*

### > CHÂTEAU TOINET LAVALADE



**AOC Saint-Emilion, Château Toinet Lavalade**, joins the small range of Chateaux wines that benefit from the **Barton & Guestier signature guaranteeing a quality wine.**

This property of 2,3 hectares with vines aged from 40 to over 100 years old situated in Vignonet near Saint-Emilion on the right bank of the Dordogne river, is complanted with 90% Merlot and 10% Cabernet Franc grapes. On the property, the Roman well (pictured), has been classified at the UNESCO world heritage.

**Tasting notes:**

**Colour:** Ruby red

**Nose:** Complex, combining ripe red fruits (strawberry, blueberry) with vanilla and toasted notes.

**Palate:** Elegant and well balanced wine soft tannins and freshness. A long and fruity finish.

**Food pairing:** Pâté, red meat, white meat, cheese.

**Service temperature:** Best between 16°C and 18°C.



Château Toinet Lavalade 2011, bottled by Barton & Guestier, is available in carton outer shippers of 6x75 cl as from mid-October and replaces Château Yon Lavallade.



## > B&G PASSEPORT ROLL-UP BANNER



To increase visibility in shops, supermarkets or to optimize impact during tastings or presentation, Barton & Guestier proposes this B&G Passeport roll-up banner.

This retractable banner is delivered in a travel-bag. The pop-up until its display size of 2mtr by 85 cm in just a few seconds is easy and very handy.



The B&G Passeport roll-up banner is available from stock under Ref N° 0421 at 77,00 €.

This roll-up banner completes the range of promotional tools for the Barton & Guestier Passeport range, that already consist of **coolerbags, giftpacks, displays, posters, brochures** and last but not least the **B&G passports** that are now available in English, Spanish and French!



## Hot

### > ESTONIAN BEAUTIES AT CHATEAU MAGNOL!

The last week of July was very hot at Château Magnol during **the filming of the third Estonian reality show "La Maison du Vin" or if you are fluent in Estonian "Elu Veinimosas"**. This year's cast was of amazing blond beauties with **Liis Lemsalu**, superstar contest winner, **Aleksandra Zheregelja**, Professional dancer, **Viktorija Azovskaya**, Miss Estonia 2007, **Jana Pulk**, famous organizer of glamour events, **Kati Veerme**, fashion designer and winner of Bastion Fashion contest and **Triin Sommer-Hunt**, famous opinion leader and dance music artist.



All week long the participants lived the **Chateau life**, the **glamour-side** and also the **hard working** employee side. They assisted our **winemakers Laurent Prada, Fabien Raboutet and Bernard Fulloy** in the Chateau Magnol vineyards and cellars, helped our **Maitre D' Monique Bonneterre** with the housekeeping and **Chef Frederic** with the shopping on the Bordeaux fresh market and the cooking. In the morning they learnt about wine and tasting with **Solange Galan**.

The week ended with a **Cocktail Party** during which **B&G employees were in the role of guests** and **the stars on duty as Maitre D** proposing exquisite food they prepared themselves in the afternoon with Chef Fred and of course with the **perfect B&G wine match!**



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The 10 episodes of this new reality show will be **broadcasted in spring 2013**. As usual, **tremendous promotions and visibility in stores and restaurants for B&G wines** will accompany the broadcasting period. **Previous editions of the show allowed sales to triple!**





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## Event & Markets

### > CHINA



Barton & Guestier wines benefit from an excellent visibility, impactful promotions, training and tasting sessions, since their launch in 2011 on this huge market by the C&D Company.

In the new **C&D store in Fuzhou**, the entire B&G wine range is now available. The wines are displayed on a kingsize display. For every wine a dedicated giftpack is also available!



In July, Mr. Carlos VARELA, B&G Sales Manager China and South-East Asia and Mr. Chao CHEN, Castel China Sales Manager were in charge of the training sessions for the entire **C&D sales team in Shanghai**.

The goal was to make all the members of the extensive sales force familiar with wines in general and Barton & Guestier wines in particular.

6 B&G wines were on tasting during the sessions: **B&G Cuvée Spéciale Red and White, B&G Reserve Varietals Merlot and Cabernet Sauvignon and B&G Gold Label Bordeaux Red and B&G Gold Label Côtes du Rhône**.



The famous **Chinese cuisine** also offers tremendous possibilities for **food and wine pairing!**





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Pictured here: Carlos VARELA and Chao CHEN were the special guests during the launching event at local distributor **BAI SHENG SHANG MAO Ltd in Ordas in Inner-Mongolia**. Here again: great visibility for Barton & Guestier.



To better understand the different regional needs, Carlos and Chao also visited the Fujian market in the South of China travelling from customer to customer in **Ximen, Zhangzhou, Wuping, Longyan and Quanzhou**. Here again training and tasting sessions and meeting the people on the field were key!





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## > NIGERIA



It was a very rainy open market visit for B&G's **Philippe Marion** (pictured right) and **Olivier Marc** (left), accompanied by **Paul Wilson** and **Brian Munro** (in the middle) to Oke Arin on Lagos Island.



The most successful B&G wines of the market are **Cuvée Spéciale**, **Thomas Barton Réserve** and last but not least: **B&G Nectarose**, a new sparkling rosé, especially developed for the Nigerian market where people celebrate life at every occasion!



A new advertising campaign for B&G Cuvée Spéciale with the slogan "**Nothing else will do**", was launched earlier this year.





## > USA

Numerous cross marketing operations were implemented all over the US following the launch of the new range "The Pairing Collection". Shop-owners and store managers confirmed their interest in the idea of making food and wine pairing easy for their clients.

The "speak-for-themselves" names of the wines: **Chops & Burgers, Chicken & Turkey, Cheese & Crackers, Salmon & Trout and Lobster & Shrimp** as well as the very original 3-dimensional label design make the bottle an easy buy!

The wines are also on advertising in many catalogues, magazines and a [special video clip dedicated to The Pairing Collection](#) can be viewed on the Wine Enthusiast website.







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**DW Fresh Market** YOUR DESTINATION FOR FINE WINE

*Wine Tastings Now Available!*

**Meet the Winemaker**  
Ben Flajnik from The Bachelor  
Ben will be featuring his Enville and Epilogue Wines and signing bottles purchased.

**Ben's Wines**  
Organic, biodynamic farming practices are the backbone of this winery and their award-winning wines. The trio of friends who produce these wines closely follow the "philosophy" of each grape from bud to bottle. The wines are all clean, bright reflections of their varieties, of their land and the loving attention they receive. Worth every penny.

**Epilogue Red Blend** 750 ml  
SALE PRICE Less 13.99 10%  
BUY 6 MIX ONLY **12.59**

**Epilogue Chardonnay** 750 ml  
SALE PRICE Less 10.99 10%  
BUY 6 MIX ONLY **9.89**

**Enville Sauvignon Blanc** 750 ml  
SALE PRICE Less 15.99 10%  
BUY 6 MIX ONLY **14.39**

**Famega Vinho Verde** 750 ml  
SALE PRICE Less 7.77 10%  
BUY 6 MIX ONLY **6.99**

**The Pairing Collection Selected Varieties** 750 ml  
SALE PRICE Less 9.99 10%  
BUY 6 MIX ONLY **8.99**

**Da Vinci Smoked Gouda with Mediterranean Herbs** **12.99**

**SAVE 10% Every Day when you buy 6 Mix or Match!**

**CHEESE OF THE WEEK**  
This full cream cheese made from pure Dutch cow's milk is filled with a subtle balance of herbes, Mediterranean seasonings and a dash of garlic.

**when you spend \$50+ in groceries in one transaction**

prices effective Sunday, June 24, 2012 through  
visit [shopdwfreshmarket.com](http://shopdwfreshmarket.com) for a

We reserve the right to limit quantities.

Barton & Guestier wines are participating in the SOPEXA "Wines of France Promotional Tours".

A strange looking "Wines of France" truck is traveling across the nation to pair French delicious wines with all type of American cuisine. For the Chicago tour, **B&G Côtes de Provence Rosé** and **B&G Côtes du Rhône** were part of the event.

This operation is also accompanied by Wines of France new **funny advertising visuals** meant to **modernize the image of French wines** in the American market place and **reinforcing their already high quality perception**.



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## BARTON & GUESTIER

#1 SELLING  
VOUVRAY  
IN THE U.S.A  
100% CHENIN BLANC



The creative **B&G USA team** also developed a special advertising and shelftalker to promote **B&G Passeport Vouvray**, the N° 1 selling Vouvray in the USA.

*"Fun and Fresh"*

**VOUVRAY**  
BY  
**BARTON & GUESTIER**  
DEPUIS 1725

"AMERICA'S FAVORITE VOUVRAY"

WWW.BARTON-GUESTIER.COM



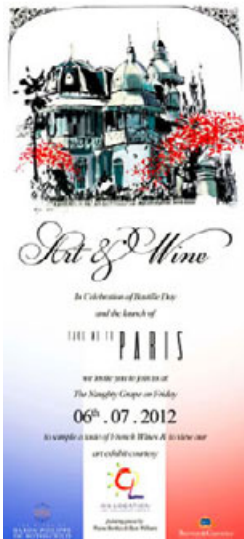
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## > TRINIDAD

"Take me to Paris" was the special operation created on the occasion of **Bastille Day** by B&G's distributor **Bryden & Sons**. Advertised through creative mediums such as PR with Press Releases along with give-aways on a local radio station, HOTT 93, numerous people came to assist the event, held at the **Naughty Grape**. To bring this store to life as the venue for the event, Bryden held a **French Wine & Art exhibition** the week before as part of their usual "First Friday" of the month wine tasting. Barton & Guestier wines were the main sponsor of the events that were also promoted on the Facebook fanpages of The Naughty Grape & Trinidad Wine Club. **B&G wines** were heavily featured throughout the store with tremendous visibility and with great samplings.





## > GERMANY

To assure a **successful launch of the B&G Passeport** range all over Germany, B&G's distributor **Mack & Schühle** set up a special incentive for all the store managers nation wide.

The best and most **original introductions of the range** are awarded with a trip to **Château Magnol**.



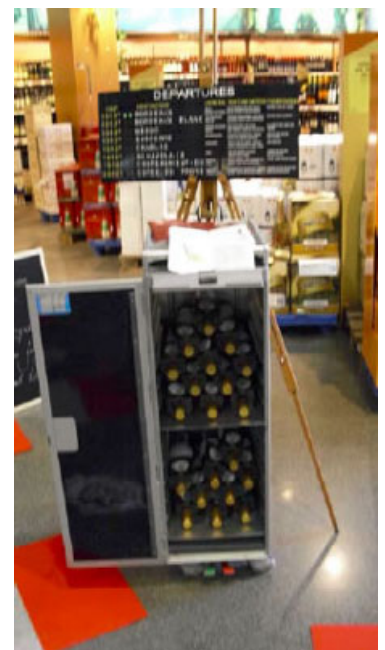
The first winner of the incentive is **Mrs. Yvonne Kleb**, who built the Bordeaux bridge "Pont de Pierre" to present the Bordeaux wines of the B&G Passeport range.



The second winner is **Mrs. Sarah Keller** who developed visibility of the range around the travel theme, including luggage, airport departure panels and Passport controls.



TEMP.	DESTINATION	VARETAL	TASTING NOTES	FOODPAIRING
16-18°	BORDEAUX	MERLOT	FIRMY AROMA, SPICY AND TART	RED MEAT, PASTES, RISOTTO
10-12°	BORDEAUX BLANC	CHARENTAIS, SAUVIGNON	MINERAL, FLAVOR OF BLACKCURRANT	SEAFOOD, FISH, ALL WISPS
16-18°	MEDOC	BORDEAUX BLANC	TROPICAL FRUITS, MINERAL LIKE NOTES	SEAFOOD, FISH, ALL WISPS
10-12°	SANCERRE	CHARDONNAY	FRAGRANT, VERY LIGHT AROMATIC	SEAFOOD, FISH, ALL WISPS
10-12°	CHABLIS	CHARDONNAY	FRAGRANT, VERY LIGHT AROMATIC	SEAFOOD, FISH, ALL WISPS
14-16°	BEAUJOLAIS	GAMAY	FRAGRANT, VERY LIGHT AROMATIC	SEAFOOD, FISH, ALL WISPS
16-18°	CHATEAUNEUF-DU-LOIRE	VIOSNE	FRAGRANT, VERY LIGHT AROMATIC	SEAFOOD, FISH, ALL WISPS
08-10°	COTES DE PROVE	PROVENCE	FRAGRANT, VERY LIGHT AROMATIC	SEAFOOD, FISH, ALL WISPS



Barton & Guestier is very much looking forward to welcome these creative ladies at Chateau Magnol in October!



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## > NETHERLANDS

**B&G Reserve Chardonnay and Merlot** were the pouring wines selected by the French Ambassador himself during the **Bastille Day** celebration at the **French Embassy in The Hague**.

During the reception the 800 invitees also discovered the Barton & Guestier video on a big screen. A tremendous promotion for Barton & Guestier wines, organized by **André Koopman**, Marketing Manager Groupe LFE - pictured on the right of **French Ambassador Mr. Pierre Menat** (picture in the middle).



B&G Reserve Merlot, Cabernet Sauvignon, Chardonnay, Sauvignon Blanc and B&G Passeport Bordeaux Red, Côtes du Rhône and Macon-Villages are now widely available at the major supermarkets chains JUMBO and C-1000, where they benefit excellent visibility!





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## > IRELAND

Instore tastings, food & wine pairing sessions, special promotions and PR events are organised all over Thomas Barton home country by **Marine Legoupil, B&G Brand Ambassador** based in Dublin.

Pictured herafter the B&G Reserve Varietals on tasting in:

Supervalu Midleton, Co. Cork

Supervalu Grange -Douglas, Co Cork

Dunnes Cornelscourt Co. Dublin



850 VIPs enjoyed **Thomas Barton Graves Blancs, Bordeaux and Saint-Emilion**, as well as **B&G Reserve Merlot, Sauvignon Blanc and Shiraz** available at the 2 bars during the **Bastille Day celebration** held at the French Embassy of Dublin.



**Original B&G Merlot and Sauvignon Blanc** were the pouring wines during the **Bloom In The Park Festival**. This Dublin event has become a national favourite and one of the most anticipated and spectacular gardening, food and family event on the Irish calendar!





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## > MALTA

*Taste the New  
Sound of Summer*

*New look. Same superior quality.*



**B&G Passeport Rosé d'Anjou** was on advertising in the Maltese Sunday's Taste Magazine, which is distributed with the leading Sunday newspaper Times of Malta. The advertising was developed by **Demajo**, B&G's distributor on the island, where B&G Rosé d'Anjou is the **N°1 best selling wine!**

## > KAZAKHSTAN

**Creating loyalty** to Barton & Guestier wines was the main goal at the **Wine Festival** organized by B&G's distributor **Kazakhstan Commerce** in Karaganda on June 12th.

The event was the occasion for the **150 regional trade invitees** (sales points directors and representatives, VIP guests, representatives of distributors of Karaganda and Temirtay) to taste the entire range of B&G wines.

Special invitees and speakers talked about B&G history, wine tasting and food and wine pairing.

**B&G Rosé d'Anjou, Vouvray and Sauternes** were the most successful wines of the evening that ended with a competition and dancing party!





## > RUSSIA

Great promotions, visibility and advertising for B&G wines in the Russian regions with the **"gold medallion" neckhangers**, announcing the cross marketing operations with **ADAMS jewelry stores**.

Every "gold medallion" voucher on a B&G Reserve bottle is worth 500 roubles and on a B&G Gold Label 1500 roubles. The vouchers collected can be spent at the Jewelry stores. A **very original idea** to promote B&G wines!







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## > UKRAINE

Thanks to numerous PR events organized by **B&G's distributor Vinfort**, B&G wines are more and more available to consumers in On and Off Trade all over the country.



Barton & Guestier wines were the official Drink at the **Marie Claire Prix D'Excellence de la Beauté 2012** that took place in Kiev's "Prage" restaurant. The 300 guests were representatives of the beauty and fashion industry, photographers, business elite, designers, celebrities and journalists. The program of the evening included a **French style party** with live accordion music. Hotesses handed French "macarons" and cocktails with **B&G Sparkling Chardonnay**.

The Barton & Guestier logo was present all over the place and on the invitations, while the B&G video clip and advertising was transmitted on the LCD monitors during the evening.





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Post coverage of the event with information on Barton & Guestier as official Drink of the Event were published in ELLE, Maxim, and Marie Claire magazines.





## New Awards

> DISCOVER ALL THE 2012 AWARDS WITH THE LATEST ONES PRINTED **IN RED!**



### > Château Magnol 2009

**Silver Medal**  
Vinalies 2012 (France)

**Bronze Medal**  
Decanter World Wine Awards 2012 (UK)

**Bronze Medal**  
International Wine & Spirit Competition 2012 (UK)

**\*\*\* Three Stars**  
Decanter Cru Bourgeois Blind Panel tasting (UK)



### > Les Charmes de Magnol Médoc 2009

**Selection in 100 Best of Bordeaux - Selektion der 100 besten Bordeaux-Weine**  
TOP 100 BORDEAUX (Germany)

### > Les Charmes de Magnol Rosé 2011

**"Commended"**  
International Wine Challenge 2012 (UK)



### > Thomas Barton Reserve Médoc 2010

**Bronze Medal**  
International Wine Challenge 2012 (UK)

### > Thomas Barton Réserve Privée Médoc

**Silver Medal**  
International Wine & Spirit Competition 2012 (UK)

**Silver Medal**  
Sélections Mondiales Canada 2012

**"Commended"**  
Decanter World Wine Awards 2012 (UK)





## > B&G Passeport Bordeaux Rouge 2010

**Bronze Medal**  
International Wine & Spirit Competition 2012 (UK)

**Bronze Medal**  
Japan Wine Challenge 2012

## > Thomas Barton Réserve Saint-Emilion 2010

**Gold Medal**  
Sélections Mondiales Canada 2012



## > B&G Passeport Saint-Emilion 2010

**Bronze Medal**  
International Wine & Spirit Competition 2012 (UK)

**Seal of Approval**  
Japan Wine Challenge 2012

## > B&G Passeport Médoc 2010

**"Commended"**  
International Wine Challenge 2012 (UK)

**Selection in 100 Best of Bordeaux - Selektion der 100 besten Bordeaux-Weine  
TOP 100 BORDEAUX (Germany)**



## > B&G Passeport Côtes du Rhône 2011

**Bronze Medal**  
International Wine & Spirit Competition 2012 (UK)

## > B&G Passeport Rosé d'Anjou 2011

**"Commended"**  
International Wine Challenge 2012 (UK)





## > B&G Reserve Chardonnay 2011

**Silver Medal**

Best Chardonnay of the World 2012 (Burgundy - France)



## > B&G Reserve Merlot 2011

**"Commended"**

International Wine Challenge 2012 (UK)

**Seal of Approval**  
Japan Wine Challenge 2012



## > B&G Sparkling Chardonnay

**Gold Medal**

Slovakia Wine Competition 2012 (Slovakia)



## > B&G Reserve Sauvignon Blanc 2011

**Bronze Medal**  
Japan Wine Challenge 2012



Fresh from the Press

> WINE ENTHUSIAST SEPTEMBER 2012 ISSUE



> Thomas Barton Réserve Saint Emilion 2010

Wine Enthusiast - Buying Guide: 88

"Some wood aging gives this Merlot-dominated wine a full structure, with attractive tannins and juicy black fruits. It is ripe, full-bodied and very approachable now."



> Thomas Barton Réserve Margaux 2010

Wine Enthusiast - Buying Guide: 88

"A softly textured wine, this has richness coming from black and red berry fruits. Wood and juiciness combine well in this attractive wine that will be ready to drink in a few months."



> Thomas Barton Réserve Sauternes 2009

Wine Enthusiast - Buying Guide: 88

"A rich wine that strikes a good balance among tropical fruits, acids and a dry botrytis core. It shows notes of sice and honey, with apricot juice acidity. This is ready to drink."



> Tomas Barton Réserve Graves Blanc 2011

Wine Enthusiast - Buying Guide : 87

"Wood aging has produced a well- rounded wine. It has a citrus flavor to go with the more tropical fruit, a good zing of acidity and a crisp aftertaste. Drink now, or age over the next year."





## > Thomas Barton Réserve Privée Médoc 2008

### Wine Enthusiast - Buying Guide : 87

"While the aromas speak of wood aging, the fruit comes through on the palate. It is firm, full and dry, and the fruity acidity and fresh black currant flavor backs up the structure."

## > Partager Reserve Merlot 2010

### Top 50 Value wines at the LCBO

"The Partager label has been in our market for decades so it was due for a makeover. This wine is varietally labelled as merlot and vintage dated 2010 and comes from Pays d'Oc in the south of France and is a great buy. Expect a deep purple red with mild aromas of black and red berry fruit. It is full bodied and flavourful with a long dry finish. It needs some juicy grilled meat or rich cheese for best enjoyment. Decant for an hour before serving. Best 2012 to 2015."

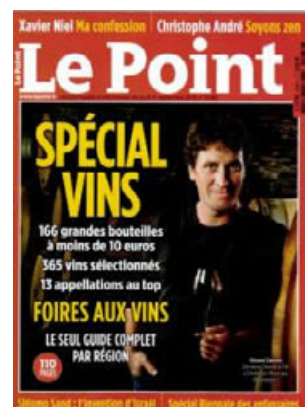
Wine Align - Steve Thurlow (Canada)



## > Thomas Barton Reserve Médoc 2010

### Rating 15/20 - Jacques Dupont - LE POINT

"Black fruit, closed, mouth: round, velvet, gourmet, supple, with soft velvety tannins, nice length, very fine."





## Good Practice

### > GRAPES ON LINE: FOLLOW THE B&G BUNCHIES ON FACEBOOK

When we **enjoy a glass of wine** we don't often think about **how the nectar got into the bottle** nor what the **grapes looked like in the early spring**. However, for those who do, Barton & Guestier, for the first time in its history, offers the possibility to follow what happens in the **vineyard week after week**.



Bernard Fulloy, Chateau Magnol cellar master, replies to our questions:

#### **Bernard, what are B&G Bunchies?**

A **B&G bunchy** is a **bunch of grapes**, just hanging out there and waiting for things to happen... The (4) B&G Bunchies we follow this 2012 vintage are **all Cabernet Sauvignon**.

#### **Where are they hanging?**

Just **behind the Château** - down the steps - **9th row - 1st vine!**

#### **So anyone can see them?**

so far only privileged visitors of the Chateau could see them in real, but from now on every visitor of our Fanpage on Facebook ([www.facebook.com/bartonguestier](http://www.facebook.com/bartonguestier)) can watch them in the B&G bunchies photo album. I really like the idea of sharing them this way.

#### **How about the other varietals in the Chateau Magnol blend?**

Next year we will also put the Merlot and the Cabernet Franc in the spotlights. It will be excellent to show the differences in the way they develop along the season.

Have a look below at the wonderful development of the Cabernet Sauvignon between the end of May and the end of August!



Thursday May 31



Wednesday June 13



Wednesday June 27





Tuesday July 10



Friday 27 July - Start of colour change!



Friday August 3



Friday August 10



Monday August 20

Do not hesitate to follow the B&G Bunchies on our Fanpage on Facebook  
[www.facebook.com/bartonguestier/](http://www.facebook.com/bartonguestier/)



## Food & Wine Pairing

> 25 YEARS OF CULINARY ADVENTURES WITH CHEF FREDERIC AT CHÂTEAU MAGNOL!

**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 Thuilier 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.

Upon request of customers or regional AOC wine councils, Chef Frederic also creates special recipes.

**Fred's Rhône Beef-Burger** is one of these, created for the Rhône wine council! Here is the full recipe to try and enjoy with B&G Passeport Côtes du Rhône!





## > FRED'S RHÔNE BEEF-BURGER

**Guests:** 6

**Preparation:** 45 minutes

**Cooking time:** 2 -3 hours for the Bourguignon beef-stew (shoulder or brisket) - 10 minutes for apples

### Ingredients for the beef-stew "Bourguignon":

800 g beef (Chuck, throw,lob)  
1 bottle of B&G Côtes du Rhône  
50 g carrots  
50 g sweet onion  
50 g leeks  
2 garlic cloves  
½ liter veal stock (sauce)  
100 g chocolate (70% cocoa)  
Salt and pepper

### Ingredients for the hamburgers:

6 apples  
200g fresh spinach leaves  
250g sweet onion  
150g unsalted butter  
1 garlic clove  
Sesame seeds  
1 egg  
Salt and pepper

## > Preparation

### To be done the day before

Peel, wash and cut vegetables into cubes.  
Bring the red wine to a boil in a pot big enough to hold all the meat  
Heat a frying pan, add salt and pepper, and color the meat. Then, turn the meat and move it into the pot.  
Fry the vegetables.  
Put them in the pot with garlic and veal stock  
Simmer for 2 to 3 hours take away the foam and the fat from time to time  
After 2-3 hours of cooking, drain the meat and reduce the sauce by half.  
Filter the sauce ("passer au chinois") and adjust the seasoning with salt and pepper and add the chocolate.  
Return the meat back into the sauce and cook 15 minutes.



### The same day

Remove half of the meat and mix with an egg.  
Add this mixture to the other half into a bowl. Mix by hand.  
Adjust seasoning with salt and pepper.  
Shape your Hamburger steaks.  
Cut apples in half and remove seeds.  
Place them on a buttered dish.  
Butter the skin of the half apples and sprinkle the top with sesame.  
Bake in the oven at 180°C for 10 minutes.  
Slice the onions.  
Cook them in low heat with butter, salt and pepper.  
Color the Hamburger steaks in a frying pan  
Cook the leaves of fresh spinach to the pan with butter, a little garlic and salt.

### Prepare your Hamburger

Put the spinach leaves on one of the half apples.  
Lay the onions on the spinach and put the hamburger steak on top.  
Cover with the other half apple.  
Dress the sauce around the hamburger.  
Serve with potato chips or carrot sticks cooked in butter.



...and of course to be enjoyed with B&G Passeport Côtes du Rhône!



## People

### > INTERVIEW WITH... MARINA JULIEN B&G BRAND MANAGER / DUTY FREE TRAVEL RETAIL MANAGER



#### **Upon your arrival in 2008, what was your first impression of the B&G brand image?**

I have been really impressed by the rich and long Barton & Guestier history. This is a key point for the consumer to better understand the brand, especially in the wine business. Barton & Guestier represents one of the strongest French worldwide signatures. So when you decide to launch a new wine, you must respect this great heritage and keep it in the center of your development.

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

Thanks to the knowledge of our winemaker's team, we can propose a great selection of the best French wines under a unique signature. For many years, we also try to bring a clear offer to the consumers with fresh, clear and elegant packaging. There is a huge competition in the wine business and the French offer is most of the time too complicated so our task is to help the consumer in the choice of his French wine, everyday, everywhere.

#### **Where do you see the most possibilities of development?**

Of course the Asian markets present a strong potential of business and the French offer remains unique. South America shows a great potential even if most of these countries are also wine producers. We also have to keep in mind Africa where the population is growing and where in the future 10 of the biggest cities around the world will be in this continent. The Duty Free business is also growing a lot and represents the best window for our brand all around the world.

#### **What is your best travel souvenir? And the worst?**

I remember my 1st participation to the TFWA in Cannes. This big fair is dedicated to the Travel Retail business. And even if there are a lot of spirit, champagne and wine companies, there are also the big names of perfume and confectionary! Chanel, Guerlain, Hermes for the pleasure of my eyes and Leonidas, Valrhona for a sweetness break during the fair! At the end of the week, everybody tries to deal for a bottle of perfume (which is very difficult even with a great Margaux!) or some chocolates! I keep my fingers crossed, but for the moment I didn't experience any really difficult customer or embarrassing moment!

#### **What is your favourite B&G wine?**

Original B&G Sauvignon Blanc. This wine is coming from Loire Valley and I am a big fan of the varietal Sauvignon Blanc. I really like the freshness and the minerality of this wine. It is the perfect wine for an aperitif with my friends and I often pair it with shrimps to begin a nice evening.

*Marina joined Barton & Guestier in 2008 after 8 years in the Castel Group where she obtained a solid experience in the wine business. She holds a master degree of marketing in Toulouse Management School. Marina is 38 years old with 2 children and she loves cooking French cuisine.*



## Agenda

### > MEET B&G AT THE FOLLOWING EVENTS

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

### > October 21-26 , 2012

#### TFWA

> Cannes - France

Booth N°42 - Yellow Village

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



### > 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](#)

### > May 21-23 , 2013

#### London Wine Fair

> United Kingdom

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

### > June 16-20 , 2013

#### Vinexpo

> Bordeaux - France

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





Barton & Guestier  
DEPUIS 1725



# ASSEMBLAGE Newsletter

N°44 - SEPTEMBER 2012

## B&G History

Although often referred to as boring and irrelevant, history, and especially the **history of Barton & Guestier** is passionate and rich. Almost three centuries of wines, labels, markets, people and passion...

Discover hereafter some **B&G advertising campaigns** of the last century!

**BARTON & GUESTIER**  
BORDEAUX  
Established 1725  
Fine Clarets, Sauternes, Cognac Vierge, and  
Olive Oil

MESSRS. BARTON & GUESTIER have all their Wines bottled at their own cellars, their specialty being to select the finest vintages only.

**BARTON & GUESTIER**  
BORDEAUX  
FRANCE  
HUILE D'OLIVE  
Superfine Clarifiée

FACE-SIMILE OF THE LABEL  
B. & G. OLIVE OIL

1904

UNIQUEST PARCH

BARTON & GUESTIER

1948

**B & G**  
(The finest Wines of FRANCE)

The finest wine of Bordeaux - from Bordeaux!

B & G Sauternes  
The finest white wine  
B & G Malbec  
The finest claret

For generations B & G have been world-renowned for the excellence of their Sauternes and Clarets.

By BARTON & GUESTIER, imported by Barton & Guestier, Inc., New York City, New York, U.S.A.

1950

BORDEAUX AND BURGUNDY WINES . . .

*Barton & Guestier (B & G)*

Barton & Guestier (B & G) are the leading exporters of French Wines to the U.S.A. and have been so for many, many generations. Now, the connoisseur as well as the average host or hostess may rejoice in the new low prices of these famous wines - almost down to pre-war levels!

1950

**For the Holidays**

The wine that rises to the occasion

... it will sparkle to Holiday family dinners and the New Year's celebrations.

... it is a dry, fragrant Sparkling Burgundy from Burgundy!

**B & G**  
SPARKLING BURGUNDY  
One of the finest wines of France

By BARTON & GUESTIER, imported by Barton & Guestier, Inc., New York City, New York, U.S.A.

1952

*Menu*  
SPECIALITÉS POUR THANKSGIVING - 29 NOVEMBRE 1954

DINDON Froid  
(baked with stuffing)

BARTON & GUESTIER  
SPARKLING BURGUNDY  
(fragrant, bubbly red wine)

The wine that makes the Best Party - a dry, delicious Sparkling Burgundy - from Burgundy!

**B & G**  
(The finest Wines of FRANCE)

By BARTON & GUESTIER, imported by Barton & Guestier, Inc., New York City, New York, U.S.A.

1954





Barton & Guestier  
DEPUIS 1725

# ASSEMBLAGE Newsletter

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**From France... with love and care**

Five French wines are like men of grain. They have temperament. To bring out their best, they need handling... with understanding and respect. That's why the name of the Skipper is so important. Look for the "B & G" initials on the Label. They tell you that this is a Barton & Guestier selection, backed by more than 200 years of wisdom in the ways of wine. They assure you that dedicated wine men have prepared each Bordeaux or Burgundy in Italy as if it were reserved for their own table. Ask your wine merchant to show you the wide range of B & G selections.

**the finest wines of France** **B&G**

1958

B&G PRESENTS  
**THE FOUR PRINCES**  
*Four French regional wines of birth and breeding*

These four Princes are born in Bordeaux's four France, bringing good wine to the wine lovers of America. Each Prince bears the best possible credentials - the "B & G" initials on the label, which mean to us a Barton & Guestier selection. And each is being good that you need to forget any king's ransom for a genuine Bordeaux or Burgundy.

**B&G**

1961

**Divan Japonais**  
*By the Skipper*

**the wines you loved in Paris!**

They come to you from France, with love. For these are wines of the best grapes and the best years from Barton & Guestier - backed by more than two hundred years of wine authority. Ask for B&G - wherever fine wines are sold or served.

**the finest wines of France** **B&G**

1963

Never buy a fine French wine by the bottle.  
Buy it by the label.

B & G. It's the easy way to be sure. B & G. It's 245 years of wine making. The choice of the noble and white from the great wine provinces of France since 1725. B & G. It's a big beautiful wine and 35 others - a whole library of fine French wines in a two-letter word.

**B&G. French made easy.**

1967

**A Loaf of Paté, a Label of Wine and Thou.**

B&G. It's all the French you'll ever need. B&G. Two eloquent letters the French have used since 1725 to describe their best - from Beaujolais to Pouilly Fuisse, from Pommard to Chablis - B&G. Could anything be more romantic?

**B&G. Love letters from France.**

1967

B&G invites you to buy a house in France.

Introducing the best of the great B&G labels: The B&G Chateau Wines. The B&G Chateau are some distinguished wines from the most distinguished houses in France. And among those officially classified in city as elite wines, we offer our exquisite Lesville-Burton and Chateau Langon-Burton.

In fact, all our chateau wines are impeccable. A Beaujolais and Mignon from the Chateau de Play. A Bordeaux from the Chateau Grand-Puy. A Rosé from the Domaine de la Meynard.

Each is nurtured in the finest French tradition and bottled exclusively at its chateau.

Bring her home a house tonight. A B&G Chateau.

**B&G. Love Letters from France.**

Barton & Guestier. 36 fine wines in one fine family.

1974



Barton & Guestier  
DEPUIS 1725



# ASSEMBLAGE Newsletter

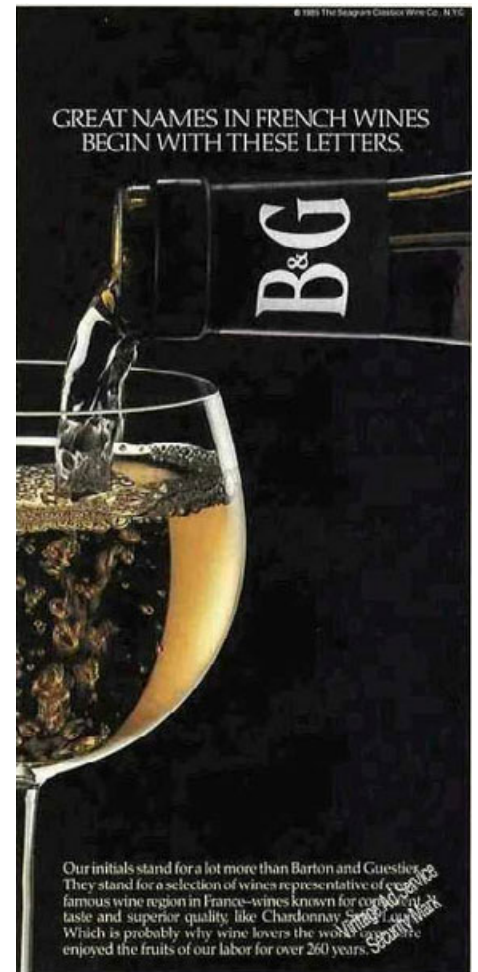
N°44 - SEPTEMBER 2012



1981



1971



1985

If you are interested to receive any of this advertising visuals in high resolution format, please send a message to [petra.frebault@barton-guestier.com](mailto:petra.frebault@barton-guestier.com).

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

Websites: [www.barton-guestier.com](http://www.barton-guestier.com) - [www.thomasbartonreserve.com](http://www.thomasbartonreserve.com) - [www.frenchtom.com](http://www.frenchtom.com) - [www.chateaumagnol.com](http://www.chateaumagnol.com)

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