



Barton & Guestier
DEPUIS 1725



ASSEMBLAGE Newsletter

N°51 - DECEMBER 2014

Editorial by Philippe Marion

> What's in a vintage?

Everyone knows **Shakespeare's Romeo & Juliet** and the quote "**What's in a name?**". In this famous tragedy Juliet explains to Romeo that a name is an "artificial and meaningless convention", that she loves the person who is called Montague and not the Montague name...

Now it's my turn to ask you: **What's in a vintage?**

The vintage is the year in which the grapes are harvested. With these grapes, the winemaker will craft the wine. The winemaking process consists of many different steps and at every step, **the winemaker has to make choices, the right choices, to obtain a quality wine.** Of course the quality of the grapes is essential and sunny weather with some rain from time to time will help a lot to produce ripe grapes with a high sugar level, in abundance.

Other years, when Mother Nature is less generous, grapes may suffer from flood, drought or extreme temperatures. The winemaker will then decide a severe selection at the picking or sorting, so that only the best grapes enter his wine.

In both cases, **the winemaker plays a determining role.** As a proof: we have seen average wines in years where the vintage was classified "outstanding" and also the contrary, with excellent wines made in the years where the vintage was classified as "average".



Our aim at Barton & Guestier, is to produce wines with consistent quality and style.

This is what made the success of Champagne. Most of it is non-vintage.

What's important to the consumer is the quality of the wine inside the bottle, not the vintage written on the label.

On the occasion of our **290th anniversary in 2015**, we will propose a new **special cuvée**, and as always **our signature will be guaranty of quality.**

Celebration will be key, with new exciting tools and promotions.

But celebration also means sharing, sharing with you, creating privileged moments of meeting you, on your markets, on Fairs worldwide, or at Château Magnol where we hope to welcome you in June during Vinexpo!

In the meanwhile, I wish you the best possible end of years holidays and a good start of 2015!

Santé!

Philippe MARION
Sales & Marketing Director

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New Brands

> LA VILLA BARTON CÔTES DE PROVENCE ROSÉ - ESTATE BOTTLED



With **La Villa Barton**, Barton & Guestier brings wine lovers out of the wonderful Bordeaux Region to discover charming AOC wines from the most famous French winegrowing regions. La Villa Barton refers to the place where Thomas Barton liked to relax when he was traveling through France to discover the wonderful diversity of French wines. It embodies the place where one feels comfortable, like a holiday or at home while the sun is shining, the place where to enjoy and share moments with friends and family.

La Villa Barton reflects the conviviality and the well-being that can be felt in each region where Thomas Barton laid down his suitcase.

La Villa Barton Côtes de Provence AOC is an elegant and seductive premium wine reflecting the art of living along the famous French Riviera.

With a rose petal color, the blooming nose reveals fresh fruits and delicate touches of white flowers. The packaging is modern and eye-catching with its refined and colorful labelling and its differentiating bottle shape.



More about the wine:

- **Classification:** Côtes de Provence AOC
- **Region:** Provence, in the southeast of France between Aix-en-Provence and Nice, along the Mediterranean sea
- **Climate:** Mediterranean, very windy with high temperatures and exceptional sun
- **Grape Variety:** Grenache (45%), Syrah (35%), Cinsault (25%)

Tasting notes:

- **Appearance:** Salmon pink with a rose-coloured rim
- **Nose:** Flattering nose of red fruits with aromas of peach when agitated
- **Palate:** Rich and crisp with fresh flavours of lychee and rose. Good complexity. Harmonious, charming and delicate with a long and pleasing aftertaste.
- **Food matches:** Drink as an aperitif, or with a nice grilled fish or meat seasoned with "Herbs de Provence". It reveals all its flavours with St Jacques shells. Cotes de Provence Rosé is also a good partner to any Asian and Moroccan dish.
- Serve cold between 8°C and 10°C.



La Villa Barton Côtes de Provence Rosé is estate bottled.
The wine is available in dedicated carton outshippers of 6 x 75 cl.

> B&G DOMAINE LA GARDIE - CANADA

B&G Domaine La Gardie is a new range of varietal wines launched in Canada.

In the French speaking Province of Quebec, B&G Domaine La Gardie Cabernet Sauvignon is available in the SAQ stores.



Laurent Prada, B&G Winemaker selected Domaine La Gardie for its situation in the Languedoc where intensive sunshine delivers grapes at perfect maturity.

The wine is classified as IGP Pays d'Oc, made of 100% Cabernet Sauvignon grapes and was awarded a **Silver Medal** at this year's Selections Mondiales Canada international wine competition.

Tasting notes:

- **Nose:** Good intensity, mixing ripe black fruits and flattering minty and toasty notes when agitated.
- **Palate:** Round and smooth on the palate with velvety tannins and a supple texture. Long fruity aftertaste with notes of vanilla.
- **Food matches:** Tomato based dishes, pasta, grilled red meat, spicy dishes, cheese.
- Serve between 16 and 18°C.

A delight for all winelovers!!





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> B&G NECTAROSE GIFTPACK



After its successful launch in Nigeria earlier this year, **B&G NectarRose** sparkling wine made of 100% Muscat grapes will now benefit of an impactful and elegant giftpack. In line with the bottle and outshipper, the giftpack is black and pink with silver highlights. The giftpack will be available for Saint Valentine operations in February.

B&G NectarRose tasting notes:

- **Nose:** Fruity scents with red fruits aromas of strawberry.
- **Palate:** Well balanced and aromatic flavours with acidulous notes on the finish.



> WOODEN GIFTBOX FOR CHÂTEAU MAGNOL

The new classic wooden giftbox for 2 bottles of Château Magnol is a nice complement to the existing wooden winecellar-box for 6 bottles. The new gift has a handy sliding cover and a cotton handgrip.

Available from stock under reference N° 0436 at 4.70 €.



> CHÂTEAU MAGNOL ROLLUP BANNER



B&G proposes a newcomer in its range of visibility tool to highlight **in-store tastings** or **presentations** with this rollup banner for **Château Magnol**.

The rollup banner is 85 x 200 cm and delivered in a handy transport bag. Available from stock with B&G Ref N° 0435 at 77.00€.

> Other available rollup banners





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> B&G COOLER-BAG FOR 2 BOTTLES

This **B&G cooler bag for 2 bottles**, made of easy cleaning insulated vinyl and equipped with a shoulder strap will be an ideal tool **for in-store promotions**. Consumers will adore it for their picnic!

The bag is branded with the **B&G Passport stamp**!

Available from stock with B&G Ref N° 0434 at 4.95€.

The bag is also available in 6-bottle format.



Hot

> B&G MOMENTS INSTAGRAM COMPETITION



Barton & Guestier organizes the **"B&G Moments"** photo competition on Social Media to reward the creativity of its fans and followers.

During 3 months all winelovers have a chance to win a bottle of Chateau Magnol 2012 by posting on Instagram (#BandGmoments) a picture of their greatest experience with a B&G wine.

The aim is to strengthen relationship with B&G wine lovers and to interact directly with them in a funny way. The competition is relayed on Instagram, Facebook and Twitter.

Beautiful pictures are already competing but results will be revealed in January 2015, so it's not too late, why not to try your luck?

Join B&G on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).





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Event & Markets

> DUTY FREE

> TFWA Cannes

Over 6700 visitors attended world's first **Duty Free and Travel Retail's** global gathering in **Cannes' Palais des Festivals** last October. For the B&G Duty Free team, it was another great occasion to meet key-customers from all over the world and to show some new wines and exclusive Duty Free giftpacks.



On this occasion, Barton & Guestier also invited its customers for two prestigious dinners on Monday and Tuesday night at **Le Voilier Restaurant** located on **La Croisette**.

Barton & Guestier was also sponsoring the various "networking" events, such as **TFWA Golf and Pétanque Tournaments** and the **TFWA Charity Run**, with magnums of **Château Magnol**, **Thomas Barton Réserve Privée** in its luxury giftpacks and **Charmes de Magnol** in canisters.



Barton & Guestier is also official sponsor of the **Drinks International Travel Retail Awards**. Philippe Marion had the honour to present the "Best Ferry / Cruise Line Drinks Retailer of the Year" award.



> BELGIUM

Excellent visibility for B&G Sparkling Chardonnay & Rosé at the [Wellington Golf Club in Oostende](#) where they are the players' preferred wines to celebrate victories!





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> Tasting at Delsart's new store

B&G Réserve, Thomas Barton, Les Charmes de Magnol and B&G Cotes de Provence Rosé were enjoyed on special tasting at Delsart's new liquor store earlier this year. A great team is at the disposal of all the customers and a lot of communication is done on the Beer, Wine and Coffee [on the Fanpage of the company](#).



> CANADA

> Québec

Barton & Guestier Passeport Côtes du Rhône "Les Galets" on board of FLIGHT 920 - VOL 920 !

This new B&G wine can be seen on **Canadian television in "VOL 920"**, a reality show where 20 singles from Québec travel to 9 destinations. The show is broadcasted from September to December and over 1 million people are watching. **Barton & Guestier Passport Côtes du Rhône** can be viewed during various **commercial spots** and in 2 episodes, where the wine was tasted and appreciated by all the stars of the show. The wines on the shelf carry an impactful neckhanger reminding the consumer of the presence of this award winning wine (Gold medal at Gilbert & Gaillard) in VOL 920.



This Barton & Guestier Côtes du Rhône wine was also selected by **French Chef Pascal Borrel** of the **Restaurant Le Fanal in Banyuls sur Mer** to accompany one of his famous recipes, [also featured on Gastronomie TV \(in French\)](http://www.gastronomie-tv.fr/chaine-videos-grands-chefs/nos-recettes/#!/tartare-de-poisson-de-la-peche-locale-creme-emulsionnee-de-lait-de-coco-et-concombre) <http://www.gastronomie-tv.fr/chaine-videos-grands-chefs/nos-recettes/#!/tartare-de-poisson-de-la-peche-locale-creme-emulsionnee-de-lait-de-coco-et-concombre>.

Vol 920 social media: [Twitter](#) - [Facebook](#) - [Youtube](#) - [Instagram](#)



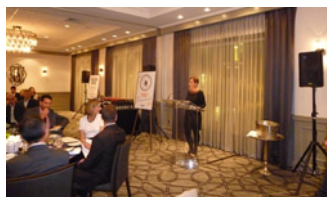


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> Nova Scotia - Halifax - Port of Wine Festival



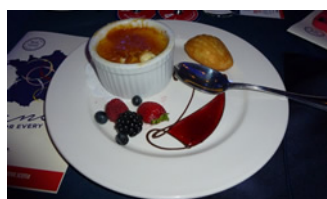
B&G's Education Manager Solange Galan was present in **Nova Scotia** for a huge promotion program for Barton & Guestier wines last September.

The week started with a special **opening dinner "Wines of France"** at the Prince George Hotel, where Solange was one of the **guestspeakers**, presenting Barton & Guestier and commenting the food and wine pairing with **Les Charmes de Magnol Médoc and Bordeaux Blanc** to around 100 VIP invitees.



Thursday 25th of September started with a **presentation to the press** of Barton & Guestier Côtes de Provence Rosé, Rosé d'Anjou, Côtes du Rhône, Château Magnol and Les Charmes de Magnol Médoc and Bordeaux Blanc. All were very much appreciated by the bloggers and journalists.

Then followed the **Retail Product Specialist Training** where 30 members of the NSLC staff learned more about the various wines on sale.

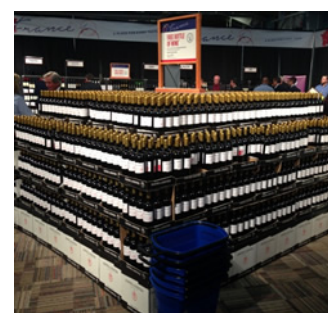


The day finished with a **Gala Dinner attended by 600** people and where Château Magnol was in the spotlight. A raffle allowed 2 of the attendants to **win a trip to Château Magnol!** The dinner featured **Barton & Guestier Sauternes** and of course **Château Magnol**.

Friday morning was dedicated to the On Premise customers for Barton & Guestier wines and in the afternoon it was time for the **Grand Consumer tasting of the Port of Wine Festival** where Château Magnol, Les Charmes de Magnol Médoc and Bordeaux Blanc, B&G Passeport Saint-Emilion, Sauternes and Côtes de Provence Rosé were on tasting. The winemaker's brunch with management teams of NSLC on Saturday morning was followed again by another Grand Consumer Tasting.



During all the week a giant display (350 cases stacked) offered 1 bottle of Barton & Guestier Passport Bordeaux Red for free to any customers buying a bottle of wine!





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> Ontario

Château Magnol is available for tasting for all the consumers at the LCBO stores. Enomatics allow the wines to be served at the right temperature. In addition, a huge floor stack creates extra visibility for all the wines on tasting.



> New Brunswick - Moncton

The **Delta Hotel in Moncton** was the theater of a prestigious **French Winemaker Dinner** on October 30th. **The Pairing Collection Salmon & Trout** was served at the aperitif and the **Barton & Guestier Passport Sancerre, Macon-villages, Graves, Margaux and Saint-Emilion** were served with the different courses of the prestigious dinner.



During the following weekend almost 5000 people attended the **Moncton Wine Festival** where trade and consumers had a great time enjoying the wine, food and lifestyle activities. The wines of the **Pairing Collection** were highly appreciated by the visitors.



[More information on the winefair](#)



> CHINA

Château Magnol was presented on the **Decanter** booth at **ProWine** in Shanghai.

Bronze Medal winner at the latest **Decanter Asia Wine Awards** competition, the wine was tasted and appreciated by thousands of visitors. **Château Magnol** is also on advertising on a regular basis in the famous **Decanter Magazine**.





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> CYPRUS

Huge instore activities with high volume off-trade accounts on Cyprus were **glass dispensers create visibility** and **generate immediate trial** for **Barton & Guestier** wines.

In addition **B&G's distributor PPD** works hand in hand with the **Cyprus Sommeliers Association**. This year a competition (written and oenology exams based on ASI rules and regulation) for all the members was set up and the winner was offered a trip to Château Magnol!

The launch of the competition was also announced to the press during a special press event.

This year's winner **Ms. Elena-Diana Gheorghinete** came to Château Magnol in November in company of members of the PPD-team and other customers.



> FRANCE

Château Magnol is on the shelves at some famous places in France:

at **Drugstore Publicis** located at the **Champs Elysées in Paris**.



...also in **Saint Tropez** at **Cave Jeroboam**





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and in Cannes at the Hôtel Majestic (5*) and La Petite Maison de Nicole



And of nationwide at France's most famous wine cellar chain: **NICOLAS** with a special mention for the Nicolas store based at Place Madeleine where Mr. Ariès & Mr. Oger arranged for a special presentation for the entire selection of B&G wines: **Les Charmes de Magnol Médoc** and **Bordeaux white**, **Thomas Barton Réserve** and **Château Magnol**.



It was at **Nicolas stores in Paris, Marseille, La Baule, Toulouse and Lyon** that **Ignacio Marcos, B&G Sales Manager** (pictured) assured the Special Tasting sessions of B&G wines for local VIP customers of the chain.



In **Lille** in the north of France, it was during the **Alliance Cru Bourgeois** tasting that **Château Magnol** was presented to the crowd by Carla and Arnaud (pictured) from one of B&G's French distributor sales forces.





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Château Magnol, Les Charmes de Mangol and Thomas Barton Réserve wines are also available in Blanquefort's wine cellar "Vin & Houblon". Owner William Lalanne (pictured) creates great visibility in the shop-windows and instore, combined with special tastings on a regular basis.



Tasting Les Caves de Mon Père - Brest

Huge success for B&G wines during the special sales 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 (pictured) 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.



> GERMANY

Barton & Guestier Passport Bordeaux Red was on special offer at **Kaufhof** in Stuttgart. Consumers were invited to pair the wine with cheese. Promotional flyers and posters announced the efficient cross marketing operation!





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> IRELAND

B&G's new distributor **Richmond Marketing** decided to take advantage of Barton & Guestier's entry in the **TOP 50 of World's Most Admired Wine Brands** by producing impactful **neckhangers**. All the wines of the B&G range will be equipped for the holiday period. The design is available upon request at petra.frebault@barton-guestier.com.



> JAPAN

Barton & Guestier Margaux was at honour during the Wine & Sake dinner held in restaurant "Chez Olivier" in Tokyo. In addition to the saké, **Mr. Isawa**, the restaurant's Sommelier (pictured on the left below together with Mr. J.M. Lisner), selected **Barton & Guestier Margaux, Château Beychevelle** and Château Ferrande to pair with the various courses of the prestigious dinner. All the journalists, key-customers and members of the Japanese government enjoyed the outstanding food and wine combinations!



> QATAR

B&G Réserve Chardonnay was selected **pouring wine** on board of all flights of **Qatar Airways**. This airline was elected 2nd best of the world in 2013 and 2014 and is famous for its excellent service on board!





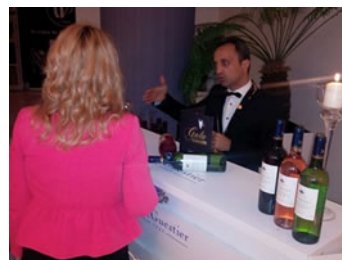
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> ROMANIA

Great brand activation for **Barton & Guestier in Romania** where **B&G Cuvée Spéciale Red, White and Rosé** were selected as pouring wines during the **Forbes 500 Gala** event. 800 guests consisting of top managers and entrepreneurs enjoyed the wines that were served by Sommelier Virgil.



B&G wines were also served at the **E-Jobs** VIP client movie screening event that hosted 100 top clients of the biggest on-line recruiting agency of the country. Food and wine pairing sessions take place at the best restaurants and huge instore tastings took place at **Cora Hypermarkets** in September and are continued all year long. Tastings are the most efficient way to seduce and convince!



> RUSSIA

In all the **Krasnoe & Beloe** stores (over 1500 stores in Russia), consumers get a **cork-screw for free** when they buy a bottle of **B&G Réserve Varietals** or **Barton & Guestier Passport** wines. The impactful operation is also announced on the website of the chain and will leave a great souvenir for all.

Красное & Белое

МАГАЗИНЫ
ДИСКОНТНАЯ КАРТА
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ПОДАРОК ЗА ПОКУПКУ

СКИДКА 15% СКИДКИ НА ТОВАРЫ ПОДАРОК ЗА ПОКУПКУ

При покупке любого
Вина Barton & Guestier 0,75 л
Нож сомелье в подарок!

Barton & Guestier

Barton & Guestier 0,75 л

НАПИСАТЬ ОТЗЫВ





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> UNITED ARAB EMIRATES

Excellent visibility for **Barton & Guestier wines** in the Emirates where they benefit of a permanent wall display under the brand's international signature "**Wine & Dine, it's B&G time!**".



> USA

Huge promotional activities by the Barton & Guestier USA team take place all over the US:

> BOSTON - James Beard Foundation Industry Night Celebration

End October **Chris Ferraro** (B&G USA) was present at the James Beard Foundation Industry Night. The event co-organised with **Boston Magazine** featured Chef's tables from around New England, including Maine, New Hampshire, and the islands of Nantucket and Martha's Vineyard in addition to Boston. Between 200 and 300 invitees attended the event where Barton & Guestier was the official and only sponsoring wine.

In addition to serving the **Sparkling Blanc de Blanc**, **Charmes de Magnol Bordeaux Blanc** and **Chateau Magnol** at the bar, Chris set up a blind tasting. With three whites and three reds, he offered guests the opportunity to determine the varietal and to spot the Bordeaux Blend among the wines served: **B&G Reserve Chardonnay**, **Sauvignon Blanc**, **Charmes Blanc**, **Reserve Merlot**, **Cabernet**, and **Chateau Magnol**. The table was extremely popular with the guests and participating chefs. B&G Wine Tasting Guides, Wine Keys, Kool Bags, and Culinary Passports were offered to the participants.



> BOSTON - FLOR event

Almost 300 guests attended the event at FLOR, Boston's home carpet gallery, which celebrated a new product launch in cooperation with **Boston Magazine**.

Chris Ferraro was there to serve **B&G Réserve Cabernet Sauvignon** and **Chardonnay** and handed out "where to buy" flyers for guests at the event. The wines were very much appreciated by all the guests, including dog Theo (pictured), who was brought in to show how comfortable and pet friendly the carpets are. Theo loved the spotlight and was a big hit with the crowd. He even posed with a bottle of Cabernet Reserve.





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> BOSTON - Taste of WGBH

Over 1000 people attended the **Taste of WGBH** (Boston based public media) on September 13th in Boston, an all day ticketed **Food & Wine festival**. Chris Ferraro showed the **Château Magnol**, **Charmes de Magnol Médoc** and **Bordeaux Blanc**.



> BOSTON - United Connoisseur's Division Fall Tasting

B&G's Massachusetts distributor **United's Connoisseur Division** held its **Fall Tasting** on September 15th in the Boston Harbor Hotel. The event was a resounding success for all Barton & Guestier wines presented by Chris Ferraro. Restaurant buyers, caterers, retailers and also board members were very enthusiastic about the quality of all the wines on tasting: **B&G Réserve Chardonnay**, **B&G Sparkling**, **Passeport Côtes de Provence**, **Charmes de Magnol**, **Chateau Magnol**, **Bistro Pinot Noir**, **Thomas Barton Graves Blanc** and **Saint-Emilion**.



> CHICAGO - Wine Spectator Luxe Home Chill Event

Frank Weld (B&G USA) was at the **2014 Wine Spectator Luxehome Chill Event** in Chicago on November 13th to present Barton & Guestier wines. This International **Wine and Culinary event**, organized by LuxeHome in partnership with **Wine Spectator Magazine**, features wines from worldwide paired with cuisine from distinguished Chicago chefs amidst the ambience of the world's largest collection of luxury boutiques for home building and renovation. All the B&G wines: **B&G Réserve varietales**, **AOCs from the B&G Passeport range** as well as the Sparkling wines were highly appreciated by all the visitors of the event.





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> ELMHURST - Doti Liquors 15th annual Holiday tasting

Frank Weld presented the **Barton & Guestier** wine range to the around 400 visitors of the tasting set up by **Doti liquors**, an independent retail store that has been in business for 40 years in the west suburban town of Elmhurst Illinois.

The wines were very much appreciated and **Barton & Guestier Passport Côtes du Rhône** was awarded "Best of Show" during the private tasting attended by VIPs.

Another great recognition of quality for B&G wines!



Friday, November 14, 2014 17:37:57

> NEW JERSEY



Barton & Guestier Bordeaux Red and White the **STAFF PICKS** at the **Wine Library Store** in New Jersey.

A giant banner announced the promotion and inside the store managers created impactful displays resulting in excellent sales!



> HARTFORD, CONNECTICUT - Fun Girls Night Out

On October 16th, **B&G USA** was the sponsor of the "Fun Girls Night Out" event in Hartford, Connecticut. The show featured food, wines, books, jewelry, lingerie... Basically everything that can be attractive to girls! Of course **Fanny Van De Velde** (B&G USA) poured... **B&G Bistro Girls Night Out**, what else?

All the girls attending the show adored the wine and the label!





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> NEW YORK - Bordeaux Under One Roof

Fanny Van de Velde and Jamie Rodriguez from B&G USA were at the **Bordeaux Under One Roof** tasting held in the Meatpacking district of New York on November 13th.

In the afternoon numerous buyers from Liquor Stores, restaurant owners and a lot of bloggers and journalists visited the fair and in the evening the event was open to consumers. The wines on tasting were **Château Magnol 2011**, **Les Charmes de Magnol Médoc** and **Bordeaux White 2013**, as well as **Château Haut Lagrange "Imported by Barton & Guestier"**.



> Venezuela

Barton & Guestier Passeport Rosé d'Anjou was awarded Best Wine to accompany **Venezuela's traditional** Christmas dish "**HALLACA**"!

[Read all the details](#)



Merry Christmas to all!





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> Vietnam

Around 400 people attended the **"Cocktail de Rentrée"** event at the **Sofitel Saigon Hotel** last September. The yearly event is organized by the **French Chamber of Commerce** and **Barton & Guestier** was the **official wine sponsor**. **B&G Cuvée Spéciale, B&G Passport Vouvray** and **Côtes de Provence** were the pouring wines during the event. Participants also had the occasion to buy the bottles. Special booklets with tasting notes were at the disposal of the attendants. The winner of a lucky draw won a bottle of **Thomas Barton Réserve Privée** in its luxury giftbox.



In October it was time for the **Balade en France** event, which is the annual rendez-vous for all Francophiles or persons willing to discover and learn more about French lifestyle through a selection of French products, wines and traditional dishes. B&G's distributor **Finewines** is one of the partners of the event and Barton & Guestier wines were thus the best choice to accompany the guests at this 5th edition of "Balade en France" (walk in France). The event took place in the Equatorial Hotel of Ho Chi Minh City and 1000 guests attended.

Thomas Barton Réserve and **Fleur de Vigne** were among the pouring wines of the event. Visitors also had the opportunity to buy the wines they liked most.





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Press review & Awards

> Barton & Guestier Enters the TOP 50 of the World's Most Admired Wine Brands

Bottles come with medals

[Link to complete article](#)



> B&G Réserve Pinot Noir 2013

GOLD MEDAL

National IGP Competition (Concours National Vins d'IGP - France)



Bottles come with medals

> B&G Réserve Cabernet Sauvignon 2013



SILVER MEDAL - MÉDAILLE D'ARGENT

National Competition IGP wines - France

Bottles come with medals

BRONZE MEDAL - MÉDAILLE DE BRONZE

Drinks Business Global Masters 2014

BRONZE MEDAL - MÉDAILLE DE BRONZE

Japan Wine Challenge 2014



> B&G Réserve Chardonnay 2013

SILVER MEDAL - MÉDAILLE D'ARGENT

Concours Mondial Bruxelles 2014

BRONZE MEDAL - MÉDAILLE DE BRONZE

National Competition IGP wines - France



Bottles come with medals

> B&G Réserve Sauvignon Blanc 2013

BRONZE MEDAL - MÉDAILLE DE BRONZE

Japan Wine Challenge 2014





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> B&G Domaine La Gardie 2012

SILVER MEDAL - MÉDAILLE D'ARGENT
Sélections Mondiales Canada



> B&G Passeport Bordeaux Rouge 2012

Rated 8,9/10
by Ukrainian Association of Winemakers and Sommeliers in blind tasting
Kiev - October 2014



> B&G Passeport Saint-Emilion 2013

BRONZE MEDAL - MÉDAILLE DE BRONZE
Japan Wine Challenge 2014



> B&G Passeport Côtes du Rhône 2013

GOLD MEDAL - MÉDAILLE D'OR
Guide Gilbert & Gaillard 2014 France



> B&G Passeport Châteauneuf du Pape 2012

GOLD MEDAL - MÉDAILLE D'OR
Prague Wine Trophy 2014



> Bistro Girls Night Out



BEST BUY
Wine Enthusiast Buying Guide

> B&G Passeport Médoc 2012

SILVER MEDAL - MÉDAILLE D'ARGENT
International Wine Challenge 2014

BRONZE MEDAL - MÉDAILLE DE BRONZE
Japan Wine Challenge 2014



> B&G Passeport Bordeaux Blanc 2011

SCORE 91 "EXCELLENT - HIGHLY RECOMMENDED"
Ultimate Wine Challenge 2014 - USA





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> B&G Passeport Beaujolais-Villages 2013

BEST BUY + TOP 100 BEST OF THE YEAR
Wine Enthusiast Buying Guide



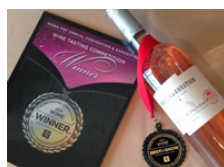
> B&G Passeport Rosé d'Anjou 2013



SILVER MEDAL - MÉDAILLE D'ARGENT
Concours Mondial des Rosés 2014



> B&G Passeport Côtes de Provence Rosé 2013



DOUBLE GOLD MEDAL & BEST OF SHOW
USA - WSWA 2014



BEST BUY
USA - Wine Enthusiast

RECOMMENDED
International Wine Challenge 2014

SILVER MEDAL - MÉDAILLE D'ARGENT
Prague Wine Trophy 2014



> Château Magnol 2011

GRAND GOLD MEDAL
Mundus Vini 2014 - Germany



Selected in GUIDE HACHETTE 2015

SILVER MEDAL - MÉDAILLE D'ARGENT
Allwines Challenge 2014 (USA)



BRONZE MEDAL - MÉDAILLE DE BRONZE
International Wine Challenge 2014 (UK)

SELECTED in TOP 100 Best of Bordeaux (Germany)

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
Ultimate Wine Challenge (USA)

RECOMMENDED
Decanter World Wine Awards 2014





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> Les Charmes de Magnol Bordeaux Blanc 2013



SILVER MEDAL - MÉDAILLE D'ARGENT
Allwines Challenge 2014 (USA)



SILVER MEDAL - MÉDAILLE D'ARGENT
Concours Mondial du Sauvignon 2014 - France

Bottles come with medals

SCORE 92 "EXCELLENT - HIGHLY RECOMMENDED"
Ultimate Wine Challenge 2014 - USA



> Thomas Barton Réserve Saint-Emilion 2011

SILVER MEDAL - MÉDAILLE D'ARGENT
USA - WSWA 2014

> Thomas Barton Réserve Graves Blanc 2013



90+ CLUB - GOLD MEDAL
Guide Gilbert & Gaillard 2015

Bottles come with medals

SILVER MEDAL - MÉDAILLE D'ARGENT
USA - WSWA 2014



> Thomas Barton Réserve Saint Julien 2011

BRONZE MEDAL - MÉDAILLE DE BRONZE
Decanter World Wine Awards 2014



> Thomas Barton Reserve Privée Médoc 2010



Coup de Coeur + * Three Stars**
Guide Hachette 2014

AWARDED
89 by Andréas Larsson - Best Sommelier of the World

SILVER MEDAL - MÉDAILLE D'ARGENT
International Wine Challenge 2014



RECOMMENDED
Decanter World Wine Awards 2014



GOLD MEDAL
Mundus vini 2014 - Germany



GOLD MEDAL - MÉDAILLE D'OR
Concours Mondial Bruxelles 2014





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Good Practice



Good news for all passengers on board of Air France flights in December, where **Château Magnol** is on advertising in **Air France Magazine** (440.000 copies printed, 1.000.000 readers).. On presentation of the rebate coupon, passengers can obtain a 10% rebate on one or more bottles of Château Magnol in France's most famous specialist wineshop-chain **Nicolas**. The operation is valid until 31st January 2015.

Food & Wine Pairing

> CHEF FRÉDÉRIC PROUVOYEUR'S FOCUS ON SEAFOOD

While you may be preparing your dinners for the "End-of-Year" holidays, **Frédéric Prouvoeur**, **Château Magnol's** dedicated **Chef** gives some precious advices on pairing wines with seafood.



Generally speaking, a "good" match occurs when a dish's primary flavour is enhanced by the wine, which nevertheless maintains its intrinsic character and gains in length. To accompany the salty flavours of seafood (prawns, scallops, crabs, crayfish, oysters, clams, mussels, and cockles), do not hesitate to choose a white wine. The choice is enormous, and white wines go well with both raw and cooked seafood, as well as side dishes.

Seafood platter: a well-stocked seafood counter is wonderful to behold, but also challenging with regard to choosing the right wine. That's because it brings together a host of different textures and flavours. To avoid any clashes, simplicity is called for here: either an ultra-brut Champagne (i.e. polished and precise with very little dosage - the more vinous kinds, especially barrel-aged ones, are best avoided) preferably made mainly with Chardonnay, or a crisp, fruity, white wine like **Muscadet**. In any event, a white wine that wakes up the tastebuds, cuts through the fat in the mayonnaise, and leaves the breath fresh is recommended! Therefore, choose a young, crisp wine, such as **Sauvignon Blanc** (aged in stainless steel), **Muscadet**, **Chardonnay**, or any other fresh, lemony variety...

It's up to you to decide.



If you have **oysters** for lunch or dinner, the salty flavours tend to have an aggressive effect on wines and make it difficult to find a suitable match. Therefore, it is best to serve very crisp, dry white wines to recreate the impression of a dash of lemon juice. **Barton & Guestier Passeport Muscadet** is strongly suggested.

Tartare: thin slices of lobster, scallops, or Norway lobster are specially advised with elegant, floral wines showing good acidity - but not so powerful that they will overwhelm the delicate flavour of the seafood. Such wines need to be quite fresh to complement the tartare's rich texture, so good acidity is a decided advantage. Furthermore, wines that come from cool regions, but that have good body, such as a **Chablis** or grand cru Riesling from Alsace are perfect. A Pessac-Léognan or **Graves Blanc** that is not too oaky also works well here, as does a great Champagne.





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Shellfish: shellfish with tender flesh and fine filaments (crabs of various kinds, sea urchins, etc.) calls for fresh, vivacious, tart wines, especially if in a prepared dish (in jelly or in a cream sauce such as a prawn blanquette or oysters florentine). The saltiness of the shellfish marries beautifully with a fresh, crisp wine like **Sancerre** or **Chablis**, as well as **Sauvignon Blanc** from Bordeaux. If you are looking for more marked aromatics and smoothness, you may prefer a **Pouilly Fuissé** or Saint-Véran. Prawns, lobster, Norway lobster, and spiny lobster, which have a more robust texture, are also very much at home with suave, rounder, aromatic wines such as a fine **Chardonnay** from **Burgundy** or wines from more southern climes such as Côtes-du-Roussillon, Provence, or Corsica. You can also enjoy these smooth, suave wines with other forms of seafood and shellfish.



Stuffed foods: mussels, clams, and even oysters are delicious served hot and stuffed. Cuttlefish stuffed with spinach, for instance, is a great dish. Seeing as garlic, butter, shallots, and parsley often overpower these dishes, it takes a strong aromatic wine to stand up to them. It is best not to choose discreet wines, but rather rich, powerful, aromatic wines: Saint- Joseph, Graves, slightly aged white Burgundy, etc.



Cooked seafood dishes: The best wine to accompany cooked seafood and shellfish depends on how it has been prepared - with spices and seasoning, boiled, steamed, sautéed, etc. For instance, spicy dishes (with curry, hot pepper, turmeric, etc.) and pan-fried jumbo prawns with coconut milk and curry go rather well with sweet white wines like **Vouvray**. Ones from Alsace are also an obvious choice, but more original options are available from Southwest France: Côtes de Gascogne, Jurançon, and Pacherenc du Vic Bilh. When cooked Provençal style, seafood

marries well with full-bodied rosés (Tavel, Lirac, and Bordeaux) or even very light reds served well-chilled (Beaujolais, Côtes du Rhône, Loire wines made with Gamay, etc.) - but white wines are, even so, the best partners!

A seafood Caesar salad, seafood vol-au-vent, or seafood soup makes a fine accompaniment to a simple, full-bodied white such as Bourgogne Aligoté, Pouilly-Fumé, or wine from the Mâcon region.



I wish you a great seafood & wine pairing experience!





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People

> INTERVIEW WITH... TIPHAINE PALANT - TRADE DEVELOPPER & AREA MANAGER



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

In my previous jobs, I could see quite often B&G in my markets and perceived it as an elegant and qualitative brand with a strong heritage.

This image got reinforced when I arrived in Château Magnol. There I could really perceive the identity of the brand, the impact of its strong heritage combined with its ability to think ahead and follow market trends.

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

From the comments I got during my visit on trade B&G is really perceived as an historical French brand offering qualitative wines. Actually the best brands ambassadors are people who have stayed at Chateau Magnol. They have such a great souvenir of the warm welcome they received from the staff, Solange's lessons, and of course Chef Frederic's cuisine!

It's very interesting to see how such an old brand can go through the years without being outdated, and it is quite a performance to be able to keep up with your historical followers and seduce new customers at the same time.

Where do you see the most possibilities of development?

There are always possibilities of development either in terms of image, communication or sales, which I can easily think about for my markets, especially in Ireland. Indeed we have just changed our distributor to join the dynamic company Richmond. I really believe in this new partnership to work on these three sides of development.

What has been your biggest satisfaction so far?

It's always a satisfaction to organize wine tastings and getting the opportunity to present the wine and the work done by our winemakers.

These events are moments of exchanges with customers which always bring satisfaction.

What is your best travel souvenir? And the worst?

Every travel has its lot. I love travelling and best souvenir comes from meet up with customers. The bad ones are infrequent and would come from unexpected events. However these are always good occasions to laugh or develop new skills. Such as changing wheels and many more.

A favourite market?

Ireland and Belgium are two different markets which complete each other very well. I am very pleased to look after those markets, though I have to say I quite miss the dynamism of the UK market and the habits I developed on the Dutch one.

What is your favourite B&G wine?

If I have to pick one, it would be Chateau Magnol. I really enjoy this fruity and souple style it's the perfect example of B&G work: linking the knowledge of strong tradition in winemaking to a modern and pleasant style of wine.

Tiphaine Joined Barton & Guestier in September as Brand ambassador for Ireland and Belgium. She is coming from a negociant in the Corbières region where she used to be in charge of Western Europe markets. Graduated from a French business school with a speciality in operational marketing and international negotiation, she speaks, English, Spanish and has some basic Russian. Tiphaine loves travelling, do-it-yourself activities, reading, fitness for sport and discovering new wines.





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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 9-13, 2015

Prodexpo

Moscow - Russia

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

> March 15-17, 2015

Prowein

Düsseldorf - Germany

B&G contacts: [Philippe Marion](#) -
[Alexandra Vnukovskaya](#) - [Ignacio Marcos](#)
- [Audrey Clos](#) - [Petra Frebault](#)

> March 22-25, 2015

IAADFS Americas

Orlando - USA

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

> May 17-21, 2015

TFWA

Singapore

Booth N° D33

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

> June 14-18, 2015

VINEXPO

Bordeaux - France



> October 26-31, 2014

TFWA

Cannes - France

Booth N° D42

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





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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...

Nothing would have been possible without the city of **Bordeaux - Port de la Lune - Port of the Moon** (see picture) and the **Garonne river**!

Thomas Barton settled in 1725 in the historical Chartron area, Daniel Guestier was born in Bordeaux, became a captain and a trader also settling at the Pavé des Chartrons, now called Cours Xavier Arnoz...



The beautiful Roman city is part of **UNESCO's World Heritage** and its city heart is just marvelous. While watching over the river, it is easy to imagine how Guestier's ships, like La Petite Nancy, La Grande Nancy, L'Elise, La Belle Poule and many more, left the Port of the Moon, sailing down the Garonne river for 40 Miles before reaching the Atlantic Ocean... and bringing Barton's wines all over the world...

On the occasion of the 290th anniversary of the company, Barton & Guestier proposes a special historical city visit for all its guests, making their stay at Chateau Magnol even more unforgettable!

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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