



Barton & Guestier
DEPUIS 1725



ASSEMBLAGE Newsletter

N°48 - NOVEMBER 2013

Editorial by Philippe Marion

> Food & Wine Pairing at the heart of our communication!

At **Barton & Guestier**, we are guided by the **pioneering spirit of our founder, Thomas Barton**, embracing as he did every chance to **discover new emotions**.

With our exclusive range of fine French wines, we are ambassadors of the French *terroirs*, fulfilling our mission daily across France and around the world.

We are aware that each wine is unique, both intrinsically and within the given tasting environment. We believe in the importance of bringing out the specific characteristics of each wine; we are **curious to discover new flavours, textures and sensations**, to better taste, enjoy and share.

Both for our wines and the dishes chosen to accompany them, we do our best to **enrich the experience** they offer; to **share and enjoy** their taste and the emotions they arouse, with others.



At **Barton & Guestier**, we believe in the **importance of transmitting our knowledge**, passed down over nearly 290 years of history. From vine to wine, from vinification to tasting, our teams make a point of honour of conveying their **savoir-faire** to those around them. They are the best messengers of this patrimony, this *savoir-faire*, both through time, from one generation to the next, and through space, from one country to another, even from one culture to another.

Proud of our French heritage, we believe that wine is above all about **pleasure**, and we try to develop this philosophy throughout the various stages of production. Pleasure of discovery, transmission and tasting. Pleasure of possessing and sharing the knowledge. We believe that knowledge and comprehension in wine tasting are all the richer if paired with the discovery of dishes chosen to perfectly match our wines. We try to **create food and wine pairings to delight our senses, for each moment, each wine tasting experience**.

At **Barton & Guestier**, we have proclaimed the "**Art de Vivre**" (Art of Living), our **company philosophy**, with **Food & Wine Pairing** at the **heart** of our **communication**.

We are lucky enough to be able to share this philosophy, these rituals and traditions, with the guests we welcome into the heart of the Bordeaux vineyards, at **Château Magnol**, and with the people we meet **around the world**. Naturally we put a lot of effort into choosing the "marriage" of B&G wines with French and international gastronomy, and in developing impactful and practical Food & Wine Pairing tools, which we invite you to discover in this newsletter. New developments are in preparation and more information will follow soon.

In the meanwhile, we wish you all excellent end of year holidays, enjoying good food and wine!

Bon appétit!

Philippe MARION
Sales & Marketing Director





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New Brands

> WINE & DINE POSTER

The new **Barton & Guestier "Wine & Dine, it's B&G time"** advertising campaign is now available in **poster format**, an ideal visibility and decoration tool for worldwide use.

The handy format of 50 x 70 cm allows easy application at any moment.

B&G Wine & Dine posters are packed per 10 in a handy transport tube, available from stock and can be delivered with your wine orders:

- B&G Ref N° 0432

Price: 8,70€ (per tube of 10).

The new Barton & Guestier "Wine & Dine, it's B&G time" advertising campaign is a real invitation to experience the magic of pairing, wherever you are. From Paris to New York and from Tokyo to Moscow, the campaign highlights the pleasure of finding the right match, whatever the dish. Thanks to the wide range of high-quality wines carefully made and brought to you by B&G winemakers, Barton & Guestier is able to offer wines to match every type of cuisine, from traditional French gastronomy to the most exotic flavours from all over the world.

The signature "Be my Guest", already widely present on B&G's Fanpage on Facebook (www.facebook.com/bartonguestier), is a true invitation to share a moment or meal together.

The new advertising campaign is running in international titles like Wine Enthusiast and Decanter and is also visible at Bordeaux airport and in lightboxes in airport shops worldwide.





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> B&G CULINARY PASSPORT

This **attractive cook-book** is now available in French, English, Russian and Spanish! It proposes 19 mouth-watering recipes from Château Magnol's **Chef Frederic Prouvoyeur**, each matching a wine of the Barton & Guestier Passeport range. The recipes are easy to make and specially adapted by Chef Frederic, for international use. You can also find Frederic's recommended cheese pairings with each wine, as he is a great cheese-lover.

Hereafter some suggestions for use:

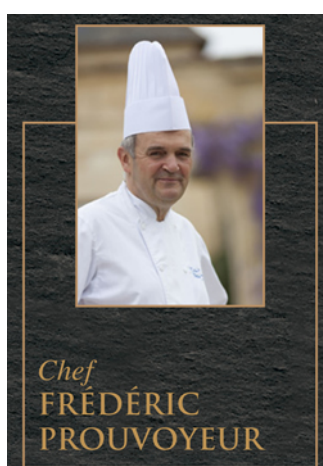
- As a gift in Shops / Fairs
- Promotions Buy 3 à Get your passport for free
- Neckhanger/GWP promotion as detailed in the "[Best Practice](#)"
- Press teaser (eg Wine Enthusiast X-mas VIP-operation 2013)

Culinary Passports are packed per 20, available from stock and can be delivered with your wine orders:

- French - B&G ref N° 0428
- English - B&G ref N° 0429
- Russian - B&G ref N° 0430
- Spanish - B&G ref N° 0431
- Price: 26,35 €(per 20).

The flipbook versions of the culinary passport are on line at our website www.barton-guestier.com.

All the pictures are available in the image library of the B&G Pro Club.





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> B&G, WINE & DINE MENU OR INVITATION CARD

Upon special request, we can reprint the **Wine & Dine menus**, as seen at Château Magnol at Vinexpo.

The rather small dimensions of the card make it a very practical tool for **menus or invitations**. You can print your own text on A4-format paper and fold it inside this card. An ideal tool for **Trade or Press events** or dedicated **B&G Wine Dinners!**



Dimensions closed: 15 x 21 cm
Dimensions open: 30 x 21 cm.

The minimum print-run is for 1000 menus.
Menus will be packed per 50.

Prices vary according quantities.

Send your request to petra.frebault@barton-guestier.com for more details.



Hot



Always closer to its customers and consumers, Barton & Guestier is now also on **Twitter**. Do not hesitate to **follow us** for the latest information on our wines: [@BartonGuestier](https://twitter.com/BartonGuestier). Spread the news!



B&G is also on : [Facebook](https://www.facebook.com/BartonGuestier)
Do not hesitate to announce your events on our Fanpage! The B&G community is growing!



You can also discover B&G and some nice Tasting Reviews on 4 of our wines on YouTube. All these wines were part of the **Top 100 Best of Bordeaux** in the **USA**! The Bordeaux Wine Council put them in the spotlight!



[Barton & Guestier Passeport Saint Emilion](#)
[Barton & Guestier Passeport Sauternes](#)
[Barton & Guestier Passeport Médoc](#)
[Barton & Guestier Passeport Margaux](#)

[Marine Legoupil](#) B&G Brand Ambassador Ireland, UK and Belgium, during the Dublin Bay Wine Experience

[Ian Carey's Blind Tasting](#) of B&G wines during the Dublin Bay Wine Experience





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Event & Markets

> NETHERLANDS

> SOOF

B&G wines are in the spotlight in the Dutch film SOOF.

This romantic comedy will be released on December 12th and tells the story of Soof, a married lady, with 3 children, and a small catering company not doing very well. Is that all there is in life?

Definitely not...

[Here is the trailer](#)

While waiting for the release, a huge promotion and communication plan is running:

All the **B&G wines at C-1000 and Jumbo** are equipped with a **SOOF neckhanger**, announcing the partnership and the possibility to win **free entries to the movie**. 1800 entries were already given away and the action continues until December 7.

The "**HALLO JUMBO**" catalogue, going out to over 1.000.000 house holds, announces B&G's action and offers the possibility to win a special "**woman leisure weekend**". The **C-1000** magazine announce the possibility to win the tickets.



This month the **SOOF COOK-BOOK** will also be released, featuring the recipes shown in the film. Of course B&G wines are suggested as a winepairing.



[illegible][illegible]

Kasper kookt Thuis

Penne met verse pesto en tomatensalade

Ingrediënten

- 250 gram penne
- 100 gram zongaren
- 100 gram tomatensalade
- 100 gram pesto
- 100 gram kaas
- 100 gram kaas
- 100 gram kaas
- 100 gram kaas

Via
Kasper & Kasper

Recept

1. Verwarm de penne in een pan met zout water.

2. Doe de pesto in een pan met zout water.

3. Doe de tomatensalade in een pan met zout water.

4. Doe de zongaren in een pan met zout water.

5. Doe de kaas in een pan met zout water.

6. Doe de kaas in een pan met zout water.

7. Doe de kaas in een pan met zout water.

8. Doe de kaas in een pan met zout water.

[illegible]

During the weekend of November 23 and 24 almost **500 women will attend a Food & Wine workshop** where **B&G wines will be associated with recipes from the film SOOF**. A professional sommelier-oenologue will do the 8 workshops during the 2 days. All the participants will get a placemat. The workshops will take place during the annual and very popular **"WOMEN-FRIENDS"** (vrouw vriendinnen) weekend in Eemhof, for which 4500 ladies are expected. The "Telegraaf" (daily national newspaper) is already advertising a lot of about it. In

Soof

Passeport Mâcon Villages
GERECHT:
Gourmandises met steen-
vilt kaasfond.

Passeport Provence Rosé
GERECHT:
Quiche met geïmpre-
geerd en kruiden.

Passeport Bordeaux Rouge
GERECHT:
Eendel met dukker-
re en veldgrijs.

Soof

WINE & DINE

Hanneker zaterdag
Haar Business Center

Kilo's kwijt met Weigh Watchers
 Bij Weigh Watchers leer je verantwoord met voeding om te gaan. Door gezond eten en beweging zorg je dat je op een eenvoudige manier gewicht verliest en op gewicht blijft. Geen voedingsmiddelen is verboden! Ben jij op zoek naar handige tips voor een gezondere levenswijze? Laat je dan inspireren door Angela Groothuizen (-10 kilo) en bezoek één van haar sessies.
www.weighwatchers.nl



Hanneker zondag
Haar Business Center

ELKE DAG CHOCOLA EN 12 KILO ERAF MET MIEKE KOSTERS

"Dan hoorde ik zo'n dui type zeggen: 'Ik weet wat ik wil en ik kom niet aan.' Onaerwelijk nu dat: ik kwam van de wind al aan." Vanaf haar vijfde was Mieke Kusters met linen bezig. Afhalen en op gewicht blijven lukte pas toen ze haar slanke vrienden-in de hand kreeg. Zij aten wat bitterballen en pasten in maatje 38. In deze sessies onthult Mieke Het geheim van slanke mensen. Want één was ze wilt en afhalen... het kan niet! www.betgehheim.slankemensen.nl



Hanneker zaterdag en zondag
Haar Grand Restaurant Saffraan (Soof lounge)





'Soof' beleven met Bartons & Guestier

Bartons & Guestier is het favoriete winnummer van cataract Sophie in de film Soof, omdat deze wijnen perfect combineren bij al haar spannende creaties. Tijdens dit weekend kun je nu zelf ervaren hoe goed ze bij dit gerechten passen. Samenstellen Edwin Raben van Edwines neemt je 45 minuten lang mee in een proeverij waarbij de Bartons & Guestier wijnen gecombineerd met gerechten uit de film Soof, speciaal verzorgd door Event Culinar.

Grand Restaurant Saffraan is voor deze gelegenheid omgedoopt in Soof lounge, waar je de sferen uit deze nieuwe Nederlandse film kunt proeven.

SOOF wijnproeverij Restaurant Saffraan		Sommelier Edwin Raben van Edwines neemt waarbij u de Barton & Guestier wijnen gaat p film SOOF	
11:00-11:45 2 plaatsen beschikbaar Inschrijven	13:00-13:45 1 plaatsen beschikbaar Wijzigen	15:00-15:45 0 plaatsen beschikbaar Inschrijven	17:00-17:45 1 plaatsen beschikbaar Inschrijven

SOOF wijnproeverij Restaurant Saffraan		Sommelier Edwin Raben van Edwines neemt waarbij u de Barton & Guestier wijnen gaat film SOOF	
11:00-11:45 47 plaatsen beschikbaar Inschrijven	13:00-13:45 0 plaatsen beschikbaar Inschrijven	15:00-15:45 1 plaatsen beschikbaar Inschrijven	17:00-17:45 0 plaatsen beschikbaar Inschrijven



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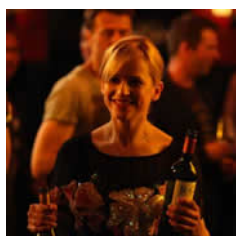
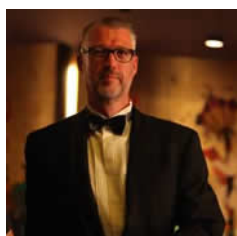
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Last but not least the hotel-restaurant chain **Van der Valk** is proposing special Soof dinner-movie menus,,with B&G wines of course!

André Koopman, marketing director of **LFE Netherlands** (pictured below) was present on the set:



The Gala Première of Soof will be on December 2nd. More news in the nex issue of Assemblage.

> National launch of The Pairing Collection in Makro Stores

Friday September 20 was the launching day of **Chops & Burgers**, **Lobster & Shrimp** and **Cheese & Crackers** in all Makro stores. Tastings, suggested pairings and distribution of informative leaflets about the quality of the wines made the launching day very successful.





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> DUTY FREE

> Air France

Château Magnol, Les Charmes de Magnol, Thomas Barton Réserve Saint Julien and Thomas Barton Réserve Privée Médoc will be on board all **Air France** flights as from December 3rd, in Air France Magazine. Excellent visibility for B&G wines in this high standard magazine, read by almost one million travelers. In France these wines are available at Nicolas.



> Stena Line - Hoek van Holland - Netherlands

B&G wines are widely available on board of **Stena line ferry boats**, with **B&G Réserve Sauvignon Blanc and Cabernet Sauvignon** in the shops and **Original B&G Sauvignon Blanc & Merlot**, as well as **B&G Côtes de Provence Rosé, Chablis, Sancerre and Thomas Barton Réserve Saint Emilion** in the restaurants and catering.



To give sales on board of ms. **Hollandica** and ms **Britannanica** a helping hand, B&G's Petra Frebault did two special onboard training and tasting sessions for the sales staff of each vessel, sailing between Hoek Van Holland and Harwich. Each session was attended by 18 crew members consisting of F&B Manager, Restaurant & Catering Manager, Waiters and Shop Managers. **Henk Kruis** and **Mariël Stolze**, from the Stena Line Purchase & Retail team who also were present at the sessions, did a great job to get all the materials in the right time at the right place.

On board promotion of B&G wines is excellent with digital screens all over the boats and table tents on each restaurant table!





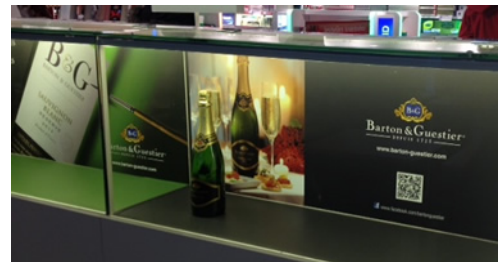
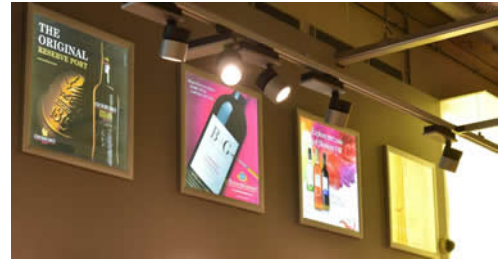
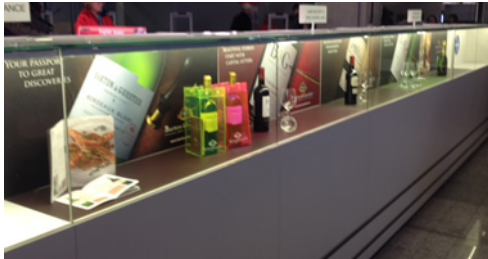
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> Eindhoven Airport - Netherlands

All flying Dutch or international passengers can enjoy B&G wines in the brand **new B&S Shop Fly** at **Eindhoven Airport**. The new walk through duty-free shop is located immediately after Eindhoven Airport's security area, where customers can benefit from 600m2 of luxury items. B&S worked in close collaboration with its leading A-brand suppliers of which Barton & Guestier. B&G wines enjoy great visibility with lightboxes and showcases.



> Berlin Airport - Germany

Lucky were the people traveling to Berlin last May, where **Château Magnol**, **Les Charmes de Magnol** and **French Tom Bordeaux** were available for tasting. Free dropstops, giftboxes and special promotions were also part of the operation which was very successful.



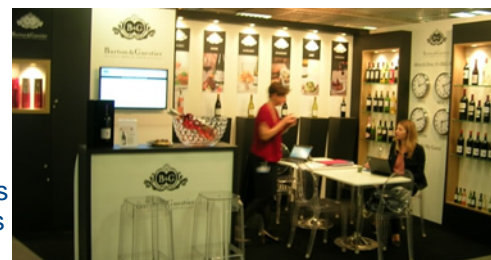
> Frankfurt Airport

French Tom Bordeaux in its canister is presented in an original wine book, in the **prestige products placement area** in Frankfurt Airport shop from September-until December. Enjoy the reading!



> TFWA

The B&G team was present again at the prestigious **TFWA in Cannes** to meet its Duty Free Travel Retail customers from worldwide. The small but impactful booth entirely decorated according the **"Food & Wine"** theme, hosted numerous meetings. The **TFWA Daily News** dedicated several pages to B&G's new wines and communication tools like the Culinary Passport.



On Monday evening, a private dinner was held in honour of the **Russian customers of B&G's tradepartner Heinemann** in the **Radisson Hotel**. Alexandra Vnukovskaya, Marina Julien and Philippe Marion were the hosts of the evening. B&G Côtes de Provence Rosé and B&G Sparkling Rosé were served at the aperitif and **B&G Passeport Sauternes, Chablis and Château Magnol** were accompanying the delicious food prepared by Chef Reynald Thivet. All the invitees left with a B&G Food & Wine Pairing gift.





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> BELGIUM

B&G wines are almost everywhere in Belgium, where B&G is working with a small network of very dynamic and enthusiast distributors. Let's make some presentations:



> General Stores

Team picture during their portfolio tasting last November 4th in presence of **Ignacio Marcos, B&G Export Manager**, and also **B&G Brand Ambassador Marine Legoupil**. Marine is now based in Bordeaux with extensive responsibilities for Belgium and UK in addition to Ireland.



This summer B&G Wines were present at the racecourse "**Oostende Koerse**". **Les Charmes de Magnol Médoc and Bordeaux Blanc** were served in the **VIP Club "Mas tu vu"** (Did you see me) and **B&G Merlot and Chardonnay** were available for the other spectators. Horse races are very popular in Oostende, one of the famous racecourses of the country. Two races were broadcasted in France as they were part of the French bet-system PMU (tote). In addition to the races, there were concerts, interviews with famous artists, fireworks and much more.



> Savour Club

Last June the **Savour Club** of Brussels organised its annual Tasting-BBQ. The numerous visitors started with the tasting, of which **Original B&G Rosé, Thomas Barton Réserve, Les Charmes de Magnol Bordeaux Blanc and Les Charmes de Magnol Médoc** before participating at the BBQ where B&G wines found some nice dishes to pair with.

Pictured from left to right: Shop-managers Carlos Laperal and Camillo Lamia and B&G's Ignacio Marcos.



> Brasserie Delsart

The annual tasting for all the customers of the company was the right occasion for B&G's distributor José Delsart to announce the opening of his second store "Wine, Beer and Coffee" near Namur. The extensive range of B&G wines met a great success. Mr. Xavier Pirson, wine manager and David in the shop look after the sales of B&G wines.





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> Brasserie Mazier (Grand Enclos) and Brasserie Delsart at Horecatel

B&G wines were present at Wallonia's most important On-Trade Fair that took place in Marche en Famenne earlier this year.

All the B&G range was available on the commun booth of its distributors **Brasserie Delsart** (owned by José Delsart) and **Brasserie Maziers** (owned by Fabrice Maziers).



Valentino Istace, Wine Manager at Maziers, and **Xavier Pirson**, Wine Manager at Delsart (pictured here) did a great job during the crowded event.





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> FRANCE

B&G wines are on the move in France!



> Les Caves de Mon Père - Brest

Huge success for B&G wines during the commercial week organised by Mr. & Mrs. Caroff, B&G's distributors in Brest (extreme West of France). 60.000 invitations for tasting taste were sent out to consumers and trade partners of the company. B&G's Petra Frebault was present on the B&G booth where Prince Noir, B&G Réserve Varietals, Original B&G organic and B&G Sparkling were the most successful wines. Every day visitors participated in a raffle with a chance to win a prize offered by the participating suppliers. The top prize of the week was the trip to Château Magnol, offered by B&G.



> Carrefour - Bordeaux

The wines of **The Pairing Collection** are now also available in Bordeaux's Carrefour City supermarket. **Making food & wine pairing easy** is also interesting and attractive for French consumers from Bordeaux.

Chops & Burgers, Chicken & Turkey and **Cheese & Crackers** are presented on the gondola ends and meet great success.



> Paris - Guide Hachette : Pavillon Dauphine

The official presentation of the wines selected for **Guide Hachette 2014** to the press and wine-VIPs took place last September in the prestigious Pavillon Dauphine in the centre of Paris.

Thomas Barton Réserve Privée Médoc 2010 is part of the selection with the special mention "**COUP DE CŒUR**" and **THREE STARS**, a true recognition of the quality in the same category as famous Greath Growths of the same vintage, like Château Margaux, Château Latour, Châteaux Mouton Rothschild, Château Petrus, Château Pavie, Château Haut Brion 2010...

The Guide also selected B&G Passeport Bordeaux Blanc and B&G Passeport Côtes du Rhône, and makes a mention of Les Charmes de Magnol Médoc and Thomas Barton Réserve Médoc.

Thomas Barton Réserve Privée AOP Médoc 2010 – Nouveau Guide Hachette 2014





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> IRELAND



The "Win a trip to Château Magnol" neckhanger operation for the B&G Reserve Varietals in Ireland created huge impact on the shelf and accelerated the rotation of the wines. The winners are scheduled to come to Château Magnol in 2014. Artwork for the neckhanger is available.



B&G Wines were also present at the [Dublin Bay Wine Experience](#): a full weekend consumer tasting held in the prestigious Royal Marine Hotel, Dun Laoghaire. Marine Legoupil, B&G Brand Ambassador Ireland, UK and Belgium, was present at the event:



B&G wines were also present during [Ian Carey's Blind Tasting Experience](#).

> KAZAKHSTAN

> Cheese Master Class in French Connection Restaurant, Almaty

This famous restaurant is a small **corner of France** in Almaty City, where guests have the opportunity to enjoy a pleasant atmosphere with a glass of good French wine and delicious French cuisine and pastries, under the leadership of Nicolas Leser. The restaurant is famous for its theme nights, tastings, on which there are usually about 20-30 people (locals and expats). For the **Cheese Master Class** organized by **B&G's distributor Kazakhstan Commerce**, the cheese lovers gathered around Olga, the representative one of the oldest cheese shops and the cheeses she brought: Camembert de chèvre, Chèvre, Mothais, Perais de brebis, Petit basque au piment d'espelette, Coeur de Neuchâtel, Brillat Savarin, Timanoix, Morbier and Stilton.

The purpose of the Cheese Master class was to appreciate and learn about the cheeses, and to match them with either a red or a white wine. KC Brand manager presented the **Barton & Guestier company** and then put the focus on the wines of the evening, the classic Bordeaux blends of **1725 Bordeaux Réserve Red and White**.

The guests appreciated the pairings and the excellent quality of the cheese and the wines.





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> Barton & Guestier wines for the official opening of the Peugeot car center in Almaty

For this famous French car, the event took place in a French style and spirit. France was reflected everywhere: the snacks, the cheese plateau, the repertoire of musical group, the decoration of the hall, the background music, the accordionist who performed French songs, the mimes who entertained guests and of course the French wines of Barton & Guestier. 500 people, including representatives of the Almaty Akimat guests, officers, partners and clients Allur Auto, French companies, French Consulate, as well as journalists attended the event and enjoyed the **B&G Sparkling Chardonnay** and **Rosé**, **B&G Vouvray**, **B&G Rosé de Anjou**, **B&G Côtes-du-Rhône** and **Prince Noir**.



> LUXEMBURG

Barton & Guestier wines benefit of **impressive visibility** at the **Pall Center** in Oberpallen and in **Cactus stores**, the biggest chain of the country with 17 supermarkets, thanks to Mr. Marc Gales and Mr. Henri Pacques from Gales company.





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> BELORUSSIA

> Bastille Day at the French Embassy in Minsk

About **300 VIPs** consisting of Foreign Ministers, the **Ambassador of France Mr. Michel RAINERI** (pictured on the right), the **Ambassador of Cuba, Mr Alfredo Fidel Nieves Portuondo** (in the middle of picture below), the Ambassadors of Germany, Italy and UK, the former Ambassador of the Republic of Belarus in Paris, members of the European Commission, TV and radio journalists, Business men, Embassy staff and, representatives of the cultural sphere attended the Bastille Day event in Minsk.

All the invitees raised a glass of **B&G Passeport Bordeaux Red and Bordeaux White** to French founding principles: Liberté, Egalité, Fraternité (Liberty, Equity & Brotherhood).



> JORDAN

For the second year in a row, Barton & Guestier was featured in Amman's "**French Gastronomy Week**", and in the menus of top **5 star hotels**. The **Grand Hyatt Amman** menu showed mouthwatering dishes from guest **Chef Eric Coisel** from Paris and **Chef Eyad Ammouri** and **Chef Markus Lindner**, paired with **B&G Passeport Sancerre, Graves, Blanc, Rosé d'Anjou, Châteauneuf du Pape** and **Sauternes**.

Moreover, the **French Institute** along with some of Amman's top hotels held a huge event to welcome the French week. B&G's distributor **UMG** was the **exclusive sponsor** of the event and **Barton & Guestier Passeport Margaux and Graves Blanc** were served during the night to 700 invited guests.





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> CANADA

New Brunswick

B&G's **Clémentine Quéaux** was present at the New Brunswick Wine Festival held in Moncton on November 1 and 2.

The stars of the B&G booth were **B&G Passeport Macon-Villages** and the wines of **The Pairing Collection**, launched 5 months earlier by **Charton Hobbs' Peter Hello**.

To promote the launch Peter organized a special Wine Dinner with a very nice menu, where each course is the perfect match for one of the wines of The Pairing Collection!



Wine Dinner, June 7th, 2013

First Course

Salmon Tartare
Fried Capers / Pea and Tarragon Purée / Olive Oil / Fleur de Sel

Second Course

Lobster Confit
Yuz / Mint / Cucumber / White Peppercorn

Third Course

Roast Chicken with horseradish
Red Beet / Fennel / Radish / Thyme Jus / Red Cabbage Sprouts

Fourth Course

Apple Braised Short Rib
Grilled Corn Ricotto / Parsnips / Blue Cheese & Scallion Tapenade

Fifth Course

Selected New Brunswick Cheese
Fresh Berries

\$60 plus tax & gratuity

Lam Shread's
OAK GRILL & TAVERN



Barton & Guestier



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> USA

> Wines of France Truck Tour

The **Wines of France truck tour** continued its ambitious and exciting tour around the US. The goal is to expose people to **French wine as an everyday delicious wine that pairs well with American Cuisine**. After Miami earlier this year, the truck continued to the following cities:

Boston - Harbor Cruise with Barton & Guestier Beaujolais and The Pairing Collection

Chops & Burgers

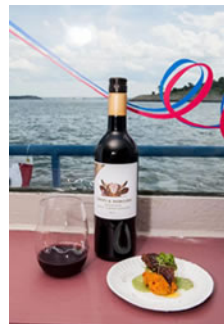
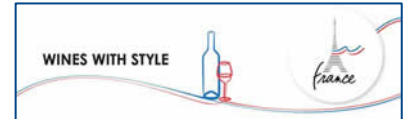
Charlotte, NC with Barton & Guestier Bordeaux Red and The Pairing Collection Chicken & Turkey

New York City - Fireworks Boat Cruise with Barton & Guestier Beaujolais Villages and The Pairing Collection Chicken & Turkey

Philadelphia, PA with Barton & Guestier Vouvray

Washington DC with Barton & Guestier Beaujolais.

An original promotion assuring great visibility and success for B&G wines.





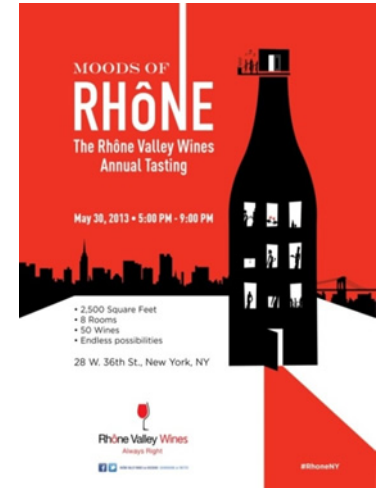
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> MOODS OF RHONE à NEW YORK

The **Pairing Collection Chicken & Turkey** was one of the participating wines in the **Moods of Rhône**, annual tasting organised by the Rhône Valley Wine Council. This year the event took place in New York in a huge loft. The **"Always Right"** advertising campaign highlighted the message that Rhône Valley wines can be drunk at any time and any occasion. Over 150 members of trade and press participated in the event.



> ECRM - SAN DIEGO

The yearly event held in the San Diego Hotel and Marina proposes the original concept of **Industry Speed Dating** offering buyers and brands the opportunity to get to know one another.

Hubert Surville and **Bertrand Leulliette** were the key-players for **B&G** wines to make the most out of the ten-minutes to reveal what buyers need to know about the B&G brand and what makes it unique.

An interesting way of making new connections and doing business.





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> MEXICO

Great visibility for **The Pairing Collection** wines at the launch of the brand in Mexico with a very nice display presentation card, mentioning a recipe suggestion and the Spanish names:

Langosta y Camarones, Chulitas y Hamburguesas, Salmon y Trucha, Pollo y Pavo, Queso y Galletas...



> SALVADOR

Huge activities around B&G wines in **El Salvador**, the smallest and much populated country of Central America, where B&G's importer **Lisa** is doing a great sales job in On and Off Trade, with numerous tastings, promotions and excellent communication with the media of which "**Tenedores y Copas**" and on the radio in "**A Primera Hora**", and social media like **Facebook**. Among the most popular wines **Thomas Barton Réserve Graves Blanc** and **Médoc**, and **B&G Passeport Rosé d'Anjou**.





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> HONG KONG WINE & DINE FESTIVAL

B&G's Export Manager
Carlos Varela and **Gary Leow** from Max Scene



Company welcomed thousands of consumers at the **Hong Kong Wine & Dine Festival** from October 31 to November 3 on the B&G Booth in the Bordeaux Village.

For B&G wines this meant excellent visibility and great appreciations on the quality of the wines!

> VIETNAM

Barton & Guestier wines were present to celebrate the year of **Vietnam-France 2013 2014**. The local Chamber of Commerce and Industry organized the celebration in the Sofitel Saigon Plaza both in Ho Chi Minh on September 25th and in Hanoi on September 26th. **Finewines Vietnam**, B&G's importer and distributor was one of the official sponsors of the event.

Over 400 invitees enjoyed good food and B&G wines **Fleur de Vigne**, **B&G Passeport Vouvray**, **B&G Passeport Côtes de Provence** and **B&G Cuvée Spéciale**. Many of them were very curious to learn more about wine which lead to interesting discussions all night long.





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Press review & Awards



> B&G Réserve Cabernet Sauvignon 2012

Bronze medal - Médaille de bronze

- International Wine Challenge 2013 (United Kingdom)
- Japan Wine Challenge 2013
- Decanter Asia Wine Awards 2013

Gold medal - Médaille d'or (vintage 2011)

Prague Wine Trophy - (Czech Republic)



> B&G Réserve Merlot 2012

Bronze medal - Médaille de bronze

- Japan Wine Challenge 2013



> B&G Réserve Pinot Noir 2012

Commended - Recommandé

International Wine Challenge 2013 (United Kingdom)

> B&G Réserve Sauvignon Blanc 2012

Bronze medal - Médaille de bronze

International Wine Challenge 2013 (United Kingdom) -

Japan Wine Challenge 2013 -

> B&G Réserve Chardonnay 2012

Seal of approval

Japan Wine Challenge 2013 -



> Original B&G Sauvignon Blanc 2011

Selected in Guide Hachette 2013

(N°1 - French Wine Guide)

> Original B&G Merlot

Recommended - 2 stars

Savoir Vivre (Germany)





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> B&G Passeport Bordeaux Rouge 2011

Bronze medal - Médaille de bronze
Japan Wine Challenge 2013



Commended - Recommandé
Decanter World Wine Awards 2013 (United Kingdom)

Best Buy
Wine Enthusiast (USA)

> B&G Passeport Bordeaux Blanc 2012

Bronze medal - Médaille de bronze
Decanter World Wine Awards 2013 (United Kingdom)



Seal of approval
Japan Wine Challenge 2013



> B&G Passeport Saint-Emilion 2010

> B&G Passeport Médoc 2011



Bronze medal - Médaille de bronze
Japan Wine Challenge 2013

Selected in TOP 100 TODAY's BORDEAUX
Hong Kong (vintage 2011) and USA (vintage 2010)

87 points
Wine Enthusiast (USA)
(vintage 2010)

Bronze medal - Médaille de bronze
Decanter Asia Wine Awards 2013

Bronze medal - Médaille de bronze
Japan Wine Challenge 2013

Selected in TOP 100 TODAY's BORDEAUX
(2010)
USA and Hong Kong





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> B&G Passeport Margaux 2010



Silver medal - Médaille d'argent
Japan Wine Challenge 2013

Selected in TOP 100 TODAY's BORDEAUX
(2010)
USA and Hong Kong

87 points
Wine Enthusiast (USA)

> B&G Passeport Sauternes 2010



87 points
Wine Enthusiast (USA)
(vintage 2011)

Selected in TOP 100 TODAY's BORDEAUX
(2010)
USA and Hong Kong



> B&G Passeport Graves Blanc 2012

Silver medal - Médaille d'argent
Japan Wine Challenge 2013

87 points
Wine Enthusiast (USA)
(vintage 2011)

> B&G Passeport Côtes du Rhône 2012

Silver medal - Médaille d'argent
Japan Wine Challenge 2013

> B&G Passeport Vouvray 2011

Gold medal - Médaille d'or
Guide Gilbert & Gaillard 2013 - (France)
Great Value / Strong recommendation
USA Ultimate Wine Challenge 2013





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> B&G Passeport Rosé d'Anjou 2012



Seal of approval

Japan Wine Challenge 2013

Irish Independent - Liam Campbell

Have a rethink about pink!

...among highest scoring wines in blind tasting of more than 20 French rosés...

Remarkable with food!...

Gold medal - Médaille d'or

Guide Gilbert & Gaillard 2013 France
(vintage 2011)

> B&G Passeport Côtes de Provence Rosé 2012

Gold medal - Médaille d'or
Sélections Mondiales Canada 2013

Gold medal - Médaille d'or
USA - Ultimate Wine Challenge 2013

Silver medal - Médaille d'argent
(Medal included in the label)
Concours Mondial du Rosé 2013 (France)

Silver medal - Médaille d'argent
Concours Mondial de Bruxelles 2013 (Belgium)



> Les Charmes de Magnol Bordeaux Blanc 2012

Silver medal - Médaille d'argent
Concours Mondial du Sauvignon 2013 (France)
Medal applied on the bottles

88 Points
Wine Enthusiast (USA)





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> Les Charmes de Magnol Rosé 2011

Selected in Guide Hachette 2013
(France)

> Les Charmes de Magnol Médoc 2011

Mention in Guide Hachette 2014
(France)

Very good / Strong recommendation
USA Ultimate Wine Challenge

Selected in Top 100 BORDEAUX (vintage 2010)
Bordeaux Für Alle - Germany



> Château Magnol 2011

Awarded 89 by Andreas Larsson

Best Sommelier of the World 2007 during **100% blind tasting:**

"The nose displays an elegant toastiness with spices and freshly crushed berries. The palate has good weight supple structure, juicy dark berries, well integrated oak and a long spicy finish."

Very Good/Strong Recommendation
USA Ultimate Wine Challenge

> Château Magnol 2010

Awarded 87 by Andreas Larsson

Best Sommelier of the World 2007

Awarded 87 by Markus Del Monego

Best Sommelier of the World 1999

during 100% Blind tasting - TASTED MAGAZINE



> Prince Noir 2011

Awarded 4 glasses (4/5)
Guide Hubert - France





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> Thomas Barton Réserve Saint-Emilion 2011



Bronze medal - Médaille de bronze
Decanter World Wine Awards 2013 -
(United Kingdom)
Decanter Asia Wine Awards 2013 -

> Thomas Barton Réserve Médoc 2011

Commended - Recommandé
Decanter World Wine Awards 2013
(United Kingdom)



> Thomas Barton Reserve Privée Médoc 2010

Coup de Coeur + *** Three Stars



Guide Hachette 2014 (France)

Awarded 89 by Andreas Larsson

Best Sommelier of the World 2007

Awarded 88 by Markus Del Monego

Best Sommelier of the World 1998

during 100% Blind tasting - TASTED MAGAZINE

> Thomas Barton Reserve Privée Médoc 2009

Silver medal - Médaille d'argent

(Medal applied on the bottles)

- Decanter World Wine Awards 2013 (United Kingdom)

- Decanter Asia Wine Awards 2013



> Lobster & Shrimp 2012

BEST BUY
Wine Enthusiast (USA)





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> Salmon & Trout 2012

Bronze medal - Médaille de bronze
New Brunswick Wine Excellence (Canada)

BEST BUY
Wine Enthusiast (USA)

Gold medal - Médaille d'or
(vintage 2011)
Denver International Wine Competition

> Chicken & Turkey 2011

Best Buy
Nejlepší nákup Wine &
Degustation 2013 (Czech
Republic)

Best Buy
Wine Enthusiast (USA)



> Chops & Burgers 2011

Gold medal - Médaille d'or
Denver International Wine
Competition

Best Buy
Wine Enthusiast (USA)



> B&G Premium Sparkling Chardonnay

Gold medal - Médaille d'or
Prague Wine Trophy 2013
(Czech Republic)





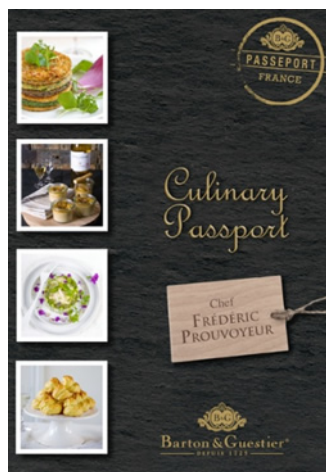
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Good Practice

> B&G PASSEPORT RANGE COMING WITH WINE & DINE NECKHANGERS



B&G Passeport range coming with Wine & Dine neckhangers

All the **classic appellation** wines* of the **B&G Passport** range will be equipped with an impactful **Wine & Dine neckhanger**, inviting the consumer to download the **Culinary Passport** on our website www.barton-guestier.com where it is available in flipbook format.

Consumer can also ask for the **printed version**:

1000 passports are available and will be sent by post.

In total **300.000 neckhangers** (English, French, Spanish, German, Russian) will be applied.

Timing : As from November 2013.

* **Wines:** B&G Passeport Bordeaux Red & White, Muscadet, Rosé d'Anjou, Vouvray, Macon-Villages, Beaujolais and Côtes du Rhône.





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Food & Wine Pairing

The following recipe was one of the favourites of **Signe Meirane, Chief Editor of "Cetras Sezonas", N° 1 Cooking Magazine in Latvia**. Signe did the cooking together with **Chef Frédéric Prouvoveur** during her stay the first week of October.

A classic recipe with both a classic and a surprising wine pairing proposed by the Chef:



> Duck breast fillets stuffed with mushrooms with Thomas Barton Médoc or B&G Passeport Pouilly Fuissé (!)

Ingédients for 6



3 duck breast filets of 450g each
3dl veal stock
100g button mushrooms
150g ceps (if not available, use any other mushroom at your disposal)
30g walnuts
2 shallots (sliced)
1 dl white wine (!)
120g butter
Salt, pepper



Preparation

Rince and slice the mushrooms. Place each variety in a pan with some butter and cook for a few minutes. Ad one sliced shallot to the ceps. Ad the salt. Wait until the mushrooms are cold, then chop them and ad the chopped walnuts (use a cutter). Prepare the duckbreast: make an incision in the middle over the entire length of the duck breast, so that the mushroom-walnut mixture can be pushed inside. Stuff each duck breast with the mushroom-walnut mixture. Fry the duck breast until you obtain a light brown colour. In the meanwhile preheat the oven at 180°C. Place the duckbreasts in an oven dish and finish the cooking the oven during 12 minutes (rosé/medium cooked). Leave more time if you prefer well cooked meat.

Sauce

Reduce the white wine with one sliced shallot, ad the veal stock. Cook during 5 minutes. Season and sieve before whisking in the remaining butter. Check the seasoning.

Presentation

One duckbreast serves 2. Cut the two ends of each duckbreast, and then cut the remaining part in 4 pieces. Pour some sauce in the lower part of the plate and then place two pieces of duckbreast on the sauce, with the stuffed side up, decorate with some ceps and fried potatoes.



Try the suggested pairings and let us know what you think!





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People

> INTERVIEW WITH... MONIQUE BONNETERRE - MAÎTRE D AT CHÂTEAU MAGNOL



Have you always dreamt of becoming a Maître D?

No, not really! I went through various working experiences, from restaurant manager via short missions during special events (one of them even was at Château Magnol, when Magali Prince was in charge), to wineshop

owner. In 1995 Pascale Nusswitz invited me to work at Château Magnol on the occasion of Vinexpo and during 3 years, I worked at the Château very regularly. In 1998 Lisette Trespeuch offered me a full time job at the Château, which I accepted.

Does one need any specific skills to become a Maître D in a Château?

Well, yes and no. The most important skills in my job are knowledge of food & beverages and of course a good relation and communication with the customers. In fact my job at the Château goes somewhat further, as I am also in charge of the maintenance, the gardens, and the management of the team.

Can you describe a typical day at the Château?

Well, I am sure that is not interest to anyone! It starts with cleaning up some glasses used during the evening or night, preparing breakfast, serving, washing up, some administration, check up with the garden team, the maintenance team, lunch, dinner and so on.

What do you like most in your job?

What I like most is the contact with the customers. And what I like second most is every unforeseen event that shows up. I like finding solutions for problems and handling unexpected situations.

And what do you like less?

I hate routine, but at Château Magnol so much things happen at a time, that I hardly notice that part of the job.

What are the most remarkable changes since you have been at the Château?

I would rather emphasize the steadiness. Art of Living has always been part of the life at the Château and that's what I like to share with customers. Our invitees feel often very impressed when they arrive, and I like to make them feel at home. Little by little, they become part of the family, the B&G family.

A secret story?

Of course not. Discretion is assured at Château Magnol, which does not mean that nothing is happening (laughter).

A favourite dish?

My favourite dish is Chef Frederic's Crème Brulée. Then, I also like his Blanquette of veal and of course his Foie Gras terrine!

A favourite cheese?

I love cheese, my favourites are Vacherin of Mont d'Or, which I discovered in Switzerland and Saint- Félicien.

Is it true you know the name of all the cheeses in Russian?

No, that's absolute not true. However, I know how to say goat milk, cow milk and ewe milk, and it helps already a lot, when you just add that to the name of the cheese. For other languages, I often discuss with one or two of the customers before the meals and ask them how to say and pronounce that in their language. So when I am serving the cheese and pronounce what I just learned, then the rest of the group is often a bit impressed.

A favourite (B&G) wine?

Chateau Magnol and Châteauneuf-du-Pape are my favourite reds. My favourite whites are Les Charmes de Magnol Bordeaux Blanc, B&G Passeport Chablis and B&G Réserve Sauvignon Blanc.





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Agenda

> MEET B&G AT THE FOLLOWING EVENTS

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

> February 10-14, 2014

Prodexpo

> **Moscow - Russia**

B&G contact:

[Alexandra Vnukovskaya](#)



> March 9-12, 2014

IAADFS - Duty Free Show of the Americas

Orlando - USA

B&G contacts:

[Audrey Clos](#)

[Philippe Marion](#)

> March 19, 2014

France Under One Roof

London - United Kingdom

B&G contact:

[Ignacio Marcos](#)

> March 23-25, 2014

Prowein

Düsseldorf - Germany

B&G contacts:

[Philippe Marion](#)

[Alexandra Vnukovskaya](#)

[Petra Frebault](#)

> March 28-31, 2014

TANG JIU HUI 2014

Chengdu - China

B&G contact:

[Carlos Varela](#)

> May 11-15, 2014

TFWA

Singapore

B&G contacts:

[Philippe Marion](#)

[Carlos Varela](#)

> May 27-29, 2014

Vinexpo

Hong Kong

B&G contacts:

[Carlos Varela](#)

[Philippe Marion](#)

> October 2014

TFWA

Cannes - France

B&G contacts:

[Philippe Marion](#)

[Marina Julien](#)





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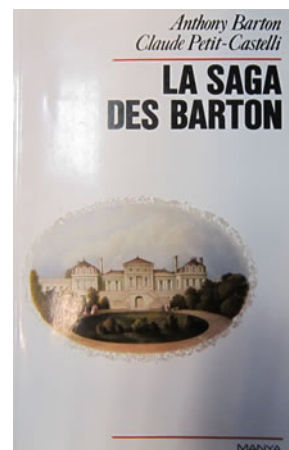
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B&G History

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

We are pleased to share some fragments of the B&G company correspondence dating back to the 18th and 19th century, sourced from the "Saga des Barton" written by Mr. Anthony Barton and Mr. Claude Petit-Castelli in 1991.



> Thomas Barton "Harvest Report"

July 1771

The vines are exceptional for the season. No grape fell, which is a miracle because of the frost we had. In Saint-Seurin, caterpillars occasioned a lot of damage. They make the young grapes fall. A black worm dries the leaves. Luckily none of these disasters showed up in our parish, or at Lafite, or Brane Mouton or Calon. Only Latour has some damage, but without importance. In Saint Julien the caterpillars occasioned a lot of damage in some places and amazingly none at all at other places. Gruaud lost a lot of grapes. The April frost made that in Graves there will be very few wine. In the white wine country (Entre-deux-Mers), the crop will be very small.

August 1771

The sunny weather continues, without any rain. However, we could use a lot of it, to improve the maturity of the grapes. The lack of rain makes the colour change very slowly. With only two or three days of rain, they would become black immediately. People here estimate the harvest to start on September 22 or 23 at the latest. All think that the Graves and Cantenac will lose half or even two third of their crop due to the frost. The remaining grapes are small, do not change colour and they are hungry. This is not the case for Lafite, Margaux, Latour or at my place* where everything goes well. The grapes are very healthy and look beautiful.

October, 25 1771 (after the harvest)

Most of the properties started the harvest too early. Only Lafite, Latour, Madame Brame, me and two or three others here waited until September 27. Because of that all the others spoil the quality of their wines, in Saint Estèphe the early harvest led to green, poor and thin wines.

At this moment prices are increasing. The wines of Latour have been sold at a higher price than ever before in the past. But they are of good quality. The wines of Lafite are even better. My wines are excellent and all sold in advance, thanks to the late harvest.

** "My place" is referring to Château Le Boscq that features today among the great classics of the Saint-Estèphe appellation. Thomas Barton took the tenancy at Château Le Boscq in 1749. For more than 30 years he dedicated his life to making wine of a quality repeatedly recognised, sometimes even at Cru Classé level, within the different classifications established by the courtiers and négociants in Bordeaux.*

> Letter dated August 1, 1802 from Mr. Hugh Barton and Mr. Daniel Guestier to their customers

In consequence of the incertain situation affairs have been in those few years past, the business of our house has been conducted in Bordeaux by M. Daniel Guestier and in his name and of that of Hugh Barton in England, Ireland in order to secure our properties in both countries, as this precaution is no longer necessary, we beg leave to inform you our firm from this day will be that of Barton and Guestier. At foot you have our respective signatures. We remain very sincerely.

> Letter dated February 11, 1852 from Mr. Nathaniel Barton to the customers of B&G

Dear Sirs,

The results of the harvest of last year, give us the occasion to renew our correspondance.

According our observations during the picking at the properties of Latour, Margaux, Léoville and Langoa, we expected the





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wines of the 1851 vintage to be of good quality. We had different occasions to taste the wines in the meanwhile and our opinion is now confirmed.

For export, and for the moment, we recommend you only the wines of 1848. Samples are available for tasting.

We hope to have the privilege of your orders...

> **Internal correspondance 1857 from Nathaniel Barton to his son Bertram (just starting in the business)**

"...You will have to do business dinners. They are important. I will grant you 5 to 10 pounds for each dinner. Do not invite more than 3 to 4 people and it is probably not useful to invite the ladies who increase cost significantly. However you could organise small parties from time to time..."

Discover more about the Guestier family in the next issue of Assemblage.

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

Websites: www.barton-guestier.com - www.thomasbartonreserve.com - www.theartoffoodpairing.com - www.chateaumagnol.com

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Newsletter contact : petra.frebrault@barton-guestier.com

