



Barton & Guestier  
DEPUIS 1725



# ASSEMBLAGE Newsletter

N°54 - NOVEMBER 2015

Editorial by Philippe Marion

## > HEADING FOR NEW HORIZONS!

**2015**, a year of **celebrations and rich in emotions**, is almost finished. It was great to see you at **Vinexpo**, **TFWA Cannes** and **Château Magnol**. The **winners of our photo competition** will be known soon, the harvest was great and **Heritage N°291** and many other wines are in the vats. **Château Magnol** has a new vintage in preparation in its **brand-new cellars**, with **Hubert de Boüard** as oenologue consultant.



**2016** will see the opening of the "**Cité du Vin**" and as one of the exhibition's main **sponsoring partners**, we will have the pleasure to invite you there for a voyage throughout the ages **across the cultures and civilisations** of wine. This visit will be included for all our guests at **Château Magnol's Food & Wine Academy** where new courses are in the make. We are preparing **new visibility tools** for our wine ranges and of course our teams will continue to come to **meet you in your markets** and at all international **Wine Fairs worldwide**.

While **moving forward** to our **300th anniversary**, we want to **give every wine lover in the world the opportunity to experience the great wines of France and to learn more about them**. We want to **bring to the world our quality wines** that are a **source of emotions and inspirations** and **build strong win-win relationships** with our customers and winegrowers.

This will greatly help us to **remain the benchmark for French Wines** and will reinforce our iconic positioning as a leading French International Brand available in all premium channels throughout the world.

À votre santé !

Philippe MARION  
Sales & Marketing Director

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## New Brands

### > HÉRITAGE N° 290



To celebrate its 290th anniversary, Barton & Guestier launched Héritage N°290, the Ultimate wine brand and an innovation in the world of wine!

For almost 300 years, Barton & Guestier has been excellent at vinifying, ageing, fining and shipping the best wines from France. 290 years ago, these wines were those produced at Margaux, Lafite, Haut Brion... The cellar masters were adding their final touch to the wine and Barton & Guestier's 1st cellar master, Germain Rambaud was shaping the best wines of the 18th century.

Barton & Guestier has been successful in keeping the tradition and continues to select, make and ship the best wines from France.

In 2015, inspired by the spirit of the B&G founders, winemaker Laurent Prada is bringing Héritage by Barton & Guestier, the 1st brand to offer consistency in quality, in price and in availability to winelovers worldwide. Like the great Cognac, the most exclusive Whiskies, the most illustrious Champagne, Héritage is non vintage to offer consistent style and quality.

#### More about the wine:

Héritage N°290 offers a rich wine, full of character just like the 2 founders of B&G.

- **Vineyards:** Northern of Languedoc, south west side of the Rhône valley, between Nîmes & Alès
- **Winemakers:** Partnership between B&G winemakers team, led by Laurent Prada and Philippe Nusswitz, Sommelier-winemaker in the Cévennes area, best sommelier of France in 1986. Philippe worked for B&G in the 90's and he is one of the founder of our famous Wine Connaisseur program created in Château Magnol.
- **Varietals:** Blend of Syrah (80%) and Grenache (20%)
- **Vinification:** De-stalked grapes - daily pumping over - long maceration in concrete vats (3 weeks)
- **Ageing:** French oak barrels for 6 months
- **Classification:** AOC Duché d'Uzès.

#### Tasting notes:

- Dark red colour with violet highlights.
- Rich nose developing intense black fruit aromas (morello cherry) and spices. On the second nose, violet notes appear.
- A wine with a harmonious structure, balance, mixing intense flavours of fruit and toasty and vanilla hints.
- Food & Wine pairing:  
Perfect with lamb, duck, beef, dark chocolate, strong cheeses and spicy dishes - Best at 18-20 °C.
- Good ageing potential for 5 to 10 years.

#### The packaging



Héritage comes in an **original bottle**, with a capsule supported by a **strong B&G branding** and a label design based on the personality of its founders featuring their **embossed portraits with a pearly white varnish** to bring a touch of modernity and the **brand name Héritage N°290 in black varnish**

Héritage is available in personalized carton outershippers of 6 x 75 cl.





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## > PARTAGER



A new look for the trio of **Partager** wines, one of B&G's oldest and most popular wine ranges.

The **highlight on the Partager name** and the addition of the traditional **French coat of arms** treated in an original way result in a **modern and elegant label**. The **strong B&G branding on the caps** will undoubtedly increase the **impact on the shelf**.

The **quality** of these **slightly sweet** easy drinking house wines sourced from the Mediterranean remains unchanged.

The new packaging is available for all markets (75 cl format only).

## Hot

## > DISCOVER OUR NEW WEBSITE [WWW.BARTON-GUESTIER.COM](http://WWW.BARTON-GUESTIER.COM)

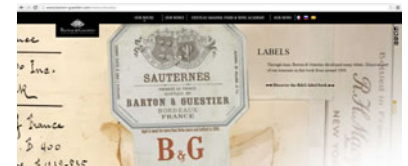
The dynamic and impactful new website highlights B&G news, pictures, videos and tools. The information provided is richer than ever before!



B&G's key values **Character, Knowledge and Art of Living** are brought to life in the 3 main sections of the new website:

**Our House** puts the spotlight on our:

- **Vision**
- **Heritage**, with 290 years of B&G history, including that of Château Magnol, and some recently discovered memories and milestones that we are now able to share with winelovers world wide
- **Expertise**, presenting our winemakers Laurent Prada, Bernard Fulloy and newcomer Florence Tessier, as well as the B&G winegrowing community
- **Values**.



**Our Wines** is the showcase of our different wine ranges with a split between the various classifications: AOC, Varietals, Organic, Sparkling and House wines.

**Château Magnol Food & Wine Academy** emphasizes:

- **"Welcome to Château Magnol"**, the new video presentation of the Château
- The **B&G Food & Wine Academy** by Solange Galan
- **Chef Frédéric Prouvoyeur**, Château Magnol's dedicated Chef de Cuisine
- **Recipes** from Chef Frédéric, including 12 videos with food and winepairing comments by Dominique Laporte, Best Sommelier of France and international recipes from our distributors and wine suggestions from Chef Frédéric.



The new website offers an easy navigation on all devices.







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The English and French versions are on line, the Spanish and Russian versions will follow soon.

The B&G Pro Club with access to all the winefactsheets, images, releases and much more, can be made on the bottom of the page or by clicking here:

<http://www.barton-guestier.com/distrib/login.php!>



**Do not hesitate to send your comments or suggestions on our new website!**

## Event & Markets

### > DUTY FREE

#### > TFWA CANNES - A BUSY EDITION FOR B&G

As every year, B&G exhibited at **TFWA Cannes 2015**, the world biggest Duty Free & Travel Retail summit. Meeting our loyal customers, finding new connections, sponsoring events, organizing special dinners... Every year B&G is more pro-active to remain a key player in Travel Retail.

The B&G booth was at the yellow-village, a great location with high visibility. The decoration reminded the B&G booth in Vinexpo Bordeaux last June, with a strong link to our 290th anniversary and to our maritime history. We welcomed most of our customers and we also met new people to consider new business opportunities.



On Tuesday 20th, B&G was proud to sponsor the **Drinks International Travel Retail Awards**.

The ceremony was awesome and **Philippe Marion**, B&G Sales & Marketing Director had the honour to congratulate **World Duty Free** for its prize of "Drinks retailer of the year for multiple location". B&G obtained a Silver Medal for the packaging of its La Villa Barton Côtes de Provence Rosé!

During the celebration, B&G Premium Sparkling, La Villa Barton, Château Magnol and Héritage were served to all the attendants.

We are now preparing the next Travel Retail shows, IAADFS Orlando in April and TFWA Singapore in May and we look forward to seeing you there!



#### > AAFES - GERMANY

**Magnums of Château Magnol, Château Barrail-Laussac and B&G Réserve Cabernet Sauvignon and Merlot** were on special tasting at **AAFES Stuttgart** shops, thanks to the special help from Mr. Marc Strickstrack, associate AAFES Stuttgart Panzer BX.

Food & Wine Pairing suggestions were also part of the promotion.





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## > USA - DIPLOMATIC DUTY FREE SHOP NEW YORK

Good exposure for **Barton & Guestier** at the **Diplomatic Duty Free Shop** in **New York**. **Barton & Guestier Passeport Pouilly-Fuissé** and **Châteauneuf-du-Pape** were on tasting for all the guests that attended the Lancome - Estee Lauder - Godia events. The outlet offers a unique shopping experience in the heart of Manhattan.



## > BELGIUM

### > Trendy Food - Time for Prince Selection

**B&G Prince Noir** and **Prince d'Or** were the stars during an extensive tasting proposed by **Trendy Food**. Wonderful dedicated displays and enthusiast Brand Ambassadors, including B&G's **Tiphaine Palant** (pictured 2nd from right) greatly helped to the success of the event and promotion of the new brand.



## > CANADA

### > Barton & Guestier at "BORDEAUX FÊTE LE VIN"

From August 27 to 30th B&G Bordeaux wine and Château de Goëlane were present at the 3rd edition of this well-known wine festival held in **Québec** city in presence of Mr. Alain Juppé, Mayor of the city of Bordeaux (also former Prime Minister).

**Clémentine Quéaux**, **B&G Sales Manager for Canada**, as well as **Charton Hobbs** sales reps helped to serve the wines to the over 50.000 visitors people (vs 30.000 at the previous edition) that came to discover and enjoy the Bordeaux wines during the four days of the event.







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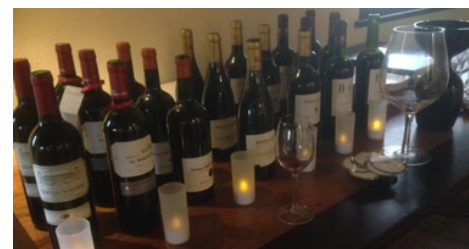
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## > GERMANY

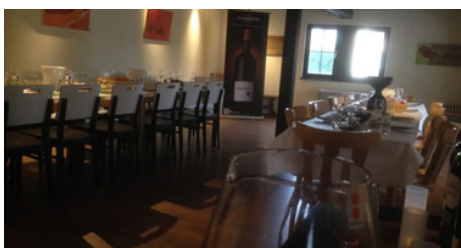
Barton & Guestier wines are on the move in Germany. Numerous tastings and trainings have been realized by B&G's Alexandra Vnukovskaya and Vranken-Pommery's sales Force.

On September 18th, Alexandra was at wine store "Eriks Weinscheuer" near Frankfurt a/Main, where winelovers can find **Château Magnol**, **Les Charmes de Magnol**, **Thomas Barton Réserve Sauternes**, **B&G Réserve Pinot Noir**, **B&G Passeport Chateaneuf-du-Pape**, **Chablis**, **Sancerre**, **Médoc** and **Bordeaux Blanc**.



On September 17th, a romantic food & wine pairing session took place at "Ericwine" in Hirschberg.

All the B&G wines found their match!



On September 16th Alexandra was in **Eschborn** for a huge tasting at the **Mercure Hotel!**







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On September 15th, **Alexandra** proposed a food & wine pairing tasting session for press and trade customers that took place at the **Mercedes/Daimler showroom** Unter den Linden in Berlin. Both food and B&G wines like **Thomas Barton Sauternes** and **Château Magnol** were very appreciated!



Maitre Magazin hat 4 neue Fotos hinzugefügt.

16 Std. ·

Heute gab es mit dem ältesten Bordeaux-Weinhandelshaus Barton & Guestier beim ältesten Automobilhersteller Daimler im "Daimlers" Unter den Linden eine Degustation von Weinen aus den wichtigsten Weinanbaugebieten Frankreichs. Seit Mitte 2014 besteht eine Liaison mit dem Champagnerhaus Vranken-Pommery..... Davon konnten sich im exklusiven Rahmen ca. 40 Gastronomen, Blogger und Hoteliers von den verschiedenen Weinqualitäten aus dem Portfolio Barton & Guestier überzeugen.



In August, Alexandra was in **Restaurant "Les Deux" Fünf Höfen** for another Food & Wine pairing session for trade and press.

[More information and beautiful pictures in the article of Mrs. Petra Hammerstein.](#)





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## > IRELAND

### > Barton & Guestier in the K-Club Cookbook

**B&G Winemaker Laurent Prada and Brand Ambassador Tiphaine Palant** were present during the **25th anniversary celebration of the K-Club** and the launching of the **K Club Cookbook** on October 15th. The book, written by **K Club's Executive Chef Finbarr Higgins**, shows more than recipes, because it is also featuring the members of the staff of the K-Club and its **loyal suppliers** like **Barton & Guestier**! Laurent Prada even received a sample dedicated by Finbarr!

US Ambassador H.E. Kevin O'Malley, Guest of Honour, K-Club management and another 150 invitees enjoyed the **B&G Premium Sparkling Chardonnay** and **Barton & Guestier Bordeaux Red**, the **K-Club house wines**!



The link between **Barton & Guestier** and the **K-Club** dates back to **1831** when **Hugh Barton** bought the property of **Straffan Park** where he built **Straffan House** for his family. This is today the eastwing of the famous **Kildare Hotel**, hosting the K-Club.

The event was commented in numerous articles in the press and on social media!



Press links:

- [Cork University Press](#)
- [KildareNow](#)
- [Independent.ie](#)

Twitter: [The Tasteie](#)  
Facebook: [Cork University Press](#)

## > JAPAN

**Thomas Barton Réserve Margaux** was one out of 8 wines selected for the trade conference organised by the **Médoc Wine Council** in **Osaka** last October.

Mr. **Satoru Mori**, **Chef Sommelier of the Conrad Hotel** in Tokyo was the guest speaker.







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## > MALAYSIA



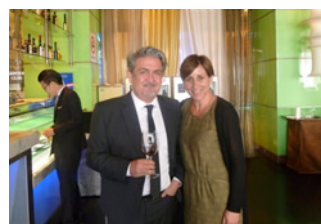
### > 50th Anniversary celebration

On the occasion of its **50th anniversary**, **Genting Resort** invited **Chef Frédéric Prouvoveur** and **Solange Galan** for their celebration dinners and special staff trainings from August 7 to 10th, 2015.

The Genting Resort offers a huge choice of hotels, restaurants, entertainment, shopping and much more.

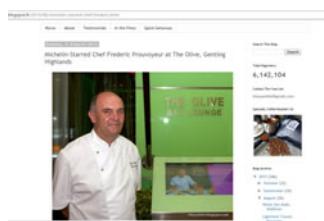


In **The Olive**, **Resort World Genting's** fine dining restaurant, over **180 guests** enjoyed the **6 course-dinners**, that were all carefully prepared by **Chef Frédéric** and over **130 members of the staff** enjoined Solange's training sessions.



*Mr. Paul Baker, Deputy Chef Operating officer*

**B&G Passeport Chablis, Sancerre, Côtes de Provence, Thomas Barton Réserve Graves Blanc, Saint-Emilion, Margaux, Sauternes and Château Magnol** are available on the wine menu lists and in the various shops.



[More details on the Food & Wine Pairing of the event](#)

[More details on Resort Genting](#)







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## > NIGERIA

**Villa Médici**, one of the trendy places in **Lagos**, was the theatre for a fine wine dinner for VIP trade customers and press in presence of B&G's Philippe Marion and Petra Frebault on July 8. Guests were welcomed with a glass of B&G Nectarose and the 5-course fine dinner was accompanied by **B&G Réserve varietales**, **Thomas Barton Réserve** wines and **Château d'Arcins**.



The next day a **special training** was organised for the **B&G Brand Builders**, consisting of members of the sales force of B&G distributors and trade customers.







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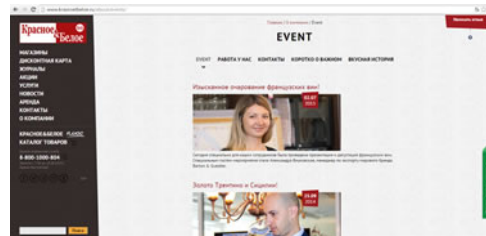
**B&G Réserve wines** are widely available in Lagos supermarkets with great visibility. In the open markets Trade Fair and Oke Arin, B&G wines are proposed with **free sunglasses inside**.



## > RUSSIA

Barton & Guestier wines are proud to be in **Russian's famous store chain KRASNOE & BELOE (Red & White)** which counts today **over 2000 outlets** all over the country.

B&G's **Alexandra Vnukovskaya** was in **Tcheliabinsk**, hometown of the famous chain, for a staff training! **B&G Passeport, The Pairing Collection** and many other wines met great success.





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## > TURKEY

Over 500 trade partners attended the wine fair organised by **ADCO**, B&G's distributor in Turkey. The fair took place at the **Four Seasons Hotel in Istanbul** on September 3rd. **Château Magnol, Les Charmes de Magnol Bordeaux Blanc, Cuvée Spéciale and B&G Sparkling** wines presented by B&G's Alexandra Vnukovskaya were highly appreciated.



## > USA

### > B&G VOUVRAY IN WINE ENTHUSIAST GUIDE TO WINE & FOOD

Wine Enthusiast magazine has released its **Guide to Wine & Food Pairing** and **Barton & Guestier** is sponsoring the Aromatic White Wines for this guide with **B&G Passeport Vouvray** which recently obtained a **BEST BUY!**

The Food & Wine Pairing Series is made up of **8 downloadable sections in printable PDF** format each covering a different wine style, from **Light White wines to Champagne and Sparkling** wines. Each section will contain 6 recipes for the home cook and feature pairings from top rated chefs, sommeliers and Wine Enthusiast experts. The series is sure to become a go-to resource in the reader's kitchen for years to come and provides **Barton & Guestier** with a permanent place there as well.

[Full article and/or downloads here](#)



Light, Aromatic Whites

[Download Now](#)

This ever-popular crisp, food-friendly category of wines offers a range of varieties, from Grüner Veltliner to Gewürztraminer, and they match an array of international dishes. We help you navigate the subtleties and depth of these refreshing, fragrant pours and teach you the basics of some of the world's greatest grapes.

SPONSORED BY







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## > BOSTON

### ARTS BOSTON

Barton & Guestier's sponsorship of the **Arts Boston 40th Anniversary party** that took place in the beautiful Opera house, was a big success. The event featured all of artistic organizations in Boston, e.g. theatre, dance, music companies, as well as all of the major museums. **Barton & Guestier was the exclusive wine sponsor**. Over 200 guests were served **Chateau Magnol, Charmes Blanc, and Sparkling Blanc de Blancs** at the 2 bars. In addition, **Chris Ferraro**, B&G USA Sales Manager manned a blind tasting table featuring two whites and two reds. The guests really enjoyed the challenge of guessing which varietal they were drinking. The table also gave B&G the great opportunity to connect with the guests and hand some B&G Passeports as well as "Where To Buy" flyers.



## > BOSTON BATTLE OF THE BURGER

For the 2nd year in a row, **Barton & Guestier was the exclusive sponsoring wine** at the **Battle of the Burger** in Boston. 30 burger finalists, along with returning champion and publisher's choice, prepared 32 unique burgers including samples for guests. While tasting the burgers, guests refreshed their palates at one of the **B&G dedicated wine bars**.

This year B&G extended its participation to **The Cue**, Boston's largest barbeque tasting and mixologist competition event. Guests enjoyed savory items from over 15 restaurants along with cocktails crafted by eleven of the city's most talented mixologists, and of course **B&G wines**.

Between the two nights, more than 2800 guests gathered at the events as well as the various restaurants' personnel and chefs, bringing the total exposure of Barton & Guestier wines to over **3,000 people**. **B&G Côtes de Provence was a massive hit!**

In addition to the attendees, over 30 VIP guests, including buyers, sales staff and executives from B&G wholesalers, such as United Liquors, Ruby Wine and Kappy's attended B&G's booth where **Chris Ferraro** was serving the wines.

BOSTON MAGAZINE'S  
**BATTLE**  
*of the*  
**BURGER**





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## > MIAMI

On Saturday September 19th, **Ocean Drive Magazine**, a luxury publication spotlight on Miami's best celebrities, events, fashion, style, fine dining, culture and philanthropy, kicked off **Fall Fashion**. This year, the annual September Fall Fashion issue celebration, was hosted by its September cover star, supermodel **Kate King (Dolce & Gabbana's)**. Editor in Chief, Jared Shapiro welcomed Kate to fête the glossies debut which also commemorated the opening of **CAFÉ NIKKI**. At the event many **Miami VIPs including Gigi Goldberg** sipped cocktails by New Amsterdam Vodka and savored B&G wines **La Villa Barton Côtes de Provence Rosé** and **Les Charmes de Magnol Bordeaux Blanc** while enjoying treats from Café Nikki, including delicious croissants while listening to the sultry sounds of DJ Felipe Kaval.



[More information](#)



In October, the Men's issue with Dwayne Wade on the cover, included an advertising on B&G's **Château Magnol**.





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## Press review & Awards



### > B&G Réserve Chardonnay 2014

**GOLD MEDAL - MÉDAILLE D'OR**  
Best Chardonnay of the World  
(Meilleur Chardonnay du Monde) - France  
*Bottles come with neckhangers*

**BRONZE MEDAL**  
Japan Wine Challenge 2015



### > B&G Réserve Sauvignon Blanc 2013



**BEST BUY**  
Wine Enthusiast - USA



### > B&G Réserve Cabernet Sauvignon 2014

**BRONZE MEDAL**  
Japan Wine Challenge

### > B&G Réserve Pinot Noir 2013

**BRONZE MEDAL - PRIX DES VINALIES**  
Vinalies Nationales - France



### > B&G Domaine La Gardie Merlot 2013

**WINE ALIGN:**  
**Steve Thurlow:**

"This is opaque purple red wine is a great buy for a pure clean structured red. Expect mild aromas of black and red berry fruit with some herbal tones. It is full bodied and flavourful with a long dry finish. Not a lot of complexity but well balanced for cheese or meat dishes. Best 2015 to 2017."  
Tasted July 2015. Rating: 87 points.

**David Lawrason:**

"This is a very good buy at \$10. It captures the essential fruit charm and structure of a French merlot without resorting to faux oak or sweetness. Pretty aromas of berry jam, herbs and a touch of leather are mindful of Bordeaux merlot (altho' this comes from the Languedoc). It's medium bodied, with some mid-palate fruit charm... Good to very good length."  
Tasted April 2015.







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## > B&G Passeport Bordeaux Rouge 2012

### SILVER MEDAL

Berliner Wine Trophy - Germany



### Selected in EVERY DAY BORDEAUX - UK

Discover the Everyday Bordeaux Selection: wines priced between £6 and £20, tasted by some of the country's most passionate wine tutors. These good value wines delight the palate and allow to explore the world of Bordeaux inexpensively.



## > B&G Passeport Saint-Emilion 2013

### GOLD MEDAL

Mundus Vini - Germany

## > B&G Passeport Bordeaux Blanc 2013



"BEST BUY"  
Wine Enthusiast - USA



## > B&G Passeport Médoc 2014

SILVER MEDAL  
Japan Wine Challenge



## > B&G Passeport Margaux 2012

### SILVER MEDAL

Mundus Vini - Germany

### SILVER MEDAL

Berliner Wine Trophy - Germany



92 POINTS - "Excellent, Highly Recommended"  
Ultimate Wine Challenge 2015 - USA (2010 vintage)

### BRONZE MEDAL

Japan Wine Challenge



## > B&G Passeport Vouvray 2014



BEST BUY  
Wine Enthusiast Buying Guide

91 POINTS - "Excellent, Highly Recommended"  
Ultimate Wine Challenge 2015 - USA

"Top 15 - Best White Wine under 12\$"

[View the list](#)

BRONZE MEDAL  
Japan Wine Challenge





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## > B&G Passeport Sancerre 2014

**91 POINTS - "Excellent, Highly Recommended"**  
Ultimate Wine Challenge 2015 - USA



## > B&G Passeport Pouilly Fuissé 2013

**93 Points - "Excellent, Highly Recommended"**  
Ultimate Wine Challenge 2015 (USA)



## > B&G Passeport Châteauneuf-du-Pape

**GOLD MEDAL**  
Prague Wine Trophy 2015 (Czech Republic)

## > B&G Passeport Rosé d'Anjou 2014

**BRONZE MEDAL**  
Japan Wine Challenge



## > B&G Passeport Beaujolais 2013



**BEST BUY**  
Wine Enthusiast Buying Guide



## > B&G Passeport Côtes de Provence Rosé 2014

**92 Points - "Excellent, Highly Recommended"**  
Ultimate Wine Challenge 2015 (USA)

**BEST BUY**  
Wine & Spirits magazine (USA) May 2015

**Double Gold Medal**  
The Fifty Best (USA) May 2015  
[www.thefiftybest.com/wine/best\\_rose](http://www.thefiftybest.com/wine/best_rose)

**Silver Medal**  
Global Rosé Masters 2015 - United Kingdom

**Silver Medal**  
Prague Wine Trophy 2015 (Czech Republic)







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## > La Villa Barton Côtes de Provence Rosé 2014

**93 Points - "Excellent, Highly Recommended"**  
Ultimate Wine Challenge 2015 (USA)

### COMMENDED

International Wine Challenge 2015 (United Kingdom)

**The Daily Meal** - [www.thedailymeal.com](http://www.thedailymeal.com) (July 2015)

"La Villa Barton Côtes de Provence Rosé 2013 (\$20). This is an excellent wine, one that would go great with a fancy weekend buffet. It is quite complex and refreshing - full, creamy, yet very spicy, with lots of citrus and a finish of gamy and savory notes. As vibrant as its apricot color."



### GOLD MEDAL

Gilbert & Gaillard Wine Guide 2015 (France)



### SILVER MEDAL

Drinks International Retail Awards

## > Château Magnol 2012

**94 POINTS - "Excellent, Highly Recommended"**  
Ultimate Wine Challenge 2015 - USA

### GOLD MEDAL

Mundus Vini - Germany

**Selected in GUIDE HACHETTE 2015 + 2016** - France

### SILVER MEDAL

Berlin International Wine Competition 2015 - Germany

**Miami Herald - USA: "Affordable Bordeaux wines"**

**Florida Weekly - USA:**

[palmbeach.floridaweekly.com/news/2015-04-09/Cuisine/VINO.html](http://palmbeach.floridaweekly.com/news/2015-04-09/Cuisine/VINO.html)

### BRONZE MEDAL

Decanter Asia Wine Awards



### GOLD MEDAL

Club 90+ 2015 - Gilbert & Gaillard

**Bottles come with medals**



### GOLD MEDAL

Berliner Wine Trophy - Germany

**eRobertParker.com** - "...soft, round, juicy, easygoing..."

### SILVER MEDAL

Concours Mondial Bruxelles 2015 - Belgium



## > Les Charmes de Magnol Médoc 2012

**92 POINTS - "Excellent, Highly Recommended"**  
Ultimate Wine Challenge 2015 - USA

**Selected in GUIDE HACHETTE 2016** - France





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## > French Tom Médoc 2011

### SILVER MEDAL

Prague Wine Trophy - Czech Republic

## > Thomas Barton Réserve Saint-Emilion 2011

### SILVER MEDAL

Berliner Wine Trophy - Germany



## > Thomas Barton Réserve Margaux 2012

**94 POINTS - "Excellent, Highly Recommended"**  
Ultimate Wine Challenge 2015 - USA

### SILVER MEDAL

Mundus Vini - Germany

### GOLD MEDAL

Berliner Wine Trophy - Germany



## > Thomas Barton Réserve Sauternes 2011

### GOLD MEDAL

Mundus Vini - Germany

### GOLD MEDAL

Berliner Wine Trophy - Germany



Selected in TOP 100 BEST OF BORDEAUX - Germany



## > Thomas Barton Reserve Privée Médoc 2012

### GOLD MEDAL

Mundus Vini 2015 - Germany

### SILVER MEDAL

Decanter World Wine Awards 2015

### Gold Medal and Regional Trophy Winner (Best Bordeaux wine)

Decanter Asia Wine Awards 2015

### \*\* Two Stars Selection

Guide Hachette 2016 (France)







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## > Héritage Barton & Guestier - N°290

**GOLD MEDAL**  
Gilbert & Gaillard



**SILVER MEDAL**  
Concours Mondial Bruxelles

**BRONZE MEDAL**  
The Global Syrah Masters



## > BARTON & GUESTIER IN DUTY FREE

[La Villa Barton](#)

[Héritage](#)

## > BARTON & GUESTIER ON TELEVISION IN RUSSIA

[Bordo 1 Ароматы Бордо](#)

[Bordo 3 Сыр и вино](#)



## > BARTON & GUESTIER IN USA

[Delish](#)

[The Daily Meal](#)

[Cosmopolitan](#)

### Shanken News: Barton & Guestier Rebounds With Upmarket Shift

"After a difficult period of ownership and importer changes, one of French wine's best recognized brands is back on the upswing, benefiting from better category conditions and a new focus on higher price points. Formerly part of the Diageo Chateau & Estate portfolio, Barton & Guestier was acquired by French wine giant Castel in 2010, and subsequently set up its own U.S. operation, Barton & Guestier USA, based in Miami. Industry veteran Hubert Surville, who runs the U.S. business as COO, tells SND that sales are up about 30% this year, with annual volume rising to nearly 150,000 cases. "Previously our varietal wines (around \$9.99) made up 90% of the business. Now they make up only about 40%, and our AOC wines (\$10-\$40) have exploded," Surville says. Within its AOC range, B&G has seen rapid growth from its Côtes du Provence rosé (\$15), as well as its Loire wines like Rosé d'Anjou and Vouvray (\$12). Surville observes that the stronger U.S. dollar has helped imported wines lately. With depletions accelerating and Castel continuing to invest in the business, he sees the B&G portfolio reaching 250,000-300,000 cases in the next three years.

This spring, B&G launched a new La Villa Barton rosé at \$20, and it's currently introducing Syrah-Grenache blend Héritage (\$20), sourced from the Duché d'Uzès AOC in the Southern Rhône and debuting in conjunction with the company's 290th anniversary. Surville sees Héritage as a way to "show what we can do in terms of quality at that price point." In the coming weeks it will follow with new "special cuvées" from Bordeaux, which will retail at around the \$15 mark.





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### > BARTON & GUESTIER IN MALAYSIA

[Junipers journal](#)



### > BARTON & GUESTIER IN GERMANY

[Château Magnol](#)

### > BARTON & GUESTIER IN LITHUANIA

[skonis.lrytas.lt/gurmanu-klubas/kodel-geriausi-vyno-specialistai-privalo-buti-chameleonai.htm](http://skonis.lrytas.lt/gurmanu-klubas/kodel-geriausi-vyno-specialistai-privalo-buti-chameleonai.htm)

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### > BARTON & GUESTIER IS PART OF WORLD'S MOST ADMIRERED WINE BRANDS

*Bottles come with medals*







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## Good Practice

### > NETHERLANDS

**Passion for Wine** is what links **Van der Valk, Jumbo and Barton & Guestier** in a huge national promotion. Consumers have a chance to win a **"Culinary B&G Passion box"** or to take part in a Culinary weekend with **Dutch Master Chef Bart van Berkel** in one of the Van der Valk hotels.

The famous **Van der Valk hotel and restaurant chain** with hundreds of outlets in the Netherlands and also abroad, is well known for the **great quality experience** they offer to all their guest. Members of the Van der Valk family are directly involved in the selection of the fresh products. The wine selection is made by **Arda van der Valk**. Last June Arda came to Château Magnol to make a selection of Barton & Guestier wines. (pictured on the right with B&G's Solange Galan on the left).



**Master Chef Bart van Berkel** also part of the trip, made the recommendations for the Food & Wine pairings.

**Jumbo** that recently absorbed C-1000, is Holland's biggest supermarket chain and also well known for its quality and service. B&G wines are widely available on the shelves.

The special promotion is announced in the winter issue of **Jumbo Magazine** and by neckhangers on the B&G Réserve wines Cabernet Sauvignon, Merlot and Chardonnay, all IGP Pays d'Oc, as well as all social media and in the Van der Valk Magazine.

An excellent example of sharing our passion!

### ***Maak kans op een Culinaire Barton & Guestier Passiepakket***

Al sinds 1725 verzorgt het Franse wijnhuis Barton & Guestier wijn over de hele wereld. Met bijna drie eeuwen kennis en ervaring hebben zij een mooi assortiment aan Franse wijnen opgebouwd, met wijn uit de mooiste streken in Frankrijk: van Bordeaux tot de Loire vallei, van Languedoc tot Beaujolais. Barton & Guestier is jarig dit jaar, en wil dat vieren! Daarom hebben zij een prachtig Culinaire Barton & Guestier Passiepakket samengesteld. Twintig lezers maken kans op dit pakket.

#### **WAT ZIT ER IN HET PAKKET?**

- Van der Valk Verrast Giftcard
- Het kookboek van Masterchef 2014 Bart van Berkel "Ontdek het geheim van de Chef"
- Barton & Guestier Passeport wijnverrassing

#### **HOE DOE JE MEE?**

Wil je kans maken op een Culinaire Barton & Guestier Passiepakket? Beantwoord dan de volgende vraag: Hoeveel jaar bestaat Wijnhuis Barton & Guestier in 2015? Kijk op [jumbo.com/doemee](http://jumbo.com/doemee) of stuur het naar Jumbo Supermarkten t.a.v. winactie Barton & Guestier, Postbus 588, 5460 AN. Vul o.v.v. je naam en adres. Meedoen kan tot en met 8 december 2015.

***Tér waarde van €100!***





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## Food & Wine Pairing

### > CHEF FRÉDÉRIC PROUVOYEUR'S FOCUS ON BEEF



While you may be preparing your dinners for the upcoming weekend or for the "End-of-Year" holidays, Chef Frédéric Prouvoyeur, Château Magnol's dedicated Chef gives some precious advices on pairing wines with beef:

**Is your piece of beef fatty?** Or is it from just underneath a layer of fat? Fat stabilizes flavours and fatty pieces of meat are more tasty than others. The more flavoursome the meat, the more you should turn towards aromatic, spicy, powerful wines.

**Will wine enter into the preparation?** Will you be serving a sauce with the beef? If you make a beef casserole, the wine will reduce as it cooks and the aromas will become concentrated. The wine to accompany such a dish should therefore be more powerful than the one used in cooking.

**How do you intend to cook your beef?** Beef can be served any number of ways: raw, grilled, roasted, fried, boiled, stewed, etc.

If you make **steak tartare or beef carpaccio**, it's because you like raw beef. The wine should neither mask the taste, nor be overly tannic. The juicy aspect of a steak tartare calls for a fruity, delicious red wine without tannin. A Gamay wine like **Barton & Guestier Passeport Beaujolais** or **Beaujolais-Villages** will suit very well. For a beef carpaccio, a **Thomas Barton Réserve Saint-Julien** can be a good choice.



If you are going to serve a **grilled beef**, you will probably choose a well-marbled piece. As it melts, the fat will stabilize and enhance the meat's flavours. In general, fibrous meat suggests a tannic wine with good structure. The great wines from the Médoc will do very well, e.g. a **Thomas Barton Réserve Médoc** or **Château Magnol**.

If you are preparing a **wine and beef stew**, the concentration of the cooking wine described above suggests two principles: drinking a more powerful wine than that which was used for cooking. Slow cooking softens the meat fibres which melt in the mouth and taste quite rich. There is therefore no need for very structured wines and light tannic wines, like **B&G Réserve Pinot Noir** can be an excellent choice.



If you are serving **boiled beef**, it is good to know that beef terrine with jelly is made much the same way as boiled beef (like a pot-au-feu), except that the "bouillon" is prepared with white wine. Again, the beef will be soft as the fibres lose their strength. The range of wines to go with boiled beef dishes is quite wide, and you might even try a smooth, rich white wine, like a **Barton & Guestier Passeport Pouilly Fuissé** or a **B&G Réserve Chardonnay**.

I wish you a great beef & wine pairing experience!

Frédéric Prouvoyeur







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## People

### > INTERVIEW WITH... VICTOIRE DESVIGNE AREA SALES MANAGER - SOUTH EAST ASIA



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

The first time I was really introduced to B&G was when I was told I would help Philippe Marion on the B&G booth at the Hong Kong Vinexpo in May

2014, shortly after I found it on the Top 50 wines of the world in Drinks magazine online! I was very excited yet nervous to represent a brand with so much history! I immediately loved the modern feel of the labels, especially how they elegantly stood out from other packaging I was used to seeing.

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

Stronger as time goes by. When you go to countries such as the Philippines or Thailand or even Myanmar, and clients tell you how their parents used to drink B&G, or that is one of the oldest and first French brands on the market, or even the top selling brand (in Myanmar), it only makes you prouder by the minute to be able to work for such a group.

I was also able to go to Chateau Magnol to take part in the training, and the way they teach you about the wine and the food pairing at the Academy just showed me how easy the wines are to understand and pair, and how much the wine complements and enhances your culinary experience, when paired correctly of course. B&G is more than just a brand or a company, it's a family of people who love what they do and want to share it to the world.

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

South East Asia is a very diverse area. Each country has a different heritage, culture, and wine consumption preferences. Although wine knowledge and interest is increasing, the mass market tends to look for and buy what they like and know they like. The advantage with B&G is that we have a strong brand image and our packaging stands out. The wines are easy to drink and easy to understand, therefore well suited for novice to amateur drinkers. We are already well implemented in the Philippines, Thailand, Vietnam and Myanmar, which are continuously evolving. The next interesting countries to develop will be Cambodia, as it is quickly growing, followed by Laos.

#### ***What has been your biggest satisfaction so far?***

To be able to work with a team that is as reactive and always opens to new ideas is amazing. Even miles away you can always feel the energy, whether from the teams or our clients. One of my biggest satisfactions is when clients come back from their time in Chateau Magnol, telling me how amazing it was, and how the teams were all so nice and that the food, the wine and the whole experience was incredible. Thanking us and promising to their best to promote B&G. They talk about B&G with so much pride it is very rewarding and motivating.

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

I don't remember when traveling wasn't part of my life so it's hard to find a best one. The best of every trip is meeting people from so many different aspects of life, age, culture, history, you learn so much every time it becomes a drug to want to learn more. I never get sick of traveling and love being on a plane because I know I'm going somewhere else and will eat different foods. I guess one of my "worst" experiences is one I laugh about now, but was when I got talked into eating an egg after a lot of wine with prospects, which happened to be a fetus. But language barriers happened and I hadn't understood exactly until I saw half way through the egg...

#### ***A favourite market?***

I love all my markets for different reasons; Thailand and Vietnam has really good food! The Philippines has so many islands to discover. But I would say my favourite ones are the ones I know the least like Cambodia, Myanmar and Laos.

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

By far the Thomas Barton Reserve Privée 2009. Very powerful Medoc, with a full body and lots of character. I love the spicy notes and velvety tannins of this vintage.

*Victoire officially started with B&G in October 2014 as South East Asia Manager in charge of Vietnam, Thailand, Philippines, Cambodia, Laos and Myanmar. A recent business school graduate, she did her last university semester in Singapore before going to Shanghai for her end of the year internship as Brand Ambassador for the Castel Group in China. Her main passions are sports and food, regularly practicing cross-fit activities, boxing, diving, squash, along with discovering new types of cuisine and wines from all around the world.*





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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 8-12, 2016

**Prodexpo**

**Moscow - Russia**

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



#### > March 13-15, 2016

**Prowein**

**Düsseldorf - Germany**

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



#### > April 3-6, 2016

**IAADFS Americas**

**Orlando - USA**

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

#### > May 8-12, 2016

**TFWA**

**Singapore**

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

#### > May 24-26, 2016

**Vinexpo Asia**

**Hong Kong**

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

#### > October 3-7, 2016

**TFWA**

**Cannes - France**

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



## B&G History



The history of Barton & Guestier is **passionate and rich**. Almost three centuries of wines, labels, markets, people and passion. But not only... We recently discovered some old pictures of the **filming for French television of "Bonjour la France, Bonjour l'Europe" at Château Magnol**, in presence of Mr. Jean Offredo, famous television newsreader and presenter, as well as **Francis Garcia, Chef de Cuisine** and owner of the famous Bordeaux restaurant "Le Chapon Fin", in 1987.







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The film featured the **"Prince Noir"**, B&G's oldest wine brand, named after **Edouard Plantagenet**, who reigned over the Bordeaux region as **Prince d'Aquitaine** between 1362 et 1372. Edouard or Edward was also known as "Prince of Wales", or "Edward of Woodstock", after the village where he was born in 1330. His parents were the famous Edward III of England, and Philippa de Hainault. **The nickname Prince Noir was related to the black colour of his armour.** He owned and lived in some famous Chateaux of the region and loved good wine and good food!



Discover hereafter some other famous and legendary films in which **B&G wines were featured!**



## JAWS (USA) with B&G Beaujolais

Remember the first ever horror films with the big man-eating great white shark directed by Steven Spielberg? That was in 1975. Roy Schneider as a police chief is seen opening, pouring (filling 2/3 of a longdrink glass!) and drinking a bottle of B&G Beaujolais for several minutes during a scene at his house.

## UNE ÉTRANGE AFFAIRE (France) with Barton & Guestier red 1966 and Michel Piccoli, Gerard Lanvin and Nathalie Baye.



## BRIDGET JONES DIARY (USA) with 1725 Bordeaux Réserve and WHITE OLEANDER with B&G Graves Blanc co-starring Renée Zellweger and Noah Wyle in 2002.



## THE BOURNE IDENTITY with 1725 Bordeaux Réserve and Matt Damon as Jason Bourne in the famous film based on the novel by Robert Ludlum in 2002. The 1725 Bordeaux Réserve was the wine used for the filming in Paris.



## SOOF (Netherlands)... a romantic comedy with B&G Côtes de Provence, Côtes du Rhône, Mâcon Villages and B&G Réserve Chardonnay Film directed by Antoinette Beumer with Lies Visschedijk, Fedja Van Huet and Dan Karaty released in December 2013! Soof II is in the make...



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

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

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