



Editorial by Philippe Marion

> THE B&G EXPERIENCE

We want to **bring the world top quality wines** that are a **source of emotions and inspirations**.

**Achieving pleasurable experiences** and being considered as an **emotional being** are two of our deep needs. The consumers want to **break away from the rational and the functional**, they want to be **involved and implicated**. As a brand, in addition to the aesthetics and educational part, we have to provide them with an **exclusive meaningful experience, emphasizing inter-activity, connectivity** and providing a **feeling of belonging**. Meeting the B&G team or coming to Château Magnol is a first step, but there is much more to it.



Today **mobile technology** is part of the **consumer's behaviour**. Many use social media to find out more about wines: **notes, Best Buys** and above all **comments from friends** or other consumers. Every day **new applications** see the daylight. Today we are connected with a small number of our consumers via our social media, **Facebook, Twitter, Instagram and YouTube**, and with those who participated in our **photo competition** or who contact us for questions or information. But we need to do better.

The coming months we will work with some **focus consumer groups** on their **expectations**, develop plans to **get connected** with the greatest possible number of **B&G wine lovers** and how to provide them with an **exclusive B&G Experience**. More news will follow in the next issue of Assemblage.

In the meanwhile, let's stay connected!

À votre santé !

Philippe MARION  
Sales & Marketing Director

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## New Brands

### > 2 NEWCOMERS IN THE B&G RÉSERVE VARIETAL RANGE

With **B&G Réserve Grenache Noir** and **B&G Réserve Viognier**, Barton & Guestier adds two outstanding varietal to its premium French Réserve Varietals range that was launched in 1989, perpetuating the visionary spirit of the company's founders.



#### **B&G Réserve Grenache Noir (IGP Pays d'Oc)**

The Grenache Noir grape in France is well known for entering the Châteauneuf-du-Pape blends. When grown in the hot climate of the Languedoc, this famous grape varietal is even more expressive.

#### **Tasting notes:**

- Appearance: Brilliant cherry red colour.
- Nose: Red fruit aromas (raspberry, strawberry, redcurrant), as well as spicy hints (cinnamon, black pepper).
- Palate: Well balanced, with pomegranate notes and luscious tannins. The long aftertaste is fruity with some mint.
- Food matches: Perfect with lamb, duck, spicy food and Mediterranean dishes. Best served around 16°C.

#### **The packaging:**

**B&G Réserve Grenache Noir** has a black cap in line with the name of the Varietal on the label. The wines are coming with corks.

**B&G Réserve Grenache Noir** is available from stock in 6x75cl as from now.



#### **B&G Réserve Viognier (IGP Pays d'Oc)**

These Viognier grapes grow along the Thau pond in Marseille and Agde. The proximity of the pond is particularly well adapted as it provides some humidity and freshness.

#### **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.





Barton & Guestier  
DEPUIS 1725

## > B&G PASSEPORT AUTOMATIC DISPLAY FOR 72 BOTTLES



**Creating visibility is now very easy with this new display for 72 bottles.**

This high-impact 2m40 (8ft) tall B&G bottle comes in 2 pieces and is set up in less than 2 minutes.

The lower part with the shelves unfolds automatically and the upperpart is easy to fit on the upper-shelf without any additional tools or efforts!

The "Your Passport to French Wines" slogan is a true invitation to discover more about the B&G Passeport range.

The individually packed displays are available from stock under B&G Ref N° 0467 at 43,30€.

This new display completes the range of POS tools available for the B&G Passeport range:

- Luggage tags
- Casecards (B&G Bordeaux-Côtes duRhône and B&G Vouvray-Rosé d'Anjou)
- B&G AOC Passeport
- B&G Culinary Passport with recipes from Chef Frédéric Prouvoeur
- Cooler bags
- Giftpacks for 1 bottle
- Roll-up banners
- "Win a Winelovers trip for 2 to France" (photocompetition until 31/12/2016).





## > BROCHURE: TAPAS WITH B&G RÉSERVE VARIETALS



The **Tapas brochure** is a new consumer promotion tools 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.



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 5: 17,80 €





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# ASSEMBLAGE Newsletter

N°57 - OCTOBER 2016

## Hot

### > MARRIOTT CHOSE BARTON & GUESTIER FOR ITS BORDEAUX WINES!



The famous hotel chain **Marriott** runs around 4200 establishments worldwide. For its **hotels in France and Asia**, Marriott selected **Barton & Guestier** as its **official supplier for Bordeaux wines**.

The selected wines are **B&G Passeport Bordeaux Red, White and Saint-Emilion, Thomas Barton Médoc, Graves Blanc and Sauternes, Château Barrail-Laussac (AOC Bordeaux) and Château Magnol, AOC Haut-Médoc - Cru Bourgeois**.





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# ASSEMBLAGE Newsletter

N°57 - OCTOBER 2016

## Event & Markets

### > DUTY FREE



Barton & Guestier was present in a brand-new booth situated in the **Red Village at TFWA** in Cannes, early October. Numerous customers and prospects visited the booth to taste the **newly launched wines** and to discover the **latest giftpacks**, including the **2-bottle giftpack for Château Magnol**.



Barton & Guestier is also sponsor of the **Travel Retail Challenge** organised by **Drinks International**. **B&G Sales & Marketing Director Philippe Marion** (pictured on the right) handed one of the Trophies to the team of **Dubai Duty Free** in the category of Best Single Location.



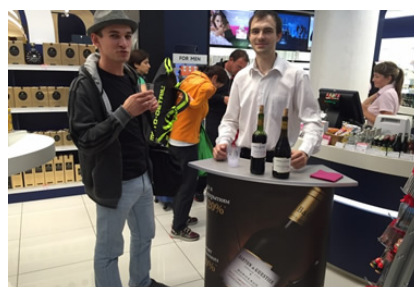
During the award ceremony all the guests **enjoyed La Villa Barton Côtes de Provence Rosé, Héritage and Château Magnol**.

The lucky winner of the prize draw was **Mr. Anthony Fletorides, GM of DFASS UK**; he received a Magnum bottle of **Château Magnol**.

### > DUTY FREE RUSSIA



Great visibility for B&G wines in Duty Free stores in Ekaterinburg airport during the month of September.



At the same period in **Port Alliance Shop - Sheremetyevo**, B&G wines were on tasting for the greatest pleasure of all passengers.



## > AUSTRIA

### Barton & Gustier at the top of the world!

B&G was proud to be the official and exclusive wine supplier of a very prestigious lunch at the **Gipfel Restaurant**, located at the **Kitzsteinhorn**, a glacier of **3029 meters in the Alps in Austria!**

The event, called **Hochgenuss** in German (**great pleasure**), happens twice a year and bookings are full several months prior to the date. The idea is to invite one awarded Austrian Chef to cook in the cuisine of the Gipfel Restaurant. For this edition that took place on October 9th, the restaurant was honored to receive **Chef Hubert Wallner**, the owner of the prestigious restaurant "**Saag**" in **Wörthersee** (a famous lake in Austria).



Guests have enjoyed 8 courses, each being more refined than the last. B&G was pleased to serve its finest wines to pair with this exceptional menu, among which **B&G Passeport Sancerre 2015**, **Thomas Barton Réserve Privée 2010** and the excellent **Chateau Magnol, 2005 vintage!**

**Cyrielle THIBOT** (B&G marketing team) was pleased to join the event to introduce the Barton & Guestier winehouse and share her passion for B&G wines. She had an unforgettable experience and received many thanks from all invitees!

Thanks to our **Wein 4 Senses team** for this fantastic opportunity to promote B&G wines; thanks also to the Gipfel Restaurant team and the Chef Hubert Wallner for their kindness and their warm welcome.



## > BELGIUM

Since September **Morgane Rey** (pictured 4th from the left) was appointed **B&G Brand Ambassador for Belgium**. Morgane travels around the country for the promotion of B&G wines.

The picture on the right was taken during the staff tasting at **Restaurant Taverne "Au Roy Henry"** which is the **oldest restaurant of the Ostende sea dike**, also called the Saint Tropez of Belgium!





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## > KAZAKHSTAN

Discover the **Bistro Girls Night Out** shop window in Kazakhstan. Irresistible!



## > MEXICO

Good times for **B&G wines** in Mexico starting with a special mention of **91 points for Château Magnol** in the famous Mexican lifestyle guide **Alfombra Roja**.

In addition **B&G Brand Ambassador Claire Bigot** takes care of the promotion of B&G wines in Mexico, with wine dinners, e.g. at **Live Aqua** where **Chef Hernan Griccini** set up a special menu to propose the perfect match with **B&G Bordeaux white, red, Château Magnol and B&G Sauternes**.

Claire commented all the pairings for the greatest pleasure of all the guests.



## > NORTHERN IRELAND



**B&G's Solange Galan, Château Magnol & Education Manager** travelled to Belfast for a Trade Tour, Master Classes and a Wine Dinner.

The first Master Class featured B&G Réserve Varietals and Thomas Barton Réserve wines for the **McKeever Hotel Group**. The next day, it was the **Clayton Hotel** that hosted the second Master Class with a focus on **B&G Réserve Sauvignon Blanc, B&G Réserve Chardonnay, B&G Réserve Merlot, B&G Passeport Bordeaux and Thomas Barton Réserve Médoc**.





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The highlight of the day was the **Gourmet Dinner**, held at the **Clayton Hotel** in association with **Woodford Bourne (B&G's distributor)** and hosted by Solange Galan. The event started with a drinks reception where over 90 guests consisting of VIP customers, press and bloggers, mingled while enjoying a glass of a Barton & Guestier Sauvignon Blanc and a shot of Amuse bouche. Guests were called into the Olympic Suite at 8pm by **Gary McCrudden, Head of Food & Beverage**. After taking their seats, a welcome speech was made by **Stephen Redden General Manager** of Clayton Hotel Belfast. Then Solange Galan talked through the history of Barton & Guestier, giving an in-depth explanation of the wine the guests were tasting and the reason why it was paired with each course. **Head Chef William Johnston** assembled an impressive **7 course Gourmet dinner** which was paired with different wines from the **Barton & Guestier and Woodford Bourne** collection.



During the evening guests enjoyed sampling the Barton & Guestier Sauvignon Blanc , Chardonnay , Thomas Barton Réserve Médoc and Château Magnol AOC Haut-Medoc.

It was a very successful event, in aid of Cancer Focus the nominated charity of Clayton Hotel Belfast.



*Pictured from left to right: Mr. Denis Broderick (Food and Wine development), Solange Galan and Stephen Redden (GM of the Clayton hotel).*

*Master Class at McKeever Hotel Group*

*Master Class at Clayton Hotel*

## > THAILAND

### B&G wines at Rimping Supermarket à Chiang Mai

Close to **200 participants** enjoyed the special **food & wine event** with **B&G wines** at **Rimping Supermarket**.

Participants enjoyed a huge selection of B&G wines, and delicious carefully prepared bites and learned more about Barton & Guestier, its wines and food & wine pairing.



[More pictures](#)



## > USA



### > ASPEN

La Villa Barton Côtes de Provence Rosé was present at the prestigious Food and Wine Classic in Aspen, Colorado.



This 3-day festival is dedicated to all **Epicurians**. The 5000 ticketed visitors per day (entry fee 1500 US\$) are **restaurants, sommeliers, distributors, journalists, bloggers, and VIP consumers**.



Over 300 wines and luxury brands are present in the Grand Pavillon and **Barton & Guestier was represented at the Provence Wines booth with La Villa Barton**. Between the dedicated tastings for professionals and press, visitors enjoyed cooking demonstrations and exceptional food & wine pairings.

## > BOSTON

### Best Burger & Boston Cook out

For the 3rd time, Barton & Guestier wines were present at the famous Boston Best of Burger & Cook Out events, organized by Boston Magazine. Over 3000 people attended the 2 nights. The B&G booth also welcomed trade guests from across New England-- sales force, managers, buyers.

In addition to eating Hamburgers and other great food, visitors enjoyed **B&G Passeport Côtes de Provence** in impactful 3-Ltr bottles, as well as **B&G Sparkling Chardonnay**. B&G also gave away **branded sunglasses and kool bags** to all the VIP customers.



### Tasting of B&G wines at Franklin Liquors in Massachusetts

50 people were in attendance at Franklin Liquors on October 6th, where **B&G USA'S Chris Ferraro** ran a tasting of Château Magnol, Thomas Barton SaintEmilion and Graves Blanc, Héritage 290th by Barton & Guestier and B&G Passeport Bordeaux by Laurent Prada. All the wines featured are stocked at the store for the remainder of the year!

[More details on Franklin Liquors events can be found here](#)





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## Barton & Guestier at Jimmy Fund 4th Annual Corporate Partners Summit

On Wednesday, September 14th, the **Jimmy Fund**, a major cancer research foundation in partnership with **Dana Farber**, one of the world's leading cancer research and treatment institutes, held its 4th Annual Corporate Partners Summit. **Barton & Guestier** was the exclusive wine sponsor, donating cases of **B&G Passeport Bordeaux Blanc** for the network cocktail reception at the conclusion of the event.

## Barton & Guestier at the Newport Mansions Festival

The **Newport Mansions Food & Wine Festival** was an excellent showcase for Barton & Guestier wines. **B&G Passeport Sancerre, Chablis, Côtes de Provence Rosé, Vouvray, Châteauneuf-du-Pape and Château Magnol** presented by **Chris Ferraro** from B&G USA (pictured), participated in the Grand Tasting on both Saturday and Sunday. With 1800 ticketed guests and over 1400 on Sunday, the Barton & Guestier brand was exposed to over 3000 guests from a wide geographic range: Florida, New Jersey, New York, Connecticut, Massachusetts, Rhode Island, New Hampshire, and Maine. Barton & Guestier also participated in the Newport After Dark event on Saturday night featuring B&G Côtes de Provence Rosé, the exclusive rose at the sold out and sought after event. [More information on the event is available at the website](#)



*Famous French Chef de Cuisine Jacques Pépin was also present at the Festival*

## > CHICAGO

### B&G Côtes de Provence Rosé at the Windy City Wine Festival

Despite the rather bad weather, visitors of the **Windy City Wine Festival**, **Chicago's biggest wine consumer event** (September 9 and 10), came in big numbers and with a lot of enthusiasm. The booth of the Provence Wines was one of the biggest attractions of the Fair. People sometimes had to wait several minutes before accessing the booth and over **3000 glasses of wines were served**. **B&G Passeport Côtes de Provence** was one of the 16 Cuvées present and was much appreciated including by members of the local media **Chicago Sun Times** and TV channel **CBS Chicago**.





Barton & Guestier  
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# ASSEMBLAGE Newsletter

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## Héritage 290th by Barton & Guestier at the Land of Wines and Festivals!

Héritage 290th by Barton & Guestier was enjoyed by over 200 trade & consumers at the Land of Wines and Festivals. Attendants were transported to experience the region's riches: arts, festivals and of course wine. Héritage 290th, a fabulous Rhone Blend, was highlighted in interactive pavilions and showcased by Chicago Sommelier & Wine Director of Maple & Ash, Belinda Chang.



## > MIAMI

### La Villa Barton at OCEAN DRIVE

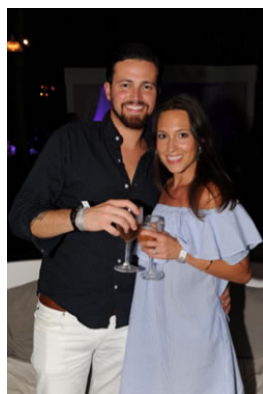
Barton & Guestier was the official wine sponsor at the Swim Suit event in association with the Ocean Drive magazine in Miami where the brand received great exposure including on social media (over 2 million impressions).



Editor-in-Chief, Jared Shapiro and Publisher, Courtland Lantaff were joined by swimsuit supermodel and cover star Hannah Ferguson on Thursday, July 14th at Delano South Beach. Ferguson arrived wearing a Vatanika gown and Sergio Rossi sandals at the invitation-only event that transformed the stunning Delano South Beach pool into a steamy swimsuit backdrop to feature a preview of Jantzen's 2017 collection. No wine could better fit the "hot" event than La Villa Barton Côtes de Provence Rosé. All VIPs including Perry Ellis, chairman Oscar Feldenkreis and international photographer Randall Slavin along with leading tastemakers and the supermodels enjoyed B&G's trendy, fruity and estate bottled rosé during dinner and throughout the event.



The event was also broadcasted by other local media and newspapers, such as CBS Miami News and Miami Herald.





Barton & Guestier  
DEPUIS 1725

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## > VIETNAM

### B&G at the Best Sommelier of Vietnam competition.

Barton & Guestier wines were part of the wines for the **blind tasting** at the **Best Sommelier of Vietnam competition** organised by Sopexa in the Equatorial Hotel.

B&G wines were also served to all the invitees during the cocktail reception and award ceremonies.

The competition was very successful and the winner will join the **Asian Best Sommelier competition** organized in December, where another B&G wine will be part of the competition. Keep the secret!





## Press review & Awards



> **B&G Sparkling Chardonnay**

**SILVER MEDAL / 85 POINTS PLUS**  
The Global Sparkling Masters 2016



> **B&G Réserve Chardonnay 2015**

**GOLD MEDAL**  
Berliner Wein Trophy 2016 - Germany

**GOLD MEDAL**  
Mundus Vini 2016 - Germany



> **B&G Réserve Sauvignon Blanc 2015**

**COMMENDED**  
International Wine Challenge 2016 - UK



> **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 Rosé 2014**

**SILVER MEDAL**  
Berliner Wein Trophy 2016 - Germany



> **B&G Réserve Merlot 2015**

**COMMENDED**  
International Wine Challenge 2016 - UK



> **B&G Réserve Merlot 2014**

**SILVER MEDAL**  
Berliner Wein Trophy 2016 - Germany





> **Original Bio Sauvignon Blanc 2014**

**SILVER MEDAL**

Sakura Award 2016 - Japan



> **B&G Domaine La Gardie Cabernet Sauvignon 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 Bordeaux by Laurent Prada 2014**



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

**BEST BUY**  
Wine Enthusiast (November 2016 issue)

**GOLD MEDAL - 91 POINTS**  
Los Angeles International Wine Competition

**SILVER MEDAL**  
New York World Wine & Spirits Award





> **B&G Passeport Médoc 2014**

**SILVER MEDAL**  
Grand Prix 2016 Vinex - Czech Republic



> **B&G Passeport Saint-Emilion 2013**

**SILVER MEDAL**  
Vienna International Wine Challenge - Austria



> **B&G Passeport Margaux 2012**

**GOLD MEDAL**  
Berliner Wein Trophy 2016 - Germany

**SILVER MEDAL**  
Vienna International Wine Challenge - Austria



> **B&G Passeport Côte Du Rhône 2015**

**91 POINTS**  
Ultimate Wine Challenge 2016 - USA

**SELECTED in [Toutsurlevin.ca](http://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.

[www.chacunsonvin.com](http://www.chacunsonvin.com) - **Canada - Marc Chapleau**

"A prix modeste (13,95\$ can) un très honnête assemblage syrah-grenache, corsé, généreux et fruité, à servir légèrement rafraîchi pour qu'il paraisse encore plus à son avantage." (millésime 2014).

"Great value wine (selling price only 13,95 \$ can), a full, rich and fruity blend of Syrah and Grenache. At its best served a little bit chilled"

[www.vinquebec.com](http://www.vinquebec.com) - **Marc André Gagnon**

Beaux nez de confiture de fruits rouges et une petite note de tabac. Invitant. Bouche d'abord fruitée, puis épicée. Sec, tanins très fins. Belle finale assez élégante. (millésime 2014)







> **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"



> **B&G Passeport Sancerre 2015**

**SILVER MEDAL**  
Wine Tasting Competition (WSWA) 2016 - USA



> **B&G Passeport Pouilly Fuissé 2013**

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



> **B&G Passeport Vouvray 2015**

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

**DOUBLE GOLD MEDAL**  
New York World Wine & Spirits Competition 2016

**GOLD MEDAL - 91 POINTS**  
Los Angeles International Wine Competition 2016



> **B&G Passeport Macon-Villages 2015**

**BRONZE MEDAL**  
New York World Wine & Spirit Competition 2016



> **B&G Passeport Beaujolais 2013**

**BEST BUY**  
Wine Enthusiast Buying Guide

> **B&G Passeport Beaujolais 2015**

**GOLD MEDAL**  
New York World Wine & Spirit Competition 2016





> **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

**SILVER MEDAL**  
Global Rosé Masters 2016 - Drinks Business

**BEST BUY**  
Wine & Spirits magazine - USA

**TOP 50 OF BEST ROSÉS - RANK 19TH - 91 POINTS**  
out of 322 wines tasted!  
Decanter

**3RD PLACE**  
Perswijn Rosé Wine Competition - Netherlands

**GOLD MEDAL - 90 POINTS**  
Los Angeles International Wine Competition - USA



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

**92 POINTS - "EXCELLENT, HIGHLY RECOMMENDED"**  
Ultimate Wine Challenge 2015 - USA

**DOUBLE GOLD MEDAL**  
The Fifty Best - USA - May 2015 [www.thefiftybest.com/wine/best\\_rose](http://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 - 90 POINTS**  
Decanter 2016 - UK

**92 POINTS**  
Ultimate Wine Challenge 2016 - USA

**GOLD MEDAL - 92 POINTS**  
Los Angeles International Wine Competition 2016

> **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**

Wine Tasting Competition (WSWA) 2016 - USA

**GOLD MEDAL**

Gilbert & Gaillard 2016 - France



**GOLD MEDAL**

Berliner Wein Trophy 2016 - Germany

**BRONZE MEDAL**

Decanter 2016 - UK

**COMMENDED**

International Wine Challenge 2016 - UK

**GUIDE HACHETTE 2017**



> **Thomas Barton Réserve Margaux 2012**

**EVERY DAY BORDEAUX SELECTION 2016**

Hong Kong

> **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

**EVERY DAY BORDEAUX SELECTION 2016**

Hong Kong - (2012 vintage)





> **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



**GOLD MEDAL**  
Berliner Wine Trophy 2016 - Germany



**GOLD MEDAL**  
Concours Mondial de Bruxelles

**SILVER MEDAL**  
Vienna International Wine Challenge 2015 - Austria

> **Héritage Barton & Guestier - N°291**

**BRONZE MEDAL**  
Decanter Asia Wine Awards 2016

> **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



**SILVER MEDAL**  
Los Angeles International Wine Competition - 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.



Barton & Guestier  
DEPUIS 1725

# ASSEMBLAGE Newsletter

N°57 - OCTOBER 2016

## > CANADA

[Club des Dégustateurs - Les Galets, Passeport, Côtes-du-Rhône, Barton & Guestier, 2014, France](#)

## > DUTY FREE

[DFNI - Barton & Guestier launches new travel exclusive giftpack](#)  
[DUTY FREE MAGAZINE - Barton & Guestier to launch elegant wine gifts in Cannes](#)  
[THE MOODIE REPORT](#)

## > MALAYSIA

[The Yum List - Chateau Magnol, Barton & Guestier, Bordeaux, France](#)  
[The Yum List - Barton & Guestier, Food and Wine Academy, Bordeaux](#)  
[The Yum List - Petra Frebault, Barton & Guestier - Bordeaux's Oldest Winehouse](#)

## > NETHERLANDS

[Mamadrinktweijn](#)

**Perswijn - Ronald de Groot**  
 Selection of B&G Cotes de Provence Rosé

Notities  
rosé uit Provence  
en Languedoc

## > UNITED KINGDOM

**Decanter - September 2016 issue**  
 B&G Cotes de Provence Rosé - Ranking 19 : Score 91 - Out of 322 wines tasted

### 50 top rosés from around the world

Our experts have tasted through a record 322 rosés to bring you 50 of the best available in the UK today. Elizabeth Gabay MW analyses the results

ROSE WINE SALES developed from the bottom up, gaining momentum due to its uncomplicated style and pretty colour. The growth in premium rosé is changing this category, as more complex wines appear. Although there were no scores above 90 in this mammoth tasting, 40 were Highly Recommended and 79 Recommended.

French premium rosé dominated, but Spain, Italy and South Africa also fielded good examples. Origin, however, is not a guarantor of quality or style – although Provence rosés do generally have the edge.

The best wines showed a complex range of fruit characters (strawberry, redcurrant, cherry, peach, rhubarb, pomegranate and floral notes), fresh crunchiness, zesty or leafy acidity, and hints of orange peel, garrigue, herbs or a savoury note. The best displayed fruit intensity rather than neutrality. Colour had little correlation with

quality, but reflected variety and origin. A few were almost water-white, with little fruit character, suggesting that more effort had gone into appearance than taste.

As expected, a few wines had spent time in oak. The best of these were well integrated, with sufficient fruit and structure to carry the oak, but in others it was overly dominant or poorly used.

Most top scorers were from the 2015 vintage, but a few 2014s performed well. Some were obviously made to age, but a few seemed to be old stock, so be wary of buying older rosés.

This tasting shows that premium rosé can still be a shot in the dark, with quality inconsistent (53% of wines were 85 points or below). Price gives a vague indication of quality, with only one of the top 10 wines under £15. But it's not a guarantee. Best advice: know a good wine merchant.

<p><b>1</b> <b>Domaine Deslapparts, Chavignol, Sancerre, Loire, France 2015</b> 93 £15.95 <i>Les 8 Sentiments</i></p> <p>Bright, perfumed and intense, with attractive strawberry and red fruit on the nose and palate, underlined by a leafy character that is lively and zippy. Slightly tart on the finish but it has a good deal of concentrated flavour supported by acidity and minerality that adds silkiness and texture. <b>Drink</b> 2016-2017 <b>Alcohol</b> 13%</p>	<p><b>19</b> <b>Barton &amp; Guestier, Passeport, Côtes de Provence, France 2015</b> 91 £20 <i>Wines</i></p> <p>A very stylish pale peach colour, with spicy aromas and a touch of fragrant herbs. Crisp acidity balances a hint of residual sweetness and handsome minerality follows through into delicate almond nuttiness. This is attractive now but certainly has the potential to develop a bit further. <b>Drink</b> 2016-2017 <b>Alc</b> 13%</p>	<p><b>20</b> <b>Château de Lancyre, Pic St-Loup, Coteaux du Languedoc, France 2015</b> 91 £12.95 <i>Alliance Wine</i></p> <p>Captivating sweet apple nose and palate with a herbaceous note. There's a distinctive crunchiness to the red fruit and a mouthwatering acidity that enhances the lingering mineral finish. This is attractive now but certainly has the potential to develop a bit further. <b>Drink</b> 2016-2017 <b>Alc</b> 13.5%</p>	<p><b>21</b> <b>Château Paradis, Terre des Anges, Coteaux d'Alençon-Provence, France 2015</b> 91 £36 <i>800 Wines</i></p> <p>A slightly reductive, connected character that smooths into classic peaches-and-cream perfume and a delicate, honeyed straw flavour. Full of grace and zest, there's an attractive sweetness to the rose fruit, seductive weight and balance and a long, mineral finish. <b>Drink</b> 2016 <b>Alc</b> 13%</p>	<p><b>22</b> <b>Clos Cib Couvée Tradition Côtes de Provence Cru Classé, Fr 2014</b> 91 £20 <i>Market Row, Red Square Select Cellar, Swiss, The Group the Good, The Good Sports Co, Sapers Wine Co, United To Vineyard</i></p> <p>Delicate peach spice perfume. A crisp and fresh palate creamy fruit, with dry mid notes on the finish. Show some style and elegance lift and concentration. <b>Dr</b> 2016-2017 <b>Alc</b> 13.5%</p>
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> USA

**WINE ENTHUSIAST**

**B&G Côtes de Provence Rosé** show with a delicious pairing recipe in the **Summer Wine and Food Pairing Guide** of the **Wine Enthusiast Magazine**, a free digital seasonal pairing guide, visible for all and downloadable.

On the main page of the website (WineMag) 3 B&G digital online banners are linking to B&G social media.

[For the page on line](#)

[For the downloadable PDF](#)

**FOX NEWS**

"On Wednesday July 27, 2016 FOX news network (national news network) came by City Tavern to film a cooking segment with Chef Staib during the DNC while in Philadelphia. Chef showcased a demo for Escalope of Veal, and featured B&G wines exclusively during the segment which was aired live during their morning news. Nothing better than to pair one of Thomas Jefferson's favorite recipes with his favorite wines." [Here is the link](#)

**BLOGGERS**

GRAPE-EXPERIENCES - [Cheers to Rosé from Provence \(and finding "joie de vivre" with every sip\)](#)

MADHUNGRY - ["Rosé Wine Season Begins"](#) published by Lucinda Scala Quinn

CONNECTICUT COTTAGES & GARDENS - "In the Pink"

THE DAILY MEAL

**Barton & Guestier Côtes de Provence Passeport 2015 (\$15)** This is an astonishingly good wine for the price, a blend of grenache (50 percent), cinsault (30 percent), and syrah (20 percent). This double-gold-medal-winning rosé is an elegant pale salmon in the glass, boasts ripe berry fruit and white flowers in the nose, and finishes with a bit of red current and lemon zest on the palate. The fruit-acid balance is near-perfect, with a silky mouthfeel and a fresh finish. It is a lovely wine, and I would pair it with simply grilled fish as well as heartier summer fare; it could handle either with aplomb. The vintner, Barton & Guestier, is the oldest négociant in Bordeaux, and was the first wine shipper to introduce French wines to American shores (with some assistance from our beloved third President (and noted oenophile), Thomas Jefferson).

**Barton & Guestier La Villa Barton Côtes de Provence 2015 (\$20)** Another winner from B&G, this wine is a bit more refined than the Passeport, boasting notable mineral elements enhancing the fruit, floral, and citrus notes in both the nose and on the palate. White peach emerges mid-palate, creating a wonderfully layered tasting experience. The mouthfeel is lightly silky, and the finish can best be described as juicy, with plenty of freshness and a pleasing acidity. I'd serve this wine with all manner of Mediterranean food, but it paired beautifully with a leek and goat cheese tart and segued gracefully into a course of fish soup. Formidable!



## Good Practice

### > PRODUCT PLACEMENT - B&G WINES IN DUTCH MOVIE SOOF 2



**Barton & Guestier wines** can be seen in the **Dutch romantic comedy Soof 2** that will be released in December 2016. B&G wines were already in the spotlight in the first edition of SOOF (2013), resulting in an **increase of brand awareness and sales**.

**Product placement** is a very **efficient way of promotion**, much more than traditional advertisements, including on TV. At the movies, the **consumer is emotionally involved and invested**: it was his choice to go to see that film, unlike TV-ads, which are not always adapted to the audience.

Of course, when product placement in movies is **linked to instore promotions**, then the result is optimized. In the Netherlands where B&G wines are available at **Jumbo stores**, the wines will be equipped with neckhangers allowing consumers to win free entries to the movies!





## Food & Wine Pairing



With the new "**Tapas**" brochure, Chef Frédéric Prouvoyeur, Château Magnol's dedicated Chef, suggests 24 tasty and easy-to-make recipes to accompany the wines of the B&G Réserve varietal range. A great tool to a successful party!

Discover the recipe of the **CREAM CHEESE LOLLYPOPS** with B&G Réserve Sauvignon Blanc.

**For 6 people:** 20 to 25 lollypops

**Preparation time:** 15 minutes

**Chilling time:** 1 hour.

### Ingredients:

- 400g cream cheese such as Philadelphia or fresh goat's cheese such as Billy
- 1 bunch of chives
- 1 teaspoon thick crème fraîche.

### Preparation:

Place the cream cheese, crème fraîche and salt in a bowl.

Mix briskly with a fork or whisk.

Wash the chives and chop them very finely.

Transfer them to a plate.

Make little balls of the cheese mixture in the palms of your hands.

Roll the balls in the chives, without pressing, until they are completely coated.

Insert a lollipop stick into each ball.

Put the lollipops on a plate and place them in the refrigerator for an hour before serving, so that the texture becomes firm.



### Enjoy with B&G Réserve Sauvignon Blanc!



Discover the 23 other recipes in the Tapas brochures that are available:

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

Price per set of 5: 17,80 €







## People

### > EDOUARD THOUVENOT

EXPORT MANAGER CANADA, SCANDINAVIA, UK, SWITZERLAND



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

My impression was not new when I arrived in June. I have been in contact many times with B&G products during trips either in Ireland, Scandinavia or in the Baltics. B&G has always been a

very active brand, modern and turned to the consumer. Nevertheless I never realised before my arrival, how extended the range is, from entry level table wines to premium, and covering most of the French appellations. Upon my arrival, I have been impressed with the quality of the wines, at every level of the range, from DPCE wines to the prestigious appellations of the Passeport collection.

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

In between tradition and modernity, B&G offers a wide range of quality wines that stick to the modern consumer and taste. Deeply rooted in the history of the Bordeaux wine merchants, B&G has always made its own revolution to adapt the products and wines to the needs of the consumers, with a serious winemaking. Small among giant producers B&G remains an important actor on the export markets.

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

I see a great potential in Canada. It will be a long term work and an omni-presence on the market.

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

To work alongside with motivated and committed people. There is a kind of happiness at work at B&G. The environment of work is very important for me as well. Having an office at Château Magnol, with the surrounding nature and at a throw of stone from city center is a real luxury.

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

Travelling is always an accumulation of experiences, happiness, and sometimes unhappy moments as delays, cancellations... I always try to keep the good. Among the good souvenirs, I will always keep in mind the Chilean vineyards, my landing in Bora Bora, the Baltics, Norwegian fjords...

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

No favourite market for me. They are all different. All with a different challenge.

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

Héritage 290, because this wine shows at the same time the ancestral skill of the negociants to blend quality wines, a very modern touch and a bit of arrogance. It is a kind of show case of the company, the same way that a champagne house is showing its style with the non vintage blend, real identity card of the house.

#### **Quick resume:**

After 6 years with Champagne Pommery (Lvmh time) on the French market, at the head of the customer department and then Duty Free and Scandinavia Manager, Edouard moved to Bordeaux in 2001 to join Baron Philippe de Rothschild company. Successively in charge the Scandinavian markets, Germany and UK/Ireland, he quitted BPhR, after 9 years to run his own business, a start up company in the cosmetics industry, with an innovative and sustainable range. After almost 6 years and a rapid growth, Edouard sold his shares to an international group, and decided to come back to the wine business. He joined Barton & Guestier in June 2016.



## Agenda

### > MEET B&G AT THE FOLLOWING EVENTS

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

#### > November 10-12, 2016

**Wine & Spirits Fair  
Hong Kong**

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



#### > February 6-10, 2017

**Prodexpo  
Moscow - Russia**

B&G contacts: [Philippe Marion](#) - [Jekatarina Makusenko](#)

#### > 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**

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



#### > June 18-21, 2017

**Vinexpo  
Bordeaux - France**

B&G contacts: [Philippe Marion](#) - [Petra Frebault](#)



#### > October 2017

**TFWA  
Cannes - France**

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





Barton & Guestier  
DEPUIS 1725

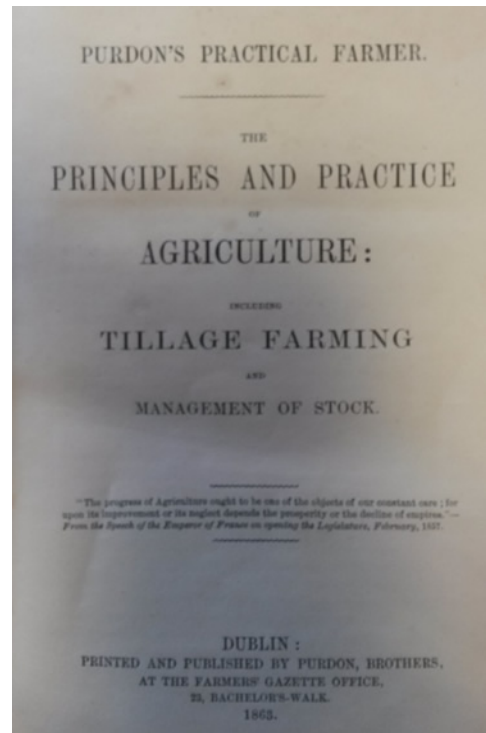
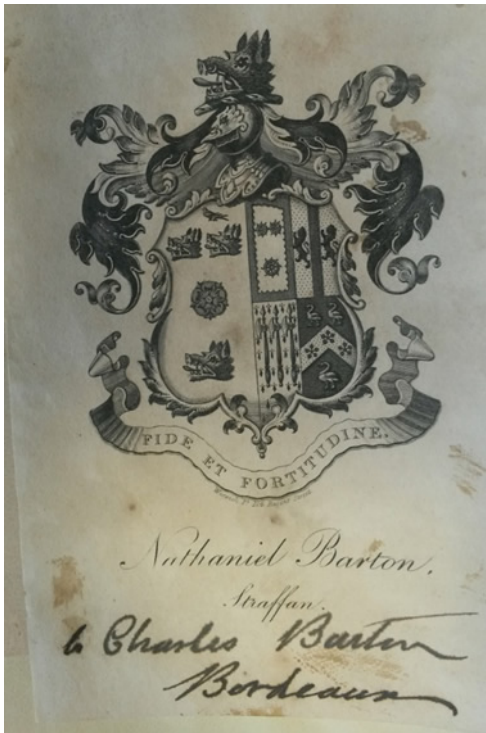
# ASSEMBLAGE Newsletter

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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. Recently a consumer informed us about an **old book dating back to 1863** that he found in his library and which turned out to be a present from **Nathaniel Barton, (Thomas' great grandson), to his son Charles Barton.**

The book is titled "**Purdon's Practical Farmer**" with as subtitle "**The Principles and Practice of Agriculture: including tillage farming and management of stock**".



**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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Newsletter contact : [petra.frebault@barton-guestier.com](mailto:petra.frebault@barton-guestier.com)

