



Barton & Guestier
DEPUIS 1725



ASSEMBLAGE Newsletter

N°50 - OCTOBER 2014

Editorial by Philippe Marion

> Keep calm and carry on!

A few months ago, we discovered our entry in the **TOP 50 of Worlds Most Admired Wine Brands** published by Drinks International, based on votes from more than 200 wine professionals, including Masters Of Wine, consultants, wine writers, retailers, educators, buyers and analysts. Among the list of criteria: consistent improving quality, reflect the origin, respond to the needs and tastes of their public, successful distribution and packaging and be attractive to a broad demographic group...

No need to say we are very proud of this nomination and we thank all involved. We will continue to do our utmost to meet the expectations of our consumers and to bring them the best of what the French vineyards have to offer!

Heading for our 290th anniversary, which we will celebrate during Vinexpo 2015, our efforts are ongoing and we have numerous kettles on the fire! New wines are in the make with the 2014 vintage that looks very promising in all the winegrowing regions; our sales & marketing team is growing with **Cyrielle Thibot**, Product & Travel Retail Manager Junior and Tiphaine Palant, Brand Ambassador Ireland and Belgium; we are welcoming two new distributors: Vranken Pommery in Germany and Richmond in Ireland. At Château Magnol things are on the move: the vinification and barrel cellars are entirely renewed; the wineschool now called the **B&G Food & Wine Academy** with its new educative program is fully booked for 8 months to come; we are working on a historical visit of the city of Bordeaux in the footsteps of Thomas Barton...



In 2016 in Bordeaux, the Center of Wine Civilisations (Cité des Civilisations du Vin) will open its doors. As the oldest wine merchant of Bordeaux still in activity, Barton & Guestier is proudly sponsoring this prestigious international project that will propose a journey through time and space, exploring the culture and civilisations of wine from all over the world. Neither a museum nor a theme park, the Center is an original concept which lies somewhere in between, completed with workshops that offer fun and educational activities built around a multi-sensory experience. The construction of the building, situated on the left bank of the Garonne river near the Bordeaux harbour called "Bassin à Flots", has already started. The building's form will evoke the movement of wine being swirled in a glass... Of course we will offer all our guests the possibility to visit this Center as soon as it is open.

But let's not move ahead of things too fast and while preparing the upcoming TFWA fair in Cannes, I invite you to read and enjoy a very moving story celebrating friendship with a bottle of B&G Sparkling wine in 1918, just after worldwar I.

Together let's raise our glass to peace and health!
Santé!

Philippe MARION
Sales & Marketing Director

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New Brands

> MORE GOLD FOR BARTON & GUESTIER PASSEPORT WINES



The classic appellations of the Barton & Guestier Passeport wines now come to the markets with a small gold border on the labels to highlight the packaging and to improve the impact on the shelves.

The improvement is available on the following appellations: Bordeaux red and white, Muscadet Sèvre et Maine, Rosé d'Anjou, Vouvray, Macon-Villages, Beaujolais and Côtes du Rhône, as per the 2013 vintage.

The pictures of the new range are available on the [B&G Pro-Club](#).



> RED LACE

Women are mysterious, but this sexy **Luscious Red Blend**, sweet and slightly oaked, will be one of the secrets they want to share with friends. The impactful 360° shiny silk screen label and the heavy conic bottle make this wine very attractive.

This red blend, classified Vin de France, consists of 80 % Merlot, 10% Shiraz and 10% Grenache.



Tasting notes:

- **Nose:** Intense and rich, developing flattering notes of coffee, coconut, vanilla, wild strawberry, blueberry and black cherry.
- **Palate:** Round and well balanced on the palate, with velvety tannins and a long fruity aftertaste.

Red Lace is available for the USA in carton outershippers of 12 x 75 cl.
Other markets upon request.

A dedicated website: www.redlacewine.com will be launched in October by Barton & Guestier USA.





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> CHÂTEAU VIEUX MAURAC

The 2013 vintage, available as from now, will come to your market with a modern and elegant label that keeps the traditional label shape of the historical B&G Bordeaux wines.

A new shiny red and gold capsule branded Barton & Guestier completes the new packaging.



This AOC Médoc wine is made of 60% Merlot and 40% Cabernet Sauvignon

Tasting notes:

- **Nose:** Intense fruity nose with liquorice and vanilla overtones. Rich and pleasant with delicate oaky notes with aeration.
- **Palate:** Rich and powerful on the palate with a good concentration, a nice balance, good tannins and an aromatic finish.

Château Vieux Maurac is available in carton outershippers of 6 x 75 cl.

> EXCLUSIVE DUTY FREE TRAVEL RETAIL: CANISTER FOR LES CHARMES DE MAGNOL MÉDOC

Les Charmes de Magnol Médoc can now be delivered in a new elegant canister, putting the accent on the travel theme, illustrated by the skyline of some worldwide known towers, bridges and other symbols.

This AOC Médoc is made of 60% Cabernet Sauvignon and 40% Merlot and aged in oak for 6 months.

Tasting notes:

- **Nose:** Fine and elegant, with intense black cherry and blueberry notes combined with well integrated moka and dark chocolate hints.
- **Palate:** A lot of ripe fruit. The tannic structure is present but velvety all along the fruity and spicy aftertaste.

A delight for all travelers!

Charmes de Magnol Médoc in canisters is available in cartons of 6x75.





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Hot



> **B&G Food & Wine Pairing Experience video clips are now available on YouTube.**

The twelve clips are featuring B&G wines paired with recipes from **Château Magnol's Chef Frederic Provoyeur**, prepared by **Sandra Mahut, Culinary Art Specialist**. The food & wine pairings are commented by **Dominique Laporte, Best Sommelier of France**. One video is entirely dedicated to Cheese & Wine.

Each month a new clip will be published on YouTube.

Here is the complete list of films and the featured wines available and to come:

- April 2014: Barton & Guestier Passeport Châteauneuf-du-Pape
- May 2014: B&G Réserve Chardonnay
- June 2014: Barton & Guestier Passeport Côtes de Provence Rosé
- July 2014: Les Charmes de Magnol Médoc
- August 2014: Barton & Guestier Passeport Vouvray
- September 2014: Barton & Guestier Passeport Macon-Villages
- October 2014: B&G Réserve Cabernet Sauvignon
- November 2014: Thomas Barton Réserve Saint-Emilion
- December 2014: Château Magnol
- January 2015: Barton & Guestier Passeport Margaux
- February 2015: Cheese & Wines
- March 2015: Barton & Guestier Passeport Beaujolais-Villages.

High resolution files of the videos are available upon request at petra.frebault@barton-guestier.com





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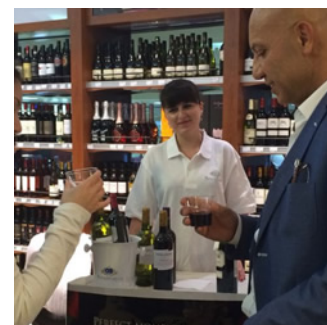
Event & Markets

> DUTY FREE



> AZERBAIDJAN

Numerous tastings took place in the Duty Free Shop in the old terminal of the international airport Heydar Aliyev of **Baku**, capital of Azerbaijan where Barton & Guestier is present since many years. On tasting were Château Magnol and the Barton & Guestier Passport range. The bar was branded with the Château Magnol advertising visual "Perfect moments are tailor-made".



> FRANCE

Château Magnol and **B&G Réserve Cabernet Sauvignon** were proposed on a Special Tasting session in the **First and Business Lounges at Paris-Charles de Gaulle Airport** on June 19th by Cyrielle Thibot, B&G's new Product and Travel Retail Manager Junior.

Star Alliance Group selected these two B&G wines to offer the best of French wines to international business travelers. During 6 months, business people could enjoy the wines and discover the fabulous B&G heritage and expertise in cosy and classy lounges during a break between their flights.



BUSINESS CLASS
PASSENGERS
&
STAR ALLIANCE
GOLD MEMBERS





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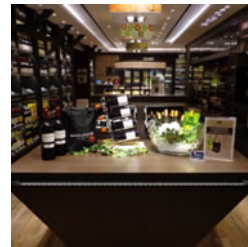
> GERMANY

On June 27 the **Natex** store was the theatre of a huge tasting with B&G Réserve varietales. Moreover Natex members could benefit from a special price promotion.



> SINGAPORE

Great visibility with numerous gondolas, lightboxes, posters, videos and promotions for B&G wines in the brand new **Vine & Leaf Duty Free Shop** of Changi airport. All the Barton & Guestier wines are on tasting via an oenomatic machine. In addition, Château Magnol, also on sale in the store, is featured on the [new website of the airport](#).



> TFWA SINGAPORE

Numerous meetings for the first participation of the Barton & Guestier sales team at the **Tax Free Fair TFWA** in Singapore. Travel Retail customers from worldwide appreciated the new wines, like **Thomas Barton Saint Julien** and **B&G Nectarose**, as well as B&G's exclusive giftpack offer. The B&G booth was branded with Food & Wine Pairing visuals and with the 4 international clocks, a wink to all "travelers" and a reminder of the Wine & Dine, it's B&G time advertising visual. Barton & Guestier already confirmed its participation to the 2015 edition.





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> UKRAINE

Excellent service and recommendations for B&G wines in the **Duty Free Shop at Kiev airport**. B&G Réserve, Barton & Guestier Passeport and Thomas Barton all obtain great visibility. The "**Wine & Dine, it's B&G time**" advertising is present on all the totems at the airport.



> BARBADOS



B&G wines were on tasting at **The Villages at Coverley**, an exclusive housing concept, providing beautiful homes along with a true **Life Style Program!**

On May 31, **Jan McDonald** (pictured on the left), trainer and marketing coordinator at **Hanschell Inniss**, B&G's distributor, started this very special Life Style session with some B&G history and general wine knowledge. On tasting were **B&G Réserve Sauvignon Blanc** and **Merlot, Barton & Guestier Passeport Vouvray** and

B&G Cuvée Spéciale Rosé. The around 20 participants of this first wine session discovered the numerous aromas in the wines and also appreciated the food & wine pairing tips provided by Jan. A new winetasting session is already planned for the second half of the year.

(See also villagesatcoverley.net/).





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> BELGIUM



Numerous new listings for Barton & Guestier wines in the On Trade in Belgium with among others:

- **B&G Sparkling Rosé** at the Charles Lindbergh Café, situated next to the helicopter airport in Oostende and where Ignacio Marcos, B&G Export Manager took the advantage of a quick transfer to Brazil to present B&G Côtes de Provence Rosé.

- **B&G Sparkling Chardonnay & Rosé** and the **B&G Réserve Varietals Merlot & Rosé** at the Wellington Golf Club in Oostende.



> FRANCE



Les Charmes de Magnol Bordeaux Blanc, **Silver Medal** winner at the **World's Best Sauvignon Wine competition**, was the special invitee during the PRIMROSE INTERNATIONAL TENNIS TOURNAMENT in Bordeaux. Les Charmes was on tasting during the VIP evening for all the players and press. French tennis player **Julien Benneteau** won the final, beating Steve Johnson (USA).



> HONG KONG

Creating more **B&G brand** awareness was the objectif for B&G in Hong Kong. B&G's distributor **MaxScene** decided to approach the **HK party line**, and B&G was therefore the chief sponsor for the **Wine Dinner Patio** at **Divino Patio** in **Wanchai**. The event proposed the **Perfect Girls Night Out** with a hot performance of "**Thunder from Down Under**".





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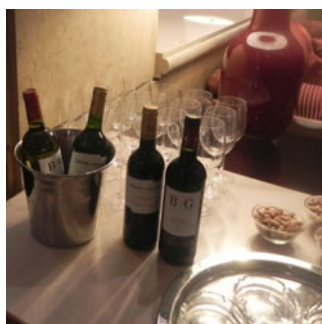
> VINEXPO HONGKONG

Over 16.000 visitors came to **Vinexpo HongKong** where **B&G's Olivier Marc, Philippe Marion and Carlos Varela** welcomed many of B&G's Asian customers and prospects to the B&G booth. The special B&G Gala Dinner was featuring **Barton & Guestier Passeport Sancerre, Chablis, Côtes du Rhône, Sauternes and Thomas Barton Réserve Margaux**. At the same time, the Province Wine Council also organised a press dinner where **B&G Passeport Côtes de Provence** was one of the wines to be enjoyed during the evening.



> JORDAN

B&G's distributor **Union Marketing Group** organized a spectacular wine tasting "**Barton & Guestier Uncorked**" at the **Boulevard Café** of the **InterContinental Hotel Amman**. On tasting were **B&G Passeport Bordeaux** red and white, as well as **B&G Réserve Varietal Cabernet Sauvignon and Chardonnay**. The event was also announced on Facebook with appetizing food & wine pairing pictures.



Over 200 people also attended the special wine tasting session at the American Embassy in Amman. **Barton & Guestier Passeport Saint-Emilion** and **B&G Réserve Chardonnay** were the stars of the evening.





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> KAZAKHSTAN

Cheese & Wine Pairing is in the heart of Kazakhstan Commerce's promotional plan for **B&G wines** this year. **Master Classes** run by **Sommelier Anastasiya Naumckaya** include educational training about B&G wines and cheese from the famous cheese brand "President".

Approximately 20 to 25 guests can assist the events. The pictures hereafter were from the Master Class that took place in the **Union Restaurant** in **Almaty**, where **B&G 1725 Bordeaux Blanc** was proposed with President Emmental, **B&G Passeport Rose d' Anjou** with Brie, **B&G Réserve Pinot Noir** with Camembert, **B&G 1725 Bordeaux Rouge** with Goat cheese and **B&G Passeport Sauternes** with Bleu d'Auvergne.

A quiz allowed the participants to win some branded prizes, like sommelier's knives and umbrellas. At the end of the event, all the guests received gifts such as **B&G Passports** and a **Cheese & Wine "Compass"**.



> LITHUANIA

B&G's distributor Prike implemented a giant **outdoor advertising** program with **92 totems** for Barton & Guestier wines all over the country. The picture on the right was taken in Vilnius in presence of the distributor team, from left to right: **Reigo Randmets**, Sales Director Prike Baltics, **Jurga Kulickaite**, Brand Manager Prike Lithuania, **Agne Baneliene**, Key Account Manager Prike Lithuania and **Laimonas Jacevicius**, General Manager Prike Lithuania.

The team is very active all year in promoting B&G wines with special food & wine dinners for On Trade accounts and huge promotions with neckhangers "Win a trip to France" and much more for Key Accounts Off Trade.





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> MALTA

Excellent sales for the wines of the **B&G Passeport** range in Malta where they were in the spotlight at Prime Time on one of the **national television channels** of the island.

Special tastings were proposed in all supermarkets and shops where consumers could also get a **B&G icebag** free of charge.



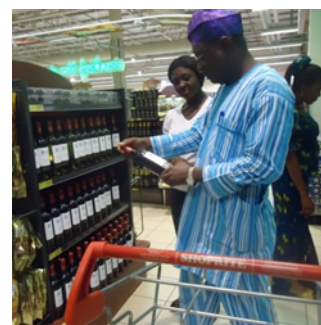
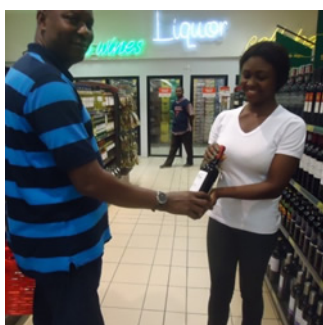
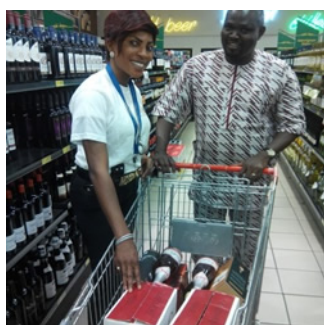
> NIGERIA

Nigerian consumers now have more choice when it comes to drinking B&G wines.

After the successful start of the **Thomas Barton Réserve** range in 2010 that came to complete the widely available **B&G Cuvée Spéciale**, Brian Munro, B&G's importer, choose to launch the **B&G Reserve Varietals** in the beginning of this year.

B&G Varietals were implemented in many supermarkets, including the **Shoprite** stores in **Ikeja, Lekki, Abuja** and **Ibadan**. The brand was well accepted by customers and numerous bottles were sold across the different stores.

Promoters were available in the stores to educate customers about the brand and give free gifts to reward purchase.





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> RUSSIA

Great initiative at **B&G's distributor Rotor** where the entire staff was invited to participate in a **B&G Wine & Food Pairing photographer competition**. This competition was a good way to make all the sales force familiar with the **B&G philosophy**, where **Art of Living** and especially **Food & Wine pairing** are central.

Enjoy herewith the ranking decided by the B&G team in France:

N°1 - Prix d'Ambiance with B&G Sparkling Rosé (N°39)



Рыжих Татьяна

39

N°2 - Prix de la Mise en Scène with Château Magnol (N°14)



Комарова Валерия

14



N°3 - Prix Humour with B&G Réserve Chardonnay (N°36)



Горниченко Ольга

36





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> TANZANIA



Excellent launch for **B&G wines** at various new accounts in presence of Philippe Marion, B&G Sales & Marketing Director.

In **Zanzibar**, **Clara Riera**, **Director of Quality Meats & Beverage Supplies** organized an introduction for key-customers during a special Food & Wine Pairing Menu. The almost 40 attendants very much enjoyed the outstanding matches : B&G Graves Blanc with a Sushi selection, B&G Chablis with Tuna Teryaki, B&G Pouilly Fuissé with Onion and Smoked Salmon Crostini, B&G Rosé d'Anjou with Bruscheta Chicken liver, B&G Beaujolais with Scamorza & Bacon and much more mouthwatering tapas and wines.



> UKRAINE



In Kiev, Barton & Guestier was the official partner of the "**Deluxe Travel Market Ukraine**", an international luxury travel fair of B2B, held twice a year. The Fair took place in Fairmont Grand hotel and later, in the evening, all guests moved into **VOGUE Cafe** for the Cocktail, where B&G was announced as a partner. **B&G Passeport Bordeaux Red and White** were the pouring wines of the event enjoyed by the guests from all nationalities who also united for a picture with B&G!

[Discover more about this event in the following clip where B&G wines are featured at 5min45.](#)



> USA

Numerous **promotions** and **PR events** for **B&G wines** took and take place all over the U.S. in the past and coming months. In **New York, Boston, Washington and Miami**, members of the B&G sales & marketing team joined the B&G USA sales force for a one week "Blitz" last June. End of year promotions are in preparation, new monthly **advertising** with publications in **Wine Spectator, Wine Enthusiast** and also **Boston Magazine**...

A quick tour:





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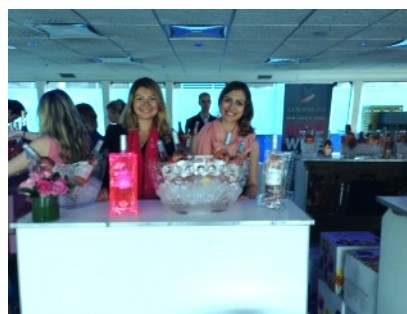
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> NEW YORK

"Night of Rosés"

B&G Passeport Côtes de Provence Rosé was one of the sailing stars during New York's first Rosé Wine Festival, that took place aboard a luxurious yacht on the **Hudson River in NY City** on June 13 and 14. **Fanny Van de Velde**, NY State Manager and **Alexandra Vnukovskaya**, B&G Export Manager were there for serving the wines to the crowd, that consisted of press, trade and consumers.



Château Magnol at NY University Club

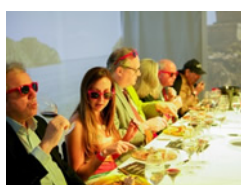
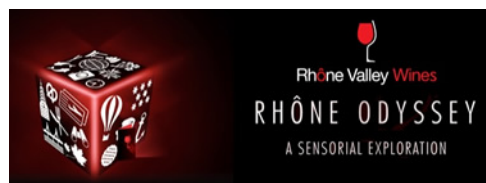
Château Magnol, AOC Haut-Médoc, Cru Bourgeois 2011 was presented to the press and selected members of the NY Trade during a special tasting session and wine dinner organized by The Commanderie of Médoc wines that took place at the prestigious NY University Club last April. Huge success for Château Magnol poured by Fanny Van de Velde.

Rhone Odyssee - Sensorial Dinner

Experiencing 4 seasons in one evening and in very good company, that was the challenge of the **Rhone Sensorial Dinner**, organized by the Rhone Wine Council that took place on June 11, in New York in presence of Alexandra Vnukovskaya, B&G Export Manager and Fanny Van de Velde, NY State manager (see picture).

Invitees, members of the press and NYC trade went through a Scandinavian winter, followed by Japanese spring, Mexican Summer to end their evening with a NYC fall.

B&G Passeport Côtes du Rhône was served by Head Sommelier Michael Madrigale, while the dishes were prepared by Chef Russel Jackson.





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> MIAMI

Barton & Guestier Passeport Côtes du Rhône was served at Underground Eats, a provocative underground dining experience where upcoming chefs proposed exquisite food, perfectly pairing with some of the best Rhône wines from France...



During the month of June **B&G's Philippe Marion** and **Marina Julien** accompanied B&G USA's sales force in Florida. Instore tastings, sales visits to key-accounts and winetastings & dinners, were part of the program. Pictured hereafter, tasting at The Blue in Boca Raton with Transatlantic, Premium beverage division of Southern Wine & Spirits. On the left, Bob Daniel, Key-Account Manager Transatlantic, on the right B&G's Philippe Marion.



> BOSTON - BATTLE OF THE BURGER

1300 people attended Boston's famous **Battle of the Burger** event, where preselected restaurants participate in the final to win the official "Best of" title. **Barton & Guestier** was the exclusive wine sponsor of the event presenting **The Pairing Collection Chops & Burgers** and **Salmon & Trout** and also **B&G Reserve Cabernet Sauvignon** and **Chardonnay**. All of B&G's retailers in attendance and B&G's distributor United, as well as **Chris Ferraro**, Massachusetts Field Sales Manager B&G USA, were absolutely thrilled to be a part of the event. B&G USA team created a lot of visibility tools, such as flyers with all the selling points, that were given away to the attendants. Gift bags were sent out to the 20 participating restaurants and full media coverage of the event was published in Boston Magazine including in the online version where a news banner invites consumers to "win a B&G culinary swag bag".





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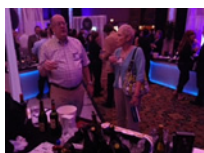
> CAPE COD - BOSTON - Blitz

During one week **Petra Frebault**, B&G's Trade Marketing Manager, accompanied Chris Ferraro, Massachusetts Field Sales Manager, for an intensive week of visits to restaurant and supermarket customer and prospects. Instore tastings for the wines of The Pairing Collection, especially at several outlets of **Crosby's** were also part of the program (see picture on the left). The wines were very well appreciated as were the icebags and B&G culinary passports that were handed as a free gift. Pictured on the right : Chris Ferraro with Heather Fleming, Shop Manager at Lees market in Westport, where B&G wines are widely available.



> INDIANAPOLIS - SWIRL INDIANA

Frank Weld, B&G USA's Midwest Regional Sales Director proudly presented B&G wines at SWIRL Indiana. Top retailers, restaurant owners, media and other professionals of the wine & spirit business attended Indiana's premier event for spirits, wine, and customer education, organized by **Southern Wine & Spirits**.



> NEW JERSEY - Lauber Show

Beautiful exposure for the **Thomas Barton Réserve** range and **B&G Passeport Rosé d'Anjou** and **Sancerre** at the Lauber Trade Show that took place in New Jersey last May. 1500 people attended this giant tasting organized by the Lauber division, the fine wine on-trade division of B&G's distributor Fedway.



> ATLANTIC CITY - Trade Show

3000 people attended the Trade Show organized by B&G's distributor Allied in May. Château Magnol, as well as numerous wines from the B&G Réserve and Passeport range were on tasting.





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> WASHINGTON

Solange Galan, B&G's Château Magnol & Education Manager accompanied **Mark Mozier**, B&G USA's Regional Sales Manager during one week in Washington and surroundings last June. Numerous visits to on and off trade and instore tastings were on the program. Creating instore visibility for B&G wines is one of the major challenges in the months to come. Neckhangers, shelftalkers and displays will be part of the promotion program.



> VIETNAM



Barton & Guestier was the official **wine sponsor** during the celebration of **Bastille Day - July 14** at the General Consulate in **Ho Chi Minh**. **Fine Wines**, B&G's distributor in Vietnam created great visibility tools for this occasion, such as roll-up banners and a special passport. The pouring wines **Thomas Barton Réserve Médoc** and **B&G Original Sauvignon Blanc** were very much appreciated by the around 800 selected guests.





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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 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



> B&G Passeport Châteauneuf du Pape 2012

GOLD MEDAL - MÉDAILLE D'OR
Prague Wine Trophy 2014



> B&G Passeport Beaujolais-Villages 2013

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



> Bistro Girls Night Out

BEST BUY
Wine Enthusiast Buying Guide



> 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 Rosé d'Anjou 2013

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





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> 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

> 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





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> 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



GOLD MEDAL
Mundus vini 2014 - Germany



GOLD MEDAL - MÉDAILLE D'OR
Concours Mondial Bruxelles 2014

SILVER MEDAL - MÉDAILLE D'ARGENT
International Wine Challenge 2014



RECOMMENDED
Decanter World Wine Awards 2014





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Good Practice

Barton & Guestier wines are present at the famous **Dutch Restaurant & Hotel chain:**

Van Der Valk,  that counts approx. 70 establishments in the Netherlands and also 30 abroad spread over Germany, Belgium, France, Spain, Bonaire, Curacao, Aruba and Florida.

In Holland, various arrangements are proposed to the clients to obtain an interesting price on the consumption of a bottle of wine in the one of the restaurants:



A bottle of B&G wine for only 10€..

The consumer can chose his favorite location and make a dinner reservation on line. In return he can print a voucher allowing to obtain a bottle of **Barton & Guestier Passeport Côtes de Provence or Côtes du Rhône** during dinner for only 10 €

Another action is proposed for a **"Night to the Movies"**, followed by a special dinner in the chain. People can submit their movie-ticket to win a weekend in one of the hotels or one of the other prizes, especially a **special wine package with Barton & Guestier wines**.



Food & Wine Pairing

> B&G FOOD & WINE ACADEMY AT CHÂTEAU MAGNOL



At Barton & Guestier, every wine is unique, and we believe that the tasting pleasure for each one is enhanced by serving it with the appropriate food. Today we are pleased to propose an extraordinary tasting experience at the **Barton & Guestier Food & Wine Academy**, our **school of wines and gastronomy**, to make you discover new flavours and new sensations. The aim of the special Food & Wine session is to show everyone how to create original wine and food matches that are a treat for the senses and enhance our wines.

This true culinary voyage, developed hand in hand with **Best Sommelier of France Dominique Laporte**, proposes two stopovers:

The first is more theoretical with discussion of the main principles behind food and wine matches, including the classification of wines, serving order, primary flavours, textures, cooking techniques, the importance of contexts and much more. The second is more practical, with experience at five **themed workshops**: "seasonal matches", "prestige dinners", "around raw food", wine from one place and food from another" and "sweet pairings around chocolate".

A **training manual** with the main guidelines to successful wine and food matches is provided to all the **participants**.

This unforgettable experience will without any doubt lead to passionate discussions about the "perfect match" until late at night around the fireplace in the Grand Salon of the Château.

Make sure to book your week at the B&G Food & Wine Academy in 2015 by writing to solange.galan@barton-guestier.com.





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People

> INTERVIEW WITH... CYRIELLE THIBOT - PRODUCT & TRAVEL RETAIL MANAGER JUNIOR



Upon your arrival in 2012, what was your first impression of the B&G brand image?

When I began at Barton & Guestier, I have been impressed by its long heritage and rich patrimony. Each wine respects its deep history and reflects its great experience.

Moreover, its presence in more than 130 countries surprised me positively because it is pretty rare for French wines.

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

B&G has a strong brand-image with a genuine brand identity.

The marketing team works hand in hand with sales and production teams to make our brands even stronger. We take inspiration in our history to create innovative and modern products. Actually, the pioneering spirit of the founder, Thomas Barton, keeps driving the strategy of Barton & Guestier.

Where do you see the most possibilities of development?

I have discovered the Travel Retail market at Barton & Guestier and I had never suspected that this market was so vibrant. According to growth forecast, the market should double within next 10 years to reach more than 80 billion euros!

In addition, Travel Retail is becoming an amazing showcase for wines and merchandising provides good opportunities to put them forward and improve their notoriety.

I think that innovation and premiumisation are key. The main challenge is now to arouse emotions in travelers to turn travel time in a real life experience.

Barton & Guestier is already heading that way!

What has been your biggest satisfaction so far?

During my training time at Barton & Guestier, I did a research on Travel Retail and I'm particularly proud of it. I analyzed the link between brand image and Travel Retail both in a theoretical and practical way. The results help us to understand the market and to undertake operational actions.

What is your best travel souvenir? And the worst?

During 2 months in 2013, Barton & Guestier gave me the opportunity to work as sales representative for B&G wines in New York City. It was a rewarding experience since I discovered how the business really works on the ground. I also realized how important it is for Marketing and Sales departments to work together to meet customer needs. Marketing & sales skills are definitely complementary.

The worst souvenir? I don't have a bad travel souvenir. Each travel experience has been positive so far.

A favourite market?

I would say Travel Retail because it is the most marketing-oriented market: developing exclusive packaging, innovative products, smart communication actions and intensive promotions are key in Travel Retail.

What is your favourite B&G wine?

All B&G wines have high quality and each one could be excellent depending on the moment of consumption. But if I have to name my favourite one, I would say Château Magnol. Deep, intense and elegant, it represents perfectly the know-how of Barton & Guestier. I love also B&G Passeport Côtes de Provence since it's the perfect wine to share with family and friends during sweet summer time.

Cyrielle joined Barton & Guestier in 2012 as a trainee in marketing & communication during 2 years. In July 2014, she was officially employed for Marketing and Travel Retail. Graduated from a French Business School, she is specialized in strategic marketing. She speaks English, German, and French. Cyrielle loves horse riding, fitness, gastronomy and of course WINE!!!





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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.

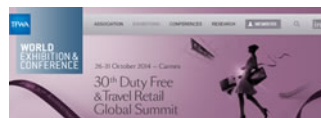
> October 26-31, 2014

TFWA

Cannes - France

Booth N° D42

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



> 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

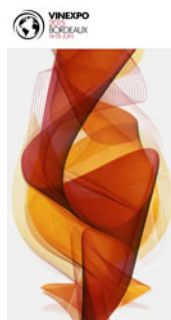
Booth N° D33

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

> June 14-18, 2015

VINEXPO

Bordeaux - France





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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...

Please find hereafter the fascinating story about a band of American Veterans' vow to toast fallen comrades with a bottle of Barton & Guestier Sparkling wine...

The text of the article comes from: [Marine Corps Times](#) and was published and repeated in many US newspapers and websites.



MEADVILLE, PA. - Once they got home from the Great War, the soldiers of Company B made a vow: They'd reunite yearly and save a trophy of their adventure -a bottle of French wine- until one man was left alive. Then he would uncork the white Burgundy and toast his departed comrades. They called themselves the Last Man's Club. They said they would never forget the French town they liberated in 1918 or the war they fought "to end all wars."

Remembering was easy when World War I was still vivid - when Veterans Day was still called Armistice Day, and the former doughboys would squeeze into their old uniforms and march, a bit more stiffly each year.

But 100 years after an assassination in Sarajevo on June 28, 1914, led to World War I, America's memory of its second-deadliest foreign war is increasingly tenuous.

The nation's last World War I veteran died three years ago. The war's markers and mementos are still there, but fewer and fewer people know what they mean - that York Avenue in New York is named for the Medal of Honor winner Sgt. Alvin York, or that the Charles Stafford American Legion post here is named for one of a dozen members of Company B who never came back.

"Unless you're a quasi-historian, it's a forgotten war," says David Kennedy, whose grandfather kept the Last Man's Club record book.

"What little memory we still have of the war is slipping and fading," agrees Mayor Christopher Soff. "We don't talk about it. We don't learn about it. It's not in our consciousness."

In Europe, the war divides still. For example, a program by Britain's Conservative Party-controlled government to commemorate the centennial has been accused of spilling over into a celebration.

In the USA, the war is overshadowed by World War II, "the good war" fought by "the Greatest Generation." And unlike Korea and Vietnam, which never promised to improve the human condition, World War I was a crusade that even many of its crusaders came to rue.

If it's remembered at all, the war President Woodrow Wilson said was fought to "make the world safe for democracy" is often viewed as a senseless slaughter that set the stage for an ever bigger war two decades later.

At the Meadville high school, Allan Heil's students of American history see in the Senate's refusal after the war to ratify the Versailles treaty or to approve U.S. membership in the League of Nations as an example of the kind of dysfunction currently on display in Washington.

But for better or worse, the war shaped our world, and we forget it at our peril.

"Just look at the Middle East and the Balkans," says John Amato, whose grandfather was a member of the Last Man's Club. "All our troubles there date back to the end of that war."





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Just look at Asia, says Kim Holmes, a Heritage Foundation scholar. Isn't there a parallel between a rising Germany's desire to disrupt the international status quo then and a rising China's quest to do the same now?

Just look at daily life, from the inventions of the airliner (which stems from World War I bombers) to the cellphone (traceable to wireless communications developed to keep early observation planes in touch with the ground).

The war brought new medicines and techniques to deal with the carnage on the Western Front; new weapons, including tanks, aircraft carriers, even drones; new songs, like George M. Cohan's Over There. Federal power expanded as the government nationalized the railways, conscripted 3 million troops, read and censored mail and controlled the press - including barring the publication of photos of soldiers' bodies.

The explosion in wartime record-keeping anticipated the national security state's thirst for personal data, and Wilson's call for national self-determination echoes today in every corner of the globe.

The Tomb of the Unknown Soldier at Arlington National Cemetery, dedicated three years after the war, remains a universal symbol of war's cost.

World War I marked the end of several empires and the unofficial beginning of what Time publisher Henry Luce would call "The American

Century." About 2 million doughboys, some of whom had never been out of the county, went over there. After that, says Doran Cart, curator at the National World War I Museum at Liberty Memorial in Kansas City, "everything changed."

When it was over, Americans turned against the war. Wilson's idealism came to seem naïve, and for two decades isolationism enjoyed a last Indian summer. Even then, though, patriotism dictated that those who served not be forgotten and that those who served not forget.

That is why Company B reconvened each year and saved its wine for when the last man would drink it.

It was a popular and poignant notion, especially when the military graves were fresh and poppies had yet to take root in Flanders Fields. Only in Meadville, it didn't quite work out that way.

A war to end all wars?

When war broke out in Europe after the shooting of Archduke Franz Ferdinand of Austria, Woodrow Wilson said America would be neutral "in thought and in deed." He was re-elected in 1916 on the theme: "He kept us out of war."

But in April 1917, angered by Germany's unrestricted submarine warfare on cargo and passenger ships destined for Britain and France, Wilson asked Congress to declare war.

About 150 Meadville men signed up to fight with Company B of the 112th Regiment of the 28th Infantry Division. After training in Georgia in trench warfare, they were sent to Europe and the Western Front, already the greatest slaughterhouse in the history of the planet.

Over the next year, they fought in the bloody battles of Argonne Forest, Chateau-Thierry and Aisne-Marne. In September 1918, they drove a larger German force out of what was left of Fismes, a strategic French rail and river town. The armistice was announced two months later - at the 11th hour of the 11th day of the 11th month.

In 1919, the men reunited in Meadville. Lt. Fred Pond proposed a Last Man's Club like others being formed at the time. For the last toast, he provided a bottle he'd picked up in Paris while on leave.

They met each fall for the next seven decades, always with the bottle present as a reminder.

They had much about which to reminisce. A German bullet had grazed Joe Maggio's forehead. George Chapin had been gassed. David Kennedy was wounded in the shoulder by machine gunfire.

They'd recall the heroism of Pvt. Dan Cozy, who, upon seeing a wounded comrade lying in no man's land, disobeyed orders, jumped out of the trench and was cut down by German fire.





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Kennedy kept the club's records in a notebook: names, addresses, phone numbers and, increasingly, dates of death. Rex Woodward passed away on Nov. 17, 1957, a week after that year's reunion. The record book showed \$10 allocated for flowers for his widow.

In 1968, for the 50th anniversary reunion, who should turn up but C.W. Honsberger, who'd been living in Front Royal, Va. "We hadn't seen him for 50 years," Cyril Lorz told the Meadville Tribune.

Everyone in Meadville knew their story. When the club held its 1974 reunion at the Mead Inn, other diners sang World War I-era songs as the men walked through the dining room.

Each year, they'd toast the nameless last surviving member - whomever he might turn out to be. But at some point, they amended their plan: Instead of the last man opening the bottle, the task would fall to the last two men.

In later years, their host was Art Cocolin, a World War II paratrooper who had a restaurant downtown. Like everyone else, he was taken by the idea of the club and the bottle.

"That's all they'd talk about - who's gonna outlive who and drink that wine," he says today. "I told them, 'I'd like a slug of that, too' " - just for a taste of history.

The men never lost their connection to Fismes. After World War I, contributions from Meadville and Pennsylvania helped rebuild the bridge over the Vesle River that the Germans destroyed. After World War II, in which Fismes again was destroyed, the city sent three boxcars of relief supplies.

In 1948, the Last Man's Club changed its name to the Societe de Fismes. Meadville and Fismes became sister cities: The Rue de Meadville leads to Fismes' Vesle bridge, and the park in the center of Meadville has a path called the Promenade de Fismes.

Attendance at the reunions steadily declined: 28 in 1967, 17 in 1974, 13 in 1976, six in 1982. By the mid-'80s, when the last reunion was held, four men were there.

"Ken has severe arthritis and is barely able to walk," a relative wrote in 1989 on behalf of Ken Fry, 95, who was living in California. "He sends his wishes to the remaining members." The following year, he died, leaving just two survivors - George Chapin and Joe Maggio.

It was time to drink the wine. But they didn't.

A reminder of camaraderie

Lt. Pond's bottle of Barton & Guestier "Royal Purple Burgundy" from the Macon region, bottled about a century ago, sits on a table in Mayor Soff's office. The tattered, peeling label is held onto the bottle with Scotch tape. The paper seal at the neck is cracked.

For many years, the bottle was in the custody of Kennedy, the record keeper. After he died in 1986, the bottle was turned over to the county historical society for safekeeping.

Why, when Fry died in 1990, didn't Chapin and Maggio drink it?

A clue comes from the 1982 reunion, when coincidentally those two were asked by a reporter about their plans should they be the last survivors.

Maggio said he'd probably be too old to drink, and so would the wine - he thought it'd taste like vinegar. Chapin said, "I never touch the stuff." It's unclear whether he was joking, but in his later years he pretty much stuck to himself.

When Chapin died in 1992, the historical society gave the bottle to Maggio, who, according to his son, delighted in showing it off but never wanted to open it.





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He was right about the wine's probable taste. Experts say that such a white wine would have been decades past its time and, especially if stored under less than ideal conditions, close to undrinkable.

John Amato, whose grandfather Sylvester was a comrade of Maggio's, says there was another factor - Maggio "didn't want to make the toast alone. He wanted to preserve it for all to see."

Maggio died in 1997 at 102. His son had the bottle's cracked old cork replaced at a winery and presented the wine to the city for public display.

What to make of the refusal of the last man, or men, to drink the toast?

Amato, whose own grandfather always dreamed of being the last man, likes how things turned out - the bottle preserves the story, and vice versa.

"It gives the bottle even more significance," he says. "The memory is kept alive this way. Otherwise, it'd be just another bottle of wine." And Company B would be just another memory lost to time...

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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