

Editorial by Philippe Marion

> WILL THE FUTURE BE BETTER?

While heading for our 300th anniversary, I prefer to turn the often heard question "was it better in the past?" into something more forward-thinking: **will the future be better?**

It is our responsibility, to give a positive impulse. After all, according the butterfly effect, **small causes can have big effects.**

At B&G, we are collecting corks that are recycled into isolation panels, baby-foot balls and much more. The benefits go to Bordeaux's Bergonié Hospital (fighting Cancer). We turn off the lights when we leave our office, we switch off computer equipment when we do not use it, we recycle whatever is possible: paper, plastic bottles, and we try to limit what we print. Our social and environmental responsibility is engaged. Talking about these simple experiences here in Assemblage, is inviting you to share ideas. Feel free to tell us about yours!



Of course our goal remains 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 the world our quality wines** that are a **source of emotions and inspirations** and **build strong win-win relationships** with our customers and winegrowers.

To ensure that mission, our sales team and portfolio are growing. The sales team saw the appointment of **Edouard Thouvenot**, Export Manager Canada and Scandinavia (replacing Kevin Blanco), with **Patrick Taylor** as Sales Manager New Jersey-USA (replacing Clémentine) and with **Angelo Pucci** joining the New York team.

Our product portfolio was extended with a **B&G Réserve Viognier** in the B&G Réserve Varietal Range, and an additional **B&G Réserve Grenache Noir** as well as **Heritage N°291** will soon be ready for shipment too!

So, will the future be better? I am happy to tell you that at B&G and with you, we are working on it!

À votre santé !

Philippe MARION
Sales & Marketing Director

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Barton & Guestier
DEPUIS 1725

ASSEMBLAGE Newsletter

N°55 - MAY 2016

New Brands

> B&G RÉSERVE VIOGNIER



With **B&G Réserve Viognier**, Barton & Guestier adds another outstanding varietal to its premium French Réserve Varietal range that was launched in 1992, perpetuating the visionary spirit of the company's founders.

More about the wine:

- Classification: Pays d'OC IGP
- Region: Languedoc, from the county of Hérault, along the Thau pond in Marseille and Agde. The proximity of the pond is particularly well adapted for growing grapes to produce white wines.
- Climate: Mediterranean, very windy with high temperatures and exceptional sun. The Thau pond brings the humidity needed and balances the lack of rain (500 to 600 mm/year mainly during winter time).
- Grape Variety: 100% Viognier



Tasting notes:

- Appearance: Light golden yellow.
- Nose: Very expressive with white flowers aromas (honeysuckle) and fruity aromas (peach, pear, tropical fruit).
- Palate: Harmonious, well-balanced, expressive, very delicate with a round texture and a long fruity and floral finish.
- Food matches: Perfect as an aperitif, with white meat, fish and Asian cuisine.
Best served between 10 and 12°C.

The packaging:

B&G Réserve Viognier has a nice yellow golden cap in line with the name of the Varietal on the label. The wines are coming with screwcaps.

B&G Réserve Viognier is available from stock in 6x75cl as from now.



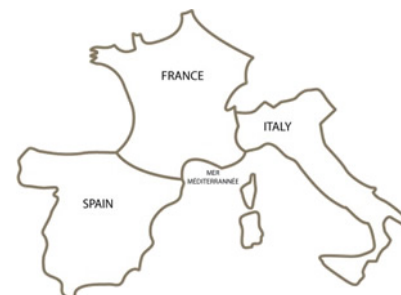
> CUVÉE SPÉCIALE NATURE SWEET



B&G's well known Cuvée Spéciale range with its fruity and refreshing wines, has a new extension: **Cuvée Spéciale Nature Sweet**, well adapted to new consumer demands for sweeter wines.

More about the wine:

- Classification: Blend of wines from Mediterranean countries: France and Spain
- Region:
 - France: Languedoc Roussillon and Ardèche
 - Spain: Mancha.
- Climate: Mediterranean, very windy with high temperatures and exceptional sun.
- Grape Variety: Grenache, Carignan, Cinsault (from France), Tempranillo, Moravia, Grenache (from Spain).





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Tasting notes:

- Appearance: Cherry red and brilliant, good intensity.
- Nose: Rich and ripe fruit aromas (strawberry marmalade, black cherry, blueberry).
- Palate: Round palate, fruit driven with a smooth finish.
- Food matches: Perfect for the aperitif, with red meat, soft cheese and with chocolate based dessert - Best Served chilled.

The packaging:

Cuvée Spéciale Nature Sweet benefits of the international colours codes for sweeter wines with a bright raspberry capsule and label band.

Cuvée Spéciale Nature Sweet is available from stock in 6x75 cl.



> SAINT LOUIS BRUT BLANC DE BLANCS



Saint Louis Brut Blanc de Blancs is the new Sparkling wine for all party occasions. Summer is here and brings its lot of gatherings of family and friends during which this pleasant fruity and fresh wine will be an excellent party drink.

More about the wine:

- Classification: Sparkling wine produced and bottled in France
- Climate: Mediterranean, very windy with high temperatures and exceptional sun.

Tasting notes:

- Appearance: Nice white-gold colour. Fine bubbles and persistent foam.
- Nose: Fruity, delicate, with aromas of peach, apple and pear. When agitated flattering notes of acacia appear.
- Palate: Fresh and lively attack, round on the middle palate. The aftertaste is long with fruity and floral notes.
- Food matches: As an aperitif, served chilled.



The packaging:

Saint Louis Brut Blanc de Blancs benefits of a classic elegant label showing the crown of French King Louis IX, also known under the name of **Saint Louis**.

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





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> BROCHURE: TAPAS WITH B&G RÉSERVE VARIETALS



The **Tapas** brochure is a new consumer promotion tool for the **B&G Réserve Varietal** range. Benefitting of an original **bottle- and fan-shape format**, the brochure highlights each wine of the varietal range with **4 tasty and easy to make tapas recipes**.

At Barton & Guestier, we have proclaimed the "Art de Vivre" (Art of Living), our company philosophy.

Whether in Bordeaux, at Château Magnol, a magical place of French art of living, or in other countries, we want to share this **philosophy of pleasure, sharing and discovery**. Guided by the pioneering spirit of our founder Thomas Barton, embracing as he did every chance to discover new emotions, we offer here some ideas for food & wine pairing in an informal, fun atmosphere, some original **alliances that bring out the best in our wines** and in the culinary cultures from around the world, **to share a key moment of French culture, called "apéritif"!**

In France, the cocktail before dinner called "apéritif" is an institution, a moment of sharing and pleasure. A moment that we want to extend and that becomes "apéritif dinatoire" or a cocktail dinner party during which a good glass of wine becomes a must. Peanuts and sausages that usually accompany our "apéros" are replaced by small bites, more elaborate, more festive and if possible home-made. Beyond the gustatory pleasure, these carefully prepared appetizers aim at offering pleasure to people we love and with whom we want to share convivial moments.



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To make the most of this moment of sharing without spending hours in the kitchen, we bring you a few simple and quick recipes of tapas and finger food from around the world to which everyone can add a creative touch. To enhance the tasting experience and make life easier, every recipe is suggested with one of our B&G Réserve Varietal wines. **Cabernet Sauvignon, Merlot, Chardonnay and Rosé** from the Languedoc, **Pinot Noir** from Corsica or **Sauvignon Blanc** from Gascony, each grape variety expresses its uniqueness and brings a personal touch to your moments of pleasure and sharing.

Tapas brochures are available:

- In English - under B&G Ref N° 0464
- In French - under B&G Ref N° 0465.

Price per set of 20: 70,80 €.



> B&G LUGGAGE LABEL: YOUR PASSPORT TO FRENCH WINES!



Barton & Guestier, in line with the pioneering spirit of its founders, will be **travelling with you**, wherever you go. This elegant black **luggage label**, with the slogan **"Your Passport to French wines"**, can be used as gift with purchase or as a give-away during tastings or fairs.

The luggage label is available from stock under B&G Ref N° 0466.
Price per label: 0,73€.



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Hot

> DISCOVER THE "MAKING OF" OF SOME OF THE B&G WINEMAKING FILMS FEATURING THE MEN AND WOMEN BEHIND B&G WINES!

It is widely known that B&G's winemaker Laurent Prada and his team work with a winegrowing community of almost 200 people all over France. Some of them work with B&G for over 3 generations!

This year **5 videos** are in development, showing B&G winemakers and the men and women that produce our wines in **Languedoc, Provence, Loire Valley, Bordeaux** and at **Château Magnol!**

The first part of the exercise consisted of filming the beautiful landscapes and vineyards of our producers and their interviews. The second part of the filming will take place during the harvest in each region. The films will become available end of October, early November, and featured on B&G's website and YouTube.



LANGUEDOC

With -pictured on the left- the private cellar of **Domaine de la Vistoule**, 220 ha of vineyards laying near the Mediterranean sea, providing part of **B&G Réserve Varietals**, pictured from left to right, **Anne Dubois de Montreynaud**, owner, Laurent Prada, **Jean-Marie Hérail**, technical consultant for B&G in the Languedoc region.

With the corporate cellar **St Maurice de Cazevieille**, 1800 ha of vineyards situated near Uzès, also providing part of **B&G Réserve Varietals** and **Original B&G Merlot**.

*Pictured from left to right
Laurent Durif - Director,
Vincent Trouillas - President
and Laurent Prada.*



PROVENCE

Groupe owned property of 130 hectares of vineyards, situated 20 km from Saint Tropez, providing La Villa Barton Côtes de Provence Rosé and B&G Passeport Côtes de Provence. Pictured with Laurent Prada, **Florent Gaillard**, **Director of Vinifications for Côtes de Provence Rosé** wines in the vinification cellars.





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LOIRE VALLEY

For **B&G Vouvray**:

Private cellar, **Domaine de Beauclair**, 20 ha of vineyards, owned by **Christian and Freddy Blot**, producers since 1760! Interview with Freddy.

Private cellar, **Domaine Hallay**, 40 ha of vineyards, 7 generations of wineproducers! Interview with Eric Hallay, co-owner.

*Pictured from left to right
Laurent Prada, **Rémy Rougé**, broker,
Yannick Hallay, **Christian Hallay**, **Eric Hally**, **Mr. Hallay sr.***



Private cellar, **Domaine Tartemain**, 40 ha of vineyards with **Mr. Métivier**.
Flowering of Chenin Blanc (June 21st, 2016).



For **B&G Rosé d'Anjou**:

Olivier Stéphan, **Director of Vinifications** of B&G Rosé d'Anjou and Muscadet at the group owned vinification cellars in La Chapelle Heulin. Also pictured, filming team in Anjou vineyard.





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Event & Markets

> DUTY FREE

Barton & Guestier took part in the **LTC+ Heinemann Fair** in Frankfurt Airport last May 3rd. B&G's leading Duty Free partner organized this event for its sales teams, giving them a **unique opportunity to meet suppliers and learn** more about their expertise, history and products. It was a great occasion for **B&G's Cyrielle Thibot**, in charge of Duty Free sales to introduce the company's long history and to present its key products, like **Château Magnol, les Charmes de Magnol Médoc, French Tom** and some other Château wines.

The sales teams showed great interest in receiving details about varietals, tasting notes, wine production and brand positioning. The Fair turned out to be a real exchange of experience, point of view, knowledge and passion. The day ended by a raffle, and one member of Heinemann won a **6 Ltr bottle of Barton & Guestier Passeport Margaux**.

Thanks to the entire Heinemann team for the perfect organization and great moment!



> CANADA

The **Bonne Entente Restaurant**, one of B&G's best restaurant customers in Québec received a **4-star award in the 2016 Forbes Travel Guide**. From all of us at Barton & Guestier, we send our congratulations to **Gontran Giguère, General Manager** for this great achievement.

[More information or reservations](#)



Forbes
TRAVEL GUIDE



QUATRE OCCASIONS PRIVILÉGIÉES DE DÉGUSTER ET D'ÉCHANGER
AVEC DES GENS DE 6 PROPRIÉTÉS VITICOLES RÉPUTÉES

Du 9 au 12 mai 2016

LUNDI 9 MAI : HÔTEL RIVE GAUCHE BELLEVILLE, SALLE CHÊNE & ROSEAU
MARDI 10 MAI : LE CASTEL DES PRÊTES TROIS-RIVIÈRES, SALLE LA TRILLIVIERE A
MERCREDI 11 MAI : HÔTEL HILTON QUÉBEC, CLUB EXÉCUTIF
JEUDI 12 MAI : HÔTEL LÉVESQUE RIVIÈRE DU LOUP, SALLE DE RÉCEPTION

CES RENCONTRES SE TIENDRONT SOUS FORME
DE MINSALON DE 17:00 À 21:00

Wine-growers Tour (Tournée Des Vignerons)

From 9th to 12th May **Barton & Guestier** was one of the six participating wineries in the **Wine-grower tour** organized by **Chartron Hobbs** in Quebec.

This 4-day tour consisted of 4 occasions to taste, 1 place per day:
Hotel Rive Gauche Beloeil, Le Castel Des Prêts Trois-Rivières, Hôtel Hilton Québec and Hôtel Lévesque Rivière Du Loup.

It was a great opportunity for Barton & Guestier to communicate on its wines and to exchange with the numerous consumers that attended the shows.





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> CZECH REPUBLIC



Mezinárodní veletrh vína
pro profesionály a odbornou veřejnost

23. – 25. 5. 2016
PVA EXPO PRAHA

www.wineprague.com



Barton & Guestier wines were present at **Wine Prague 2016**. Held between 23rd and 25th May at the PVA Expo Praha Letňany exhibition grounds, the Fair was a big success. The event recorded 8950 visitors, almost the double compared to last year's premiere, expanding its exhibition space by 62%. The event was hosted by a total of 383 winemakers and wine traders of which **ADVEAL** represented by **Mr. Vladimír Zubík**, B&G's importer in Czech Republic, who proposed **Barton & Guestier Passeport** and **B&G Réserve Varietal** wines for tasting.

Next year's Wine Prague is scheduled to take place from 29th to 31st May 2017 and of course B&G will be there again.



> INDONESIA

"A Night of Great Discoveries with Barton & Guestier" took place on May 30th. The event was split in 2 starting with a Master Class presented by **Philippe Marion, B&G Sales & Marketing Director**, who was accompanied by **Mr. Carlos Varela** and **Mr. Jonathan Lament**, both in charge of Sales of B&G wines in Asia.

Over 15 B&G wines were tasted including **Château Magnol**, **B&G Passeport AOCs** and the **B&G Réserve Varietals**. All the participants to the Master Class have been graduated.

The galadinner that followed took place at the **Amuz Gourmet Restaurant**.

The selected guests enjoyed the excellent food and B&G wines, as well as the live music, the free gifts and the prizes given away on this occasion.





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> JAMAICA

Excellent visibility and huge promotional activities for the **B&G Réserve varietal wines** and **B&G Passeport Côtes de Provence Rosé** in **Loshusan** and **Sovereign** supermarkets Jamaica with instore tastings and gondola displays with B&G branding inspired by [B&G's Facebook Fanpage](#). At the **Kerry Miller Art Show**, a special B&G wine bar was set up for the greatest pleasure of the visitors.





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> JAPAN

B&G Winemaker Laurent Prada was on a round-trip in Japan to present B&G wines including **Château Magnol** as from June 24th.



As a start, **Mr. Kobayashi Masao Vice-President** of market chain **Yaoko** welcomed Laurent Prada in a traditional Japanese restaurant.

*Pictured from left to right:
Laurent Prada, Mr. Kobayashi Masao
and **Jean-Marc Lisner** (GM Castel Japan).*



On Saturday June 25th, it was Laurent's turn to share his knowledge of wine with customers in **Yaoko's Market of Lalaport Fujimi** in the suburb of Tokyo. Many customers could taste and buy **B&G's wines** of which **Château Magnol** that was newly introduced in Japan. A very successful launch for B&G's flagship wine!



On July 1st in the famous restaurant "**Les Copains**" with **Dominique Bouchet**, Laurent Prada welcomed **VIP members from Suntory** and the wine magazine "**Wine What**".

Another great occasion to talk about B&G wines.



> One day show "Value Bordeaux"

On June 1st, the prestigious **Park Hyatt Tokyo**, situated in the heart of Shinjuku, was the theatre of an impressive **one-day show of Bordeaux wines**. Many professionals from the hotels and restaurants attended the show and were able to taste all the Bordeaux wines from the **B&G Passeport** range.





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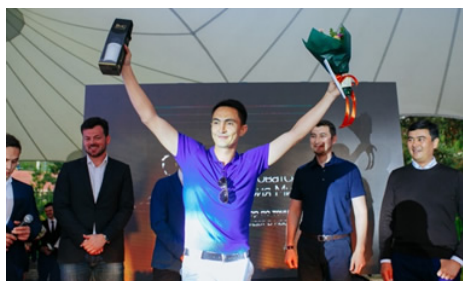
> KAZAKHSTAN

Barton & Guestier was the **official wine sponsor** at the **awards ceremony and gala dinner** of the **Forbes Cup Open tennis tournament**. This year's competition took place on May 27 and 28 at the courts of the Baganashyl complex in Almaty.



Around 100 participants, as well as partners, friends, Forbes Club members and journalists enjoyed the great atmosphere of **B&G's "Parisian café"**, where they could enjoy **B&G Réserve Sauvignon Blanc** and **Pinot Noir**, both proposed by **B&G's Brand Manager Olessya Tikhonova**.

The winners of the tournament were awarded with bottles of **Heritage N°290** by Barton & Guestier.

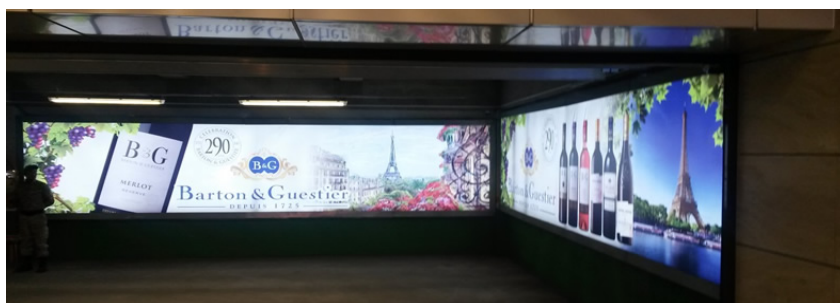


> KYRGIZSTAN



Giant for B&G in Globus Supermarket in Bishkek

Barton & Guestier wines were featured in a giant advertising campaign in Globus Supermarket in Bishkek. While entering the supermarket's parking, shoppers were guided by huge lightboxes showing the Eiffel Tower, and other aspects of Paris, some bunches of grapes and of course B&G wines. A very nice way to travel, as B&G wines are often referred to as "Your Passport to France".





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> MALAYSIA



The **Press Room Bistro** in **Kuala Lumpur** was the exquisite place chosen by **B&G's Jonathan Lament** for the Fine Wine Dinner for the introduction of B&G Passeport range.

The outstanding 4-course dinner was a huge success. The Press Room Bistro is known for its delicious food, charmingly served in a casual setting.

B&G wines served were **Passeport Chablis**, **Côtes de Provence Rosé**, **Saint-Emilion** and **Châteauneuf-du-Pape**, all commented by Jonathan Lament.

Among the numerous guests, were **Mrs Monica Tindall** and **Kirsten Durward** from **The Yum List**. [They published a mouthwatering article about the evening and the food and wine experience.](#)



> USA

> NEW YORK

B&G winemaker Laurent Prada was present at the **B&G Press lunch** organized at **Maialino Restaurant** attended by various bloggers, journalists and wine professionals last April 7. The goal of the event was the official launch of the new Bordeaux wine, **B&G Bordeaux by Laurent Prada** as well as the presentation of B&G's US focus range: **B&G Passeport Cotes de Provence Rosé**, **La Villa Barton Côtes de Provence Rosé**, **Héritage 290**, **Château Magnol** and **B&G Passeport Vouvray**.

[One of the reviews written by Stephanie Roze Arnold can be seen here](#)



In addition to the press lunch, Laurent took the opportunity to visit NY key-accounts and to meet with sales representatives from B&G NY distributor **Empire Merchants** in company of B&G's NY State Manager, **Jaime Rodriguez**.

The week from April 11 to 15th, Laurent went to Florida to travel around with **B&G's Sales Manager Florence Hunckler** to meet distributors and key-accounts in Miami, West Palm, Tampa, Hollywood and Fort Lauderdale.





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> La Nuit en Rosé - New York Summer Edition

B&G wines were present at "La Nuit en Rosé", the first-ever festival dedicated exclusively to rosé wine and champagne, that returned for the third year to **New York City**, from June 9 to 11, 2016. Aboard the sleek **Hornblower Infinity Yacht**, guests were invited to a sensorial experience of delicious rosés, including **B&G Côtes de Provence Rosé, B&G Passeport Rosé d'Anjou** and **La Villa Barton**. The 3-hour event including a 2-hour cruise, also proposes food crafted by local chefs and restaurants, 3 DJs plus live entertainment, makeup touch-ups by Guerlain and much more. An exclusive experience!



> BOSTON

B&G Passeport Côtes du Rhône was presented by **Master Sommelier Chris Tanghe** during the **2016 Guild Sommeliers - Rhone Valley Wines Master Class** organized by the Rhone Valley Wines Council at Catalyst Restaurant in Boston on May 23rd. A great group of 28 members of the trade, mainly from Boston restaurants, and a few from Providence had the occasion to discover various Rhone wines.

The same event took place in **Miami** on May 16th, where 32 members of the trade were in attendance and discovered B&G Passeport Côtes du Rhône.



> HOUSTON

During the Annual Trade Event on May 18th, **"A Land of Wines & Festivals!"**, Rhone Valley Wines hosted over 70 professionals at the beautiful Majestic Metro. All the wines, including **B&G Côtes-du-Rhône** were in their element surrounded by Rhone Valley Culture: jazz, musicians, opera singing & dance.

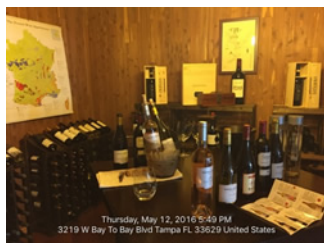


> MIAMI

Numerous PR actions, tasting events, food & wine pairing demonstrations and winedinners in Florida with B&G's Florence Hunckler.

On May 28th at the famous **Ile Cook Key West**, **Chef Martha Hubbard** (pictured) prepared an amazing dinner with Barton & Guestier wines from Bordeaux that were commented by Florence Hunckler for the greatest pleasure of the guests of the restaurant! Discover the proposed matches:

- Red Grape and Walnut Salad with Thomas Barton Graves Blanc 2013
- Sweet and Spicy Crab, Citrus and Basil Sorbet with Les Charmes de Magnol Bordeaux Blanc 2013
- Roasted Rib-Eye with Beurre Mirabeau and Ratatouille with Chateau Haut Lagrange Pessac Leognan 2010
- Warm Medjool Date Cake and Ashed Pyramid Goat Cheese with Thomas Barton Margaux 2013.



> VIETNAM

"Eat local, drink B&G" was the slogan of the fine wine dinner organized by B&G's distributor **Finewines** on June 1st at the **Reflections Restaurant** of the **Caravelle Saigon Hotel** in Ho Chi Minh City.

Guests were welcomed with canapes and a **B&G Premium Sparkling Chardonnay**. Every dish of the 5-course Vietnamese style menu was accompanied by a B&G wine.

B&G ambassadors: Mr. Philippe Marion, Mr. Carlos Varela, and Ms. Victoire Desvigne introduced Barton & Guestier and also commented the food and wine pairings.

Over 30 guests enjoyed the evening in this cosy restaurant, giving positive feedback and compliments on the quality of the wines, on the food cooked by Chef of the hotel, and the 5-star services of the staff. Every invitee received a small **B&G passport** with the description of each wine as a souvenir.





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Press review & Awards

> B&G Réserve Cabernet Sauvignon 2015

GOLD MEDAL

Concours Mondial de Bruxelles 2016 - Belgium
Bottles come with medal

> B&G Réserve Cabernet Sauvignon 2014

TOP18 VARIETALS

Selection Magazine - Germany



> B&G Réserve Chardonnay 2015

GOLD MEDAL - MÉDAILLE D'OR

Berliner Wein Trophy 2016 - Germany

GOLD MEDAL - MÉDAILLE D'OR

Mundus Vini 2016 - Germany



> B&G Réserve Rosé 2014

SILVER MEDAL

Berliner Wein Trophy 2016 - Germany



> B&G Réserve Sauvignon Blanc 2015

COMMENDED

International Wine Challenge 2016 - UK



> B&G Réserve Merlot 2015

COMMENDED

International Wine Challenge 2016 - UK



> B&G Réserve Merlot 2014

SILVER MEDAL

Berliner Wein Trophy 2016 - Germany





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> Original Bio Sauvignon Blanc 2014

SILVER MEDAL

Sakura Award 2016 - Japan



> B&G Domaine La Gardie Merlot 2014

Debeur - Guide gourmand des Québécois - February 2016:

"The French wine merchant company Barton & Guestier produces in the south of France, in Pays d'Oc in particular, sharing its know how and solid experience acquired in the Bordeaux region. We have tasted there a wine with black fruit aromas, blackberries, blackcurrant combined with cedar, delicate vanilla and green pepper notes. Complex, rich, fruity with a long aftertaste, this wine offers a good structure with present but velvety tannins and a long spicy finish. Perfect pairing with a nice piece of beef and mushrooms, roasted lamb or kidneys of beef. Excellent value" (Thierry Debeur)

"L'entreprise bordelaise Barton & Guestier produit dans cette région du sud de la France, en pays d'Oc plus précisément, faisant bénéficier cette appellation de leur savoir-faire girondin (région de Bordeaux). Nous avons goûté ici un vin aux parfums de fruit noir, de mûre sauvage et de cassis avec une note de cèdre, de vanille légère et de poivron vert. Capiteux, ample, long et fruité en bouche il possède des tanins fins et serrés avec une finale délicatement épicée. Le servir en carafe en même temps qu'une côte de bœuf aux cèpes, un filet d'agneau rôti ou des rognons de bœuf aux champignons. Bon rapport qualité prix. (Thierry Debeur)"



> B&G Passeport Bordeaux Rouge 2012

SILVER MEDAL

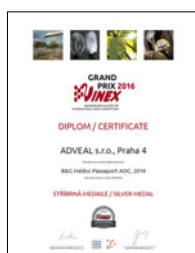
Vienna International Wine Challenge - Austria



> B&G Passeport Médoc 2014

SILVER MEDAL

Grand Prix 2016 Vinex - Czech Republic





> B&G Passeport Côte Du Rhône 2015

91 Points

Ultimate Wine Challenge 2016 - USA

Selected in Toutsurlevin.ca: Un chouette petit vin de bistro que ce côte-du-Rhône. C'est fruité, un peu épicé et les discrets tanins sont vraiment souples en bouche. On y retrouve des arômes de fruits rouges, des notes plutôt poivrées, un soupçon de réglisse peut-être et on devine la garrigue non loin des vignes.



> B&G Passeport Saint-Emilion 2013

SILVER MEDAL

Vienna International Wine Challenge - Austria



DOUBLE GOLD MEDAL BEST BORDEAUX
Wine Tasting Competition (WSWA) 2016 - USA



> B&G Passeport Margaux 2012

GOLD MEDAL

Berliner Wein Trophy 2016 - Germany

SILVER MEDAL

Vienna International Wine Challenge - Austria



> B&G Passeport Châteauneuf-du-Pape 2013

SELECTED IN WINE ENTHUSIAST - ADVANCED BUYING GUIDE

May 2016 (USA)

"This is a silky, ready to-drink red. Cherry and plum fruit mingle easily with earth, leather and mocha, finishing on a softly dusty note. Drink now-2023"



DOUBLE GOLD MEDAL
Wine Tasting Competition (WSWA) 2016 - USA





Barton & Guestier
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> B&G Passeport Sancerre 2015

SILVER MEDAL

Wine Tasting Competition (WSWA) 2016 - USA



> B&G Passeport Beaujolais 2013

BEST BUY

Wine Enthusiast Buying Guide



> B&G Passeport Côtes de Provence Rosé 2015

DOUBLE GOLD MEDAL BEST OF SHOW

Wine Tasting Competition (WSWA) 2016
USA

94 POINTS / FINALIST / GREAT VALUE
Ultimate Wine Challenge 2016 - USA



> B&G Passeport Pouilly Fuissé 2013

93 POINTS - "EXCELLENT, HIGHLY RECOMMENDED"
Ultimate Wine Challenge 2015 (USA)



> 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



> La Villa Barton Côtes de Provence Rosé 2015

GOLD MEDAL

Wine Tasting Competition (WSWA) 2016
USA

GOLD MEDAL

Gilbert & Gaillard 2016 - France

SILVER MEDAL

Decanter 2016 - UK

92 POINTS

Ultimate Wine Challenge 2016 - USA



> La Villa Barton Côtes de Provence Rosé 2014

93 POINTS - "EXCELLENT, HIGHLY RECOMMENDED"

Ultimate Wine Challenge 2015 (USA)

GOLD MEDAL

Gilbert & Gaillard Wine Guide 2015
(France)

SILVER MEDAL

Drinks International Retail Awards





> Château Magnol 2012

GOLD MEDAL

Best In Glass Wine Challenge - Veritage Miami - USA

> Château Magnol 2013

SELECTED IN "6 CABERNET SAUVIGNONS ALL WORTH TRYING"

Brandon Sun - Canada - February 26, 2016

GOLD MEDAL

Best In Glass Wine Challenge Veritage Miami
USA

GOLD MEDAL

Berliner Wein Trophy 2016 - Germany



GOLD MEDAL

Wine Tasting Competition (WSWA) 2016 - USA

BRONZE MEDAL

Decanter 2016 - UK



GOLD MEDAL

Gilbert & Gaillard 2016 - France

COMMENDED

International Wine Challenge 2016 - UK



> Les Charmes de Magnol Médoc 2012

SELECTED in GUIDE HACHETTE 2016 - France

> Les Charmes de Magnol Médoc 2014

BRONZE MEDAL

International Wine Challenge 2016 - UK



> Thomas Barton Réserve Sauternes 2013



GOLD MEDAL

Berliner Wine Trophy 2016 - Germany

SILVER MEDAL

Mundus Vini 2016 - Germany





> Thomas Barton Reserve Privée Médoc 2012

GOLD MEDAL AND REGIONAL TROPHY WINNER (BEST BORDEAUX WINE)
Decanter Asia Wine Awards 2015



GOLD MEDAL
Mundus Vini 2015 - Germany

SILVER MEDAL
Decanter World Wine Awards 2015

SILVER MEDAL
Decanter World Wine Awards 2015

**** TWO STARS SELECTION**
Guide Hachette 2016 - France

> Thomas Barton Reserve Privée Médoc 2010

***** THREE STARS SELECTION**
Guide Hachette 2015 - France

SILVER MEDAL
Vienna International Wine Challenge 2015 - Austria



Gold Medal
Berliner Wine Trophy 2016 - Germany



> Héritage Barton & Guestier - N°290

91 POINTS / GOLD MEDAL
Tastings.com - USA



Gold Medal
Gilbert & Gaillard 2016 - France



SILVER Medal
Concours Mondial de Bruxelles 2016 - Belgium

91 Points
Ultimate Wine Challenge 2016 - USA



> Château de Goëlane Bordeaux supérieur 2011

Selected in lesommfou.com: Ce bordelais à dominante de merlot contient aussi du cabernet sauvignon et une petite touche de malbec. Robe rubis moyen. Arômes de menthe, de mûre sauvage, de cerise noire et de poivre noir. Bon niveau d'acidité, tannins assez souples et juste un brin secs. Flaveurs de mûre sauvage, de menthe, de poivre noir et de cerise noire. Boire maintenant ou d'ici six ans.





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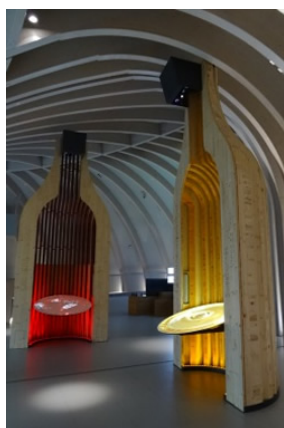
Good Practice



Barton & Guestier is one of the major sponsors - "Master-Builder-Patrons" - of Bordeaux's Cité du Vin, the world wine capital's new attraction paying homage to wine civilisations around the world - and all that is universal, cultural, and symbolic about them.

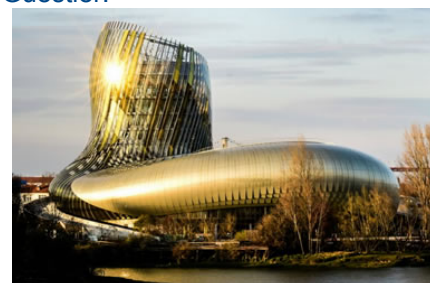
A true passion for fine wine, a pioneering spirit, a taste for adventure, the Garonne River, the desire to share knowledge, and a love of the French art of living are all links that easily lead Barton & Guestier to support this project from its very inception.

The Cité du Vin was inaugurated on the 31st of May by **French president François Hollande** and the **Mayor of Bordeaux, Alain Juppé**. Numerous other personalities, including **Olivier Marc, Managing Director of Barton & Guestier**, were also present.

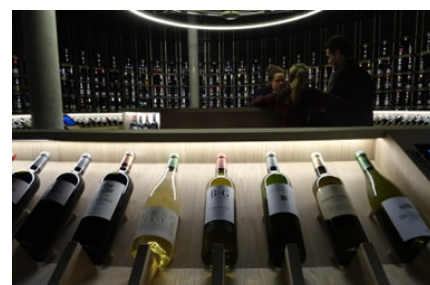


As the oldest Bordeaux winehouse selling its wines under its own name, and thanks to the impetus of its parent firm, Barton & Guestier has supported the Cité du Vin from the very beginning because both share a lot:

- A true passion for wine!
- A pioneering spirit of adventure that motivated our founders!
- A location: the quays of the Garonne in Bordeaux - the origin of Bordeaux wine's international reputation, as well as that of Barton & Guestier!
- A desire to share knowledge about wine, essential for future generations, which is epitomised by B&G's long-standing efforts at Château Magnol!
- A celebration of French wine and the French Art of Living!



Among the various sections of the Cité du Vin's permanent tour circuit, Barton & Guestier and its parent company chose to focus on the multi-sensory attraction **"The Buffet of the 5 Senses"**. The aim of this module is to help people discover the world of wine in the most natural way possible, by stimulating the five senses. This choice reflects our desire to **highlight wine's sensory appeal and to make people of all different backgrounds aware of how useful it is to learn how to taste.**



In addition to the permanent circuit, which features documents from the Barton & Guestier archives, the Cité du Vin also offers temporary exhibitions, performances, conferences, and tasting workshops. Visitors can admire the sweeping vista of the Port of the Moon from the belvedere on the top floor while enjoying a glass of wine.

The Cité du Vin also has a restaurant with a panoramic view, along with a wine bar and an impressive wine cellar featuring wines from around the world - including **Thomas Barton Réserve Médoc** and **B&G Réserve Chardonnay**!

A visit to the Cité du Vin is also scheduled for guests staying at Château Magnol and students at the Barton & Guestier Food & Wine Academy!





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Food & Wine Pairing



It's Summer! Fruits fall from the trees, red berries are here! All you have to do now is to discover how to enjoy them. Frédéric Prouvateur, Château Magnol's dedicated Chef gives some precious advices on pairing wines with fruit desserts.

Fruit is particularly welcome at the end of a meal and can be enjoyed many different ways: in a cold soup, on tarts, in puff pastry, ice cream, sorbets, cut in julienne strips, eaten whole, etc. Avoiding overly sweet flavours, let us try to make the most of the many delicious fruits on offer and discover fascinating contrasts, textures, and colours.

The red and the black: why not try "tone on tone" with flavoursome and slightly tangy red fruit (strawberry, raspberry, and cranberry) and black fruit (blackcurrant, blackberry, and blueberry) - for instance, smooth, fruity wines like **Beaujolais**, Pinot Noir d'Alsace, Saint-Pourçain, **Sancerre**, light **Côtes du Rhône**, or Cabernet de Touraine with a verrine of strawberry soup with rose water and whipped cream, raspberry zabaglione, or simply strawberries and cream? With pervasive flavours such as balsamic vinegar, the best choice is probably a red dessert wine like Maury or Banyuls.



Rosé de Provence is perfect with fruit salad containing mint leaves or strawberry and citronella soup. And a fairly vinous pink Champagne, or even a demi-sec, will be popular with everyone to accompany desserts such as macaroons.

The pink and the green: A number of desserts such as cold kiwifruit and strawberry soup, watermelon and strawberry soup, and strawberry and lime Bavarian cream go very well with sweet wines that have good acidity (thus avoiding any heaviness). These pairings draw a parallel between two different acidities: that found in the fruit and that in the wine. Loupiac, Jurançon, **Vouvray** or Coteaux du Layon fit the bill nicely.



White and yellow: peaches, apples, pears, and apricots are popular, but what wine to serve with them? Regional matches often work very well: peaches in Alsace wine with a sweet Gewurztraminer, verrines of fondant apples with semi-sweet Vouvray, or not very sweet Sauternes, baked apples with cider from Normandy or pommeau - but also Vouvray, Coteaux du Layon or **Sauternes** - and pear salad with honey and fresh mint with poiré.



The sweet white wines of the Loire are great with compote of mirabelle plums from Lorraine, stuffed caramelised nectarines, and pears in wine and spices: Coteaux de l'Aubance, Coteaux du Layon, semi-sweet Vouvray as well as diverse Muscat wines. Apples au gratin from the Calvados should obviously be accompanied by... a good Calvados.

Citrus desserts: banana and citrus salad, pear and grapefruit compote with gingerbread, grapefruit with cinnamon and almonds, citrus and green tea soup, grapefruit au gratin with Muscat zabaglione, orange and light cream, etc. Once again, sweet white wines work wonders here. These should be sufficiently sweet to counterbalance the dish, but with enough attractive acidity to wake up the taste buds and provide flavours reminiscent of citrus. A great **Sauternes** also suits.





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Dried fruit desserts: prune crumble, baked apples with dried fruit, roast figs with spices, and dried fruit in briki pastry with ras el hanout. Once again, Banyuls does the job well thanks to its sweetness, bouquet of figs or dried fruit, and flavours suggesting cocoa or sugared almonds. Unusual contrasts: pears with chocolate mousse, brochettes of fresh fruit and chocolate, mini white chocolate cake with cranberries, etc. The oxidative nature of certain wines such as Port, Banyuls, or Rivesaltes plays a very positive role here.



Exotic desserts: Muscat à Petits Grains is a good friend of exotic desserts. Its exuberance and freshness go well with verrines of tropical fruit, melon soup with Sichuan pepper, plum and citrus soup, roast pineapple, orange caramel and spices, yoghurt and banana salad with coconut, kluai buat chi (bananas with coconut milk) and mango au gratin, etc. Serving these with a sweet, but not too sweet wine from **Vouvray**, Coteaux du Layon, or **Sauternes** also does the trick. Cherries or plums in brandy really can only be accompanied by the same brandy. The same goes for a pineapple tarte tatin with rum.





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People

> **VICTOR DE LA CHAPELLE**
EXPORT MANAGER
EASTERN EUROPE - MEDITERANEAN AREA - EASTERN AFRICA - MIDDLE EAST - INDIAN OCEAN AREA



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

I discovered Barton & Guestier because it was in the Top 50 of the World's Most Admired Wine Brands in Drinks Magazine online! I was very impressed with so much history! I also like

the labels very much, they are modern, but also represent the history of the company or the region, especially with the Thomas Barton Réserve range.

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

Stronger as time goes by. Many clients tell us how their parents used to drink B&G wines, and that it is one of the oldest and first French brands on the market. I am proud to be the ambassador for such a group.

I was also able to come 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?

I think the potential is still huge in Europe notably in Italy but also in Seychelles where we will continue to grow our business sustainably.

What has been your biggest satisfaction so far?

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 like travelling and meeting people so each trip is the best! My best travel souvenir is during the 25th years anniversary of Domaine Boyar. We made a very beautiful party with very welcoming people. The worst is during a trip in Turkey, the taxi driver dropped me in the highway because of a very big traffic on the bridge.

A favourite market?

Cyprus is a very interesting market. The crisis is behind and since 2 years there are more and more tourists. I like very much to go there because of the Greek influence. But I love all my markets because for me it is a great pleasure to share with people the wine culture and French Art of living.

What is your favourite B&G wine?

By far the Thomas Barton Reserve Privée 2009. A very powerful Medoc, full-bodied and a lot of character. I love the spicy notes and velvety tannins of this vintage.



Agenda

> MEET B&G AT THE FOLLOWING EVENTS

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

- > **October 3-7, 2016**
TFWA
RED VILLAGE - Booth N° L22
Cannes - France
B&G contacts: [Philippe Marion](#) - [Marina Julien](#) - [Cyrielle Thibot](#)
- > **February 6-10, 2017**
Prodexpo
Moscow - Russia
B&G contacts: [Philippe Marion](#) - [Alexandra Vnukovskaya](#)
- > **March 19-21, 2017**
PROWEIN
Düsseldorf - Germany
B&G contacts: [Philippe Marion](#) - [Petra Frebault](#)
- > **March 26-29, 2017**
IAADFS
Orlando - USA
B&G contacts: [Philippe Marion](#) - [Marina Julien](#) - [Audrey Clos](#)
- > **May 7-11, 2017**
TFWA
Singapore
Booth N° C-10
B&G contacts: [Philippe Marion](#) - [Marina Julien](#) - [Carlos Varela](#)
- > **June 18-21, 2017**
Vinexpo
Bordeaux - France
B&G contacts: [Philippe Marion](#) - [Petra Frebault](#)



B&G History

"A Taste of History" featuring Barton & Guestier wines and Thomas Jefferson is on RLTV Network - since Wednesday July 6th 2016, 9:00 PM EST (USA).

After the broadcasting on PBS television channel, we will be able to share the entire film with you. In the meanwhile have a look at our YouTube account where you can already enjoy some extracts:

[B&G Winemaking with Laurent Prada](#)

[B&G Winetasting with Solange Galan](#)

Why did **Thomas Jefferson** like **B&G wines** so much?

What's more, why did he **fill his own cellars** with B&G wines, just **before establishing the Embargo Act?**

And of course, why do **B&G wines pair so well with nice food** and would **Thomas Jefferson** enjoy it? **That's what Chef Walter Staib** came to discover at **B&G's headquarters at Château Magnol!**



An intensive week of filming took place:

Walter and his production crew consisting of Tom Daly, Russell Toub and Connor Lepre arrived on Monday Feb 29 and as the weather was beautiful, the shooting of the surrounding of the Château started immediately. Later in the evening, B&G's Laurent Prada, Philippe Marion, Solange Galan, Petra Frebault and Chef Frédéric Prouvoveur set together to run over the schedule.

Tuesday March 1 was a big day for Laurent Prada, explaining about B&G winemaking, sustainability, and the French vineyards, and also for **Philippe Marion** talking about

Barton & Guestier's long history since 1725 and about B&G being the first French winebrand present on the US market. Thomas Jefferson liked the wines in France -and **Daniel Guestier who opened a trade office in Baltimore**- shipped them to the US! Philippe did the interview on top of the bunker that is hidden B&G's gardens, the first time ever he saw Château Magnol from this angle.



Wednesday was "Bordeaux" day!

In the morning **Solange accompanied Chef Walter Staib** to Bordeaux famous fresh market "**Les Capucins**"!

They did the shopping of fish, meat and fresh vegetables and fruit for Chef Frederic's gala dinners...

(Evil people say that it was the first time ever that Solange went shopping for fresh food).

In the afternoon we scheduled the private tour with **B&G famous Bordeaux guide: Bruno Beurrier**. Unfortunately due to the bad weather conditions we had to give up, as cameras and crew were almost blown off Bordeaux highest point: the Pey Berland tower.

In the evening **Chef Frederic Prouvoveur** served a true gala dinner for selected guests! B&G's general manager Olivier Marc was surprised by a birthday cake at the end of the dinner. The dishes were excellent and showed very well!



Thursday was a long "CHEFS day"!

Walter and Frederic got along very well to make some of France's most famous dishes, which Thomas Jefferson would certainly have liked also. Every vegetable and kitchen technics was the subject for a chat. Of course Frederic also suggested a B&G wine for every dish... Walter and Solange double-checked these suggestions on Friday. They had the heavy duty to taste each wine and dish, and make the pairing comments. In the afternoon Walter and his team also went back to Barton & Guestier, private cellars, hiding a total of 20.000 bottles.



On Saturday Walter and his crew went back to Bordeaux where the weather improved during the morning: beautiful blue skies with cumulus clouds provided a warm atmosphere in the **Chartron area where Thomas Barton settled 291 years earlier...**

Today Walter and his team are back in the US: Walter is back in his famous restaurant **The City Tavern in Philadelphia, established in 1773**, where Barton & Guestier wines are on the wine list and on special display!

The production team is making the best of all the rushed and images...

The B&G-Jefferson episode of the 7th season of "A Taste of History" (30 minutes) is planned to be broadcasted on July 4th on TV channels PBS and RLTV and 65 million spectators will discover the answer to the questions above...



A Taste of History won 6 Emmy awards! More news on: www.citytavern.com - www.staib.com - www.atasteofhistory.org



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