



Barton & Guestier
— DEPUIS 1725 —

B&G Advertising since 1725 ...





FOR SALE,
Claret in casks and boxes of 12 bottles

each, entitled to the drawback.

Apply to

PETER GUESTIER,

At Mr. John Turenne's, ship-builder, on Pascault's
Wharf, Fell's-Point.

December 11.

e04tt





1904: B&G – Clarets - Olive Oil – Brandy - Wine



BARTON & GUESTIER

BORDEAUX

Established 1725

Fine Clarets, Sauternes, Cognac Vierge, and
Olive Oil

MESSRS. BARTON & GUESTIER have all
their Wines bottled at their own cellars,
their specialty being to select the finest
vintages only.



FACSIMILE OF THE LABEL
B. & G. OLIVE OIL

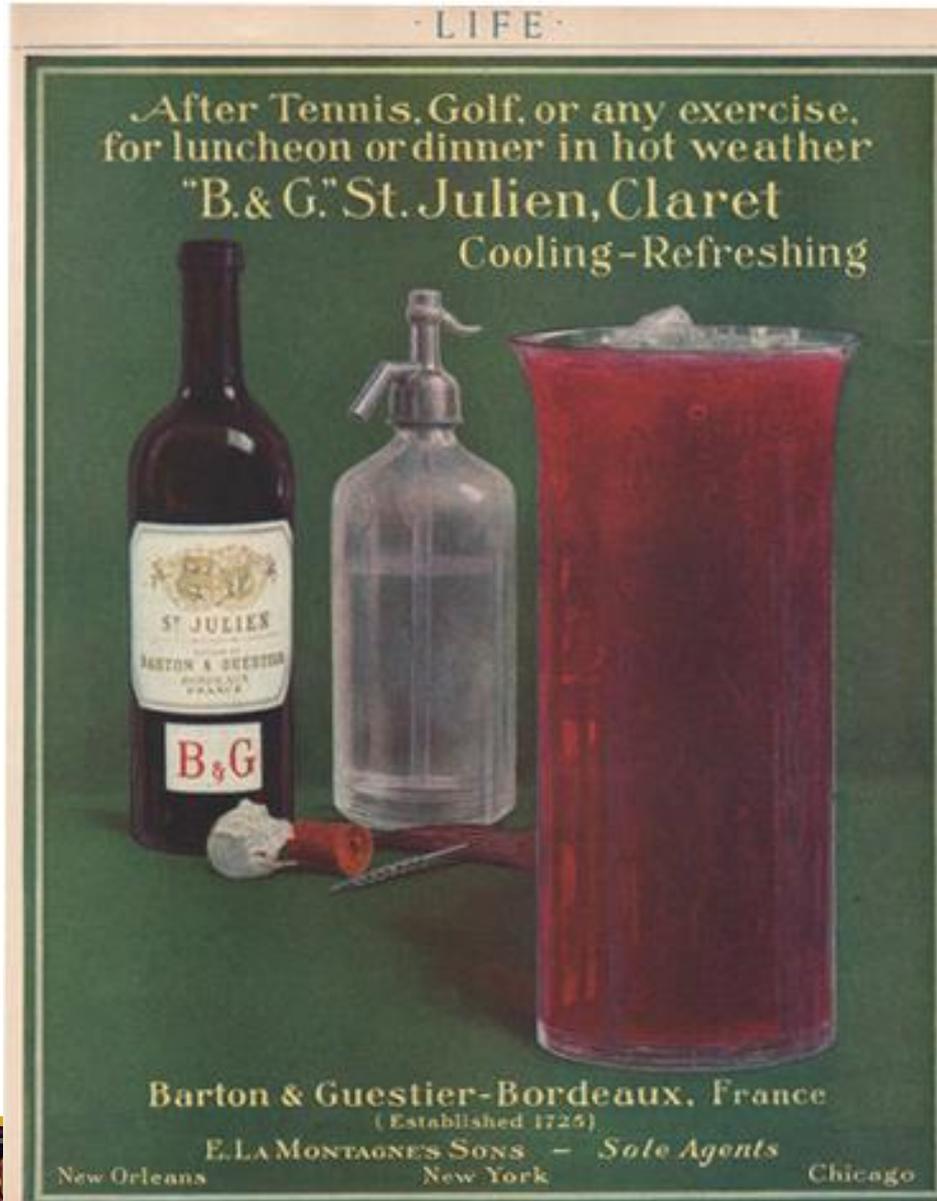




1914: After Tennis, Golf, or any exercise ...

· LIFE ·

After Tennis, Golf, or any exercise,
for luncheon or dinner in hot weather
"B. & G." St. Julien, Claret
Cooling-Refreshing



The advertisement features a central illustration on a dark green background. On the left is a dark wine bottle with a white label that reads 'ST JULIEN', 'BARTON & GUESTIER', 'BORDEAUX', 'FRANCE', and a red 'B & G' logo. Next to the bottle is a clear glass siphon with a metal pump handle. To the right is a tall, elegant glass filled with a red wine and ice cubes. In front of the bottle and siphon lies a small, round, light-colored object, possibly a cork or a piece of fruit, and a small knife.

Barton & Guestier-Bordeaux, France
(Established 1725)
E. LA MONTAGNE'S SONS - *Sole Agents*
New Orleans New York Chicago





1939: Wining while dining needs only one wine ...

*WINING
WHILE
DINING
NEEDS ONLY*

ONE WINE

Messrs. Albert Keller, eminent wine connoisseur be a delight not a dilemma. serve two or more wines at good Sauternes and drink it Sauternes (well chilled) with it is available in full bottles

international food authority, and Crosby Gaige, and theatrical producer, agree that wine should Mr. Gaige says, "The idea that it's necessary to a meal is absurd." Mr. Keller advises, "Choose a right through the meal." Choose and serve B & G every course. Light, delicate, famous for 213 years, (8 glasses) and half bottles (4 glasses).

BUY CAREFULLY . . . BUY
B & G
BARTON AND GUESTIER
SAUTERNES

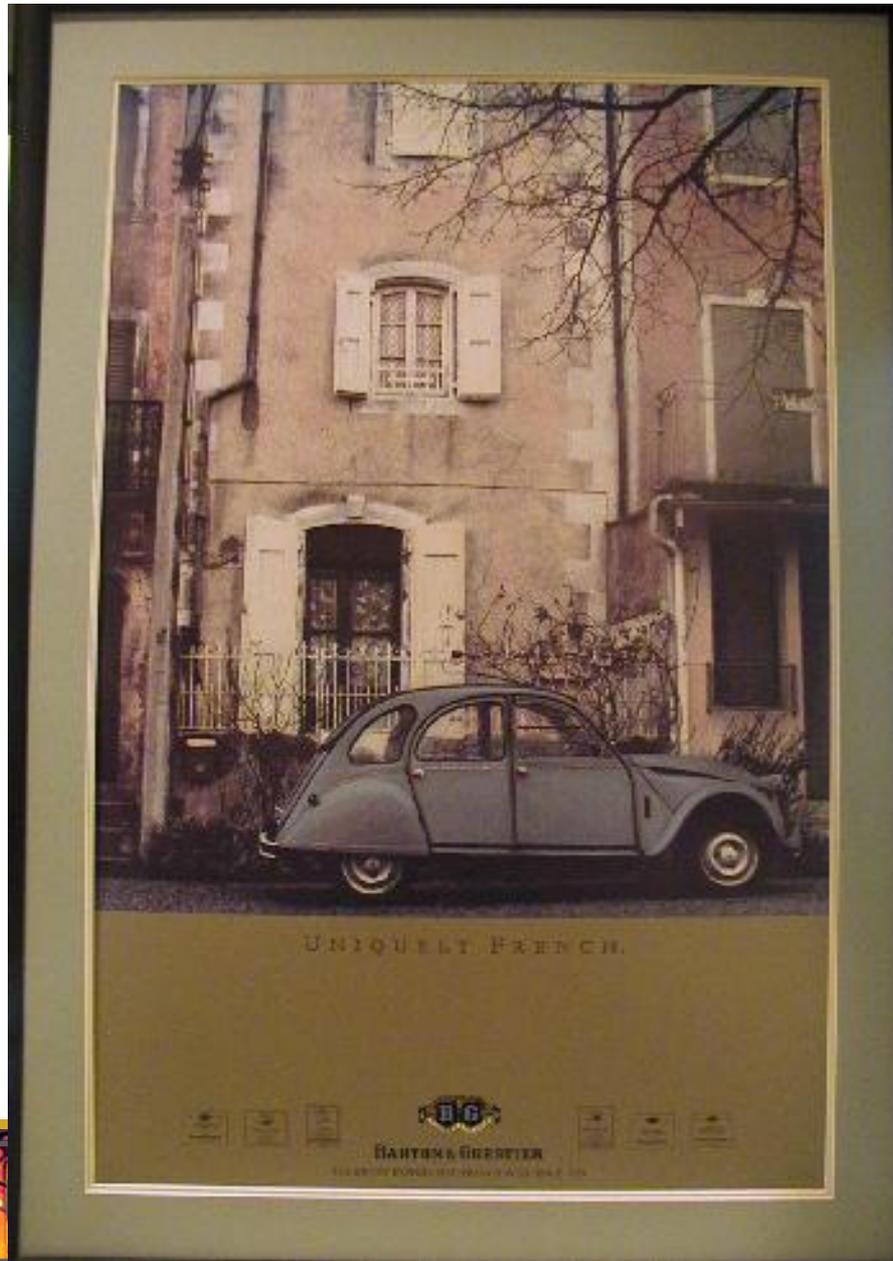
B & G HAS A COMPLETE LINE OF WINES
St. Julien • Pommard
Chablis • Sparkling Burgundy

Coop., 1939 Schenley Import Corp., N.Y.
Also Shippers of Famous B & G Olive Oil





1950: B&G – Unique French





1950: B&G - Famous wines



BORDEAUX AND BURGUNDY WINES . . .

Barton & Guestier (B & G)

Barton & Guestier (B & G) are the leading exporters of French Wines to the U.S.A. and have been so for many, many generations. Now, the connoisseur as well as the average host or hostess may rejoice in the new low prices of these famous wines – almost down to pre-war levels!





1950: B&G – Finest wines + Pronunciation Guide

B&G
(The finest) wines of FRANCE



From a corkneck by Toulmon-Lafosse



The classic wines of Bordeaux – from Bordeaux!

B & G Sauternes
The dinner white wine

B & G Medoc
The dinner claret

For generations B & G have been world-renowned for the excellence of their Sauternes and Clarets.

By BARTON & GUESTIER, Established 1725
Browne Vintners Co., Inc., New York City,
Sole Distributors for U.S.A.

Pronunciation Guide to FRENCH Wines

From a corkneck by Toulmon-Lafosse



Note: Phonetic English can only approximate Pictorial French!

Beaujolais	Bow Joe lay
Chablis	Shah blee
Chateau Yquem	Shat-oh Ee-Kem
Chateaufort du Pape	Shat-oh Neff du Pop
Chambertin	Sham bear tan
Graves	Grahv
Haut Sauternes	Oh So tairn
Macon	Mah kon
Medoc	May dock
Montrachet	Mawn Rah Shay
Pommard	Poe mah
Pontet-Canet	Pon tay Kan nay
Pouilly Fuisse	Poo yee Fweesay
Prince Blanc	Prance Blahn
Prince Noir	Prance Nuahr
Sauternes	So tairn
St. Emilion	Sant Ay mee lee en
St. Julien	San Jeu lee en

your Quality Guide to all these wines is the name

B&G
(The finest wines) of FRANCE

By BARTON & GUESTIER, Established 1725
Browne Vintners Co., Inc., New York City,
Sole Distributors for U.S.A.





1974: B&G. Love Letters from France...

B&G invites you to buy a house in France.



Introducing the best of the great B&G labels: The B&G Chateau Wines.

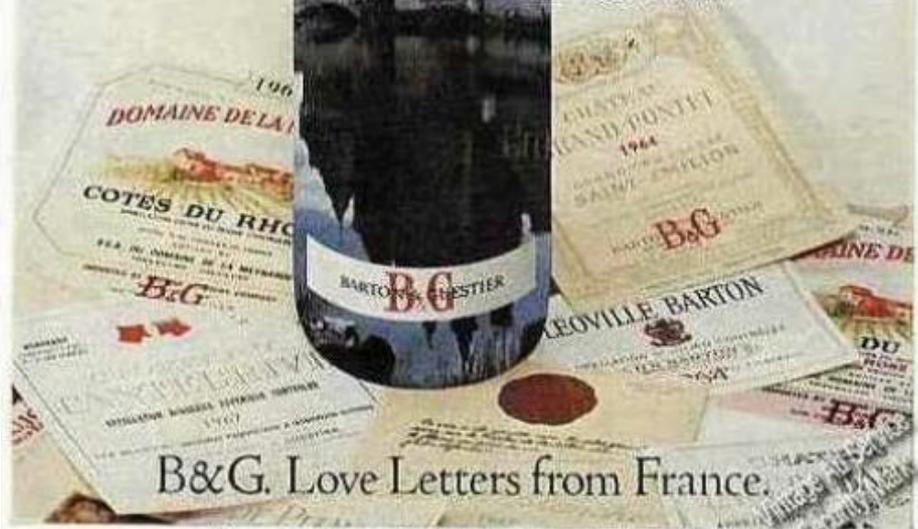
The B&G Chateaux are nine distinguished wines from the most distinguished houses in France.

And among those officially classified in 1855 as elite wines, we offer our exquisite Leoville-Barton and Chateau Langoa-Barton.

In fact, all our chateau wines are impeccable. A Beaujolais and Morgon from the Chateau de Pizay. A Bordeaux from the Chateau Grand-Pontet. A Rosé from the Domaine de la Meyrarde.

Each is nurtured in the finest French tradition and bottled exclusively at its chateau.

Bring her home a house tonight. A B&G Chateau.



B&G. Love Letters from France.

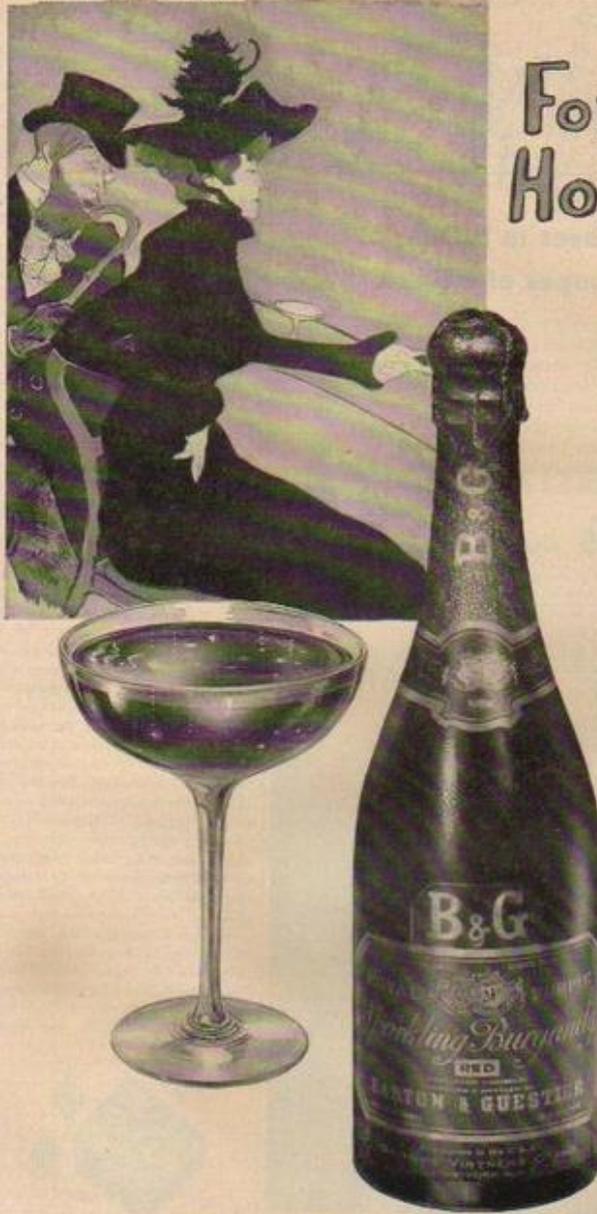
Barton & Guestier: 36 fine wines in one fine family.





1952: B&G Sparkling Burgundy for the Holidays

From the famous poster by PAULINUS-GASTREU



For the Holidays

The wine that rises to the occasion

... to add sparkle to Holiday family dinners and the New Year's celebration.
... a dry, fragrant Sparkling Burgundy from Burgundy!

B&G

SPARKLING BURGUNDY

One of the finest wines of FRANCE

By BARTON & GUESTIER, Established 1789,
Brown-Forman Co., Inc., New York City,
Sole Distributors for U.S.A.





1954: B&G Sparkling Burgundy – Menu Thanksgiving

Menu

SPECIALITÉS POUR THANKSGIVING - 25 NOVEMBRE 1954



DINDON Farci
(turkey with stuffing)

BARTON & GUESTIER
SPARKLING BURGUNDY
(Fragrant, bubbly red wine)

The wine that won the Royal Purple -
A dry, delicious, sparkling Burgundy -
- from Burgundy!



B&G

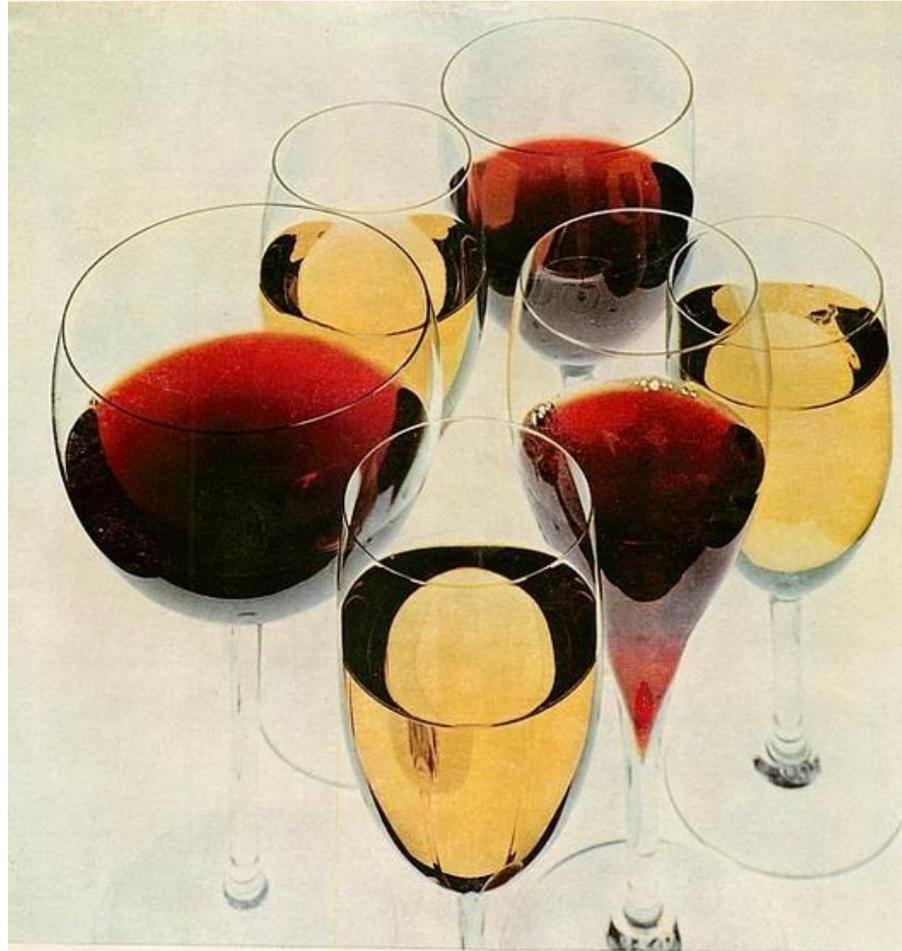
The finest
wines
of FRANCE

By BARTON & GUESTIER, Burgundy - the
famous French wine, now made only
in Burgundy, France





1958: B&G. From France ... with love and care



From France... with love and care

Fine French wines are like men of genius. They have *temperament*. To bring out their best, they need handling . . . with understanding and respect. That's why the name of the *Shipper* is so important. Look for the "B & G" initials on the label. They tell you that this is a Barton & Guestier selection, backed by more than 200 years of wisdom in the ways of wine. They assure you that dedicated wine men have pampered each Bordeaux or Burgundy as lovingly as if it were reserved for their own table. Ask your wine merchant to show you the wide range of B & G selections.

• few choice B & G Wines

FROM BORDEAUX
SAUTERNES—the classic, rich, white wine of France.
ST. EMILION—a brilliant, robust, smooth claret.
FRENCH BLANC—light, dry, lively but inexpensive.
FROM BURGUNDY
BEAUVIGNON—light-bodied and delicate.
MAGNON BLANC—fresh and dry, yet full flavored.
SPARKING BURGUNDY—a fragrant, bubbly wine.



the finest wines of France

B&G

BY BARTON & GUESTIER, EST. 1735. BROWNE VINTNERS CO., INC., N.Y.C. SOLE DISTRIBUTORS FOR U.S.A





1961: B&G presents the Four Princes

B&G PRESENTS
THE FOUR PRINCES
Four French regional wines of birth and breeding



Prince D'Argent from Burgundy





Prince Noir from Bordeaux





Prince Blanc from Bordeaux





Prince Rouge from Burgundy



These *Four Princes* are here as Ambassadors from France, bringing good news to the wine lovers of America. Each *Prince* bears the best possible credentials—the "B & G" initials on the label, which mark it as a Barton & Guestier selection. And each is living proof that you need no longer pay a king's ransom for a genuine Bordeaux or Burgundy.

Although modestly priced, these are pampered *Princes*! Like all Barton & Guestier regional wines, they are backed by more than two hundred years of wine experience, and have had their full share of loving care, respect and understanding. Ask your wine merchant to show you the complete range of imported Barton & Guestier selections.

the finest wines of France

B&G



IMPORTED—BUT NOT EXPENSIVE:
Prince Noir. A rich Red Bordeaux. Full in flavor, with a pleasing after-taste.
Prince Blanc. A superb, medium dry White Bordeaux, with an excellent bouquet.
Prince Rouge. A full-bodied Red Burgundy, characteristically firm and rich in flavor.
Prince D'Argent. A distinguished White Burgundy of exceptional elegance and bouquet.

BROWNE VINTEERS CO., INC. N.Y.C. SOLE DISTRIBUTORS FOR THE U.S.A.





1963: B&G, the wines you loved in Paris...



the wines you loved in Paris!

They come to you from France, with love. For these are wines of the best growths and the best years from Barton & Guestier—backed by more than two hundred years of wine authority. Ask for B&G—wherever fine wines are sold or served, **the finest wines of France**



FROM BORDEAUX:
Medoc, B&G. Medium, not too dry; red
St. Emilion, B&G. Robust, big-bodied; red
St. Julien, B&G. Charming, delicate; dry; red
Graves, B&G. Fresh, fruity, medium dry; white
Coutarnes, B&G. Golden, velvety, full-bodied
FROM BURGUNDY:
Macon, B&G. Delightfully soft red wine
Beaujolais, B&G. Lively, fruity; red
Pommard, B&G. Big, strong, rich; red
Meursault-Fixin, B&G. White, fresh, delicate
Chablis, B&G. Crisp, dry; white

Brown-Vintners Co., New York, N.Y., Sole Dist. for the U.S.A.





1967: B&G. French made easy. Never buy ...bottle. Buy it by the label.

Never buy a fine French wine by the bottle.
Buy it by the label.



B & G. It's the easy way to be sure.
B & G. It's 245 years of wine making. The choice of the reds and whites from the great wine provinces of France since 1725.
B & G. It's this beautiful wine and 95 others—a whole library of fine French wines in a two-letter word.

1967
SAINT LOUIS
BEAUJOLAIS
Appellation d'origine contrôlée
PRODUCE OF FRANCE
BARTON & GUESTIER
BARTON & GUESTIER — FRANCE
MÉDAGANTS & DÉTAILES COURTOIS

B&G. French made easy.
BARTON & GUESTIER. 14 FINE WINES BY ONE FINE FAMILY.

Imported by General Wine and Spirits Company, Schaumburg, Illinois, U.S.A.





1971: B&G. Love Letters from France...



A Loaf of Paté, a Label of Wine and Thou.
B&G. It's all the French you'll ever need. B&G. Two eloquent letters
the French have used since 1725 to describe their best—from Beaujolais to Pouilly Fuisse,
from Pommard to Chablis—B&G. Could anything be more romantic?

B&G. Love letters from France.

BARTON & GUESTIER. 16 FINE WINES IN ONE FINE FAMILY.





1974: B&G. Love Letters from France...

B&G invites you to buy a house in France.



Introducing the best of the great B&G labels: The B&G Chateaux Wines.

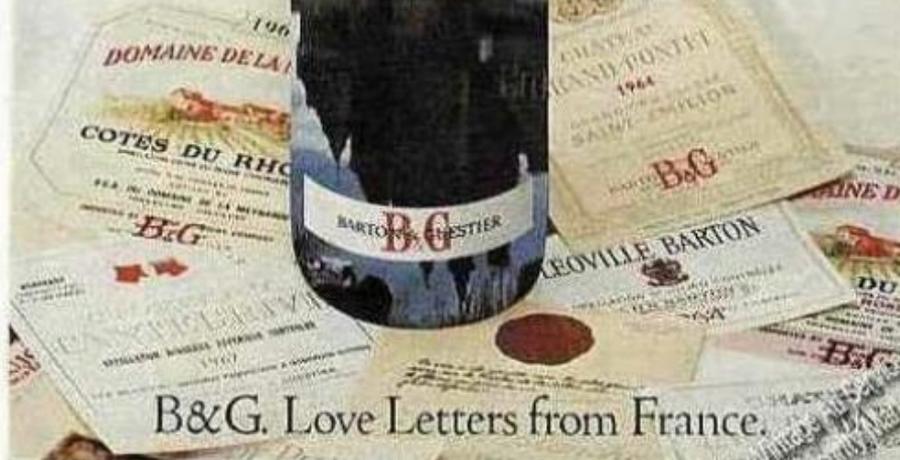
The B&G Chateaux are nine distinguished wines from the most distinguished houses in France.

And among those officially classified in 1855 as elite wines, we offer our exquisite Leoville Barton and Chateau Langoa-Barton.

In fact, all our chateaux wines are impeccable. A Beaujolais and Morgon from the Chateau de Pizay. A Bordeaux from the Chateau Grand-Pontet. A Rosé from the Domaine de la Meynarde.

Each is nurtured in the finest French tradition and bottled exclusively at its chateau.

Bring her home a house tonight. A B&G Chateau.



B&G. Love Letters from France.

Barton & Guestier: 36 fine wines in one fine family.





1981: B&G. For 256 years ... good company

For 256 years, B&G has been keeping good company with wine lovers.

1981
SAINT-LOUIS
CHARDONNAY
MAÇON
APPELLATION MAÇON CONTRÔLÉE
BOTTLED BY
BARTON & GUESTIER
PRODUCE OF FRANCE
RÉCOUVANTS - ÉLEVÉS À BLANQUEFORT

Wine lovers the world over have loved B&G's fine French wines since 1725. Our 31 superb red, white and rosé wines are favored for their consistent taste and superior quality. Come enjoy the pleasure of our company. B&G.

For 256 years, B&G has been keeping good company with wine lovers.

1978
CHATEAUNEUF-
du-PAPE
APPELLATION CHATEAUNEUF-DU-PAPE CONTRÔLÉE
BOTTLED BY
BARTON & GUESTIER
PRODUCE OF FRANCE
RÉCOUVANTS - ÉLEVÉS À BLANQUEFORT

Wine lovers the world over have loved B&G's fine French wines since 1725. Our 31 superb red, white and rosé wines are favored for their consistent taste and superior quality. Come enjoy the pleasure of our company. B&G.

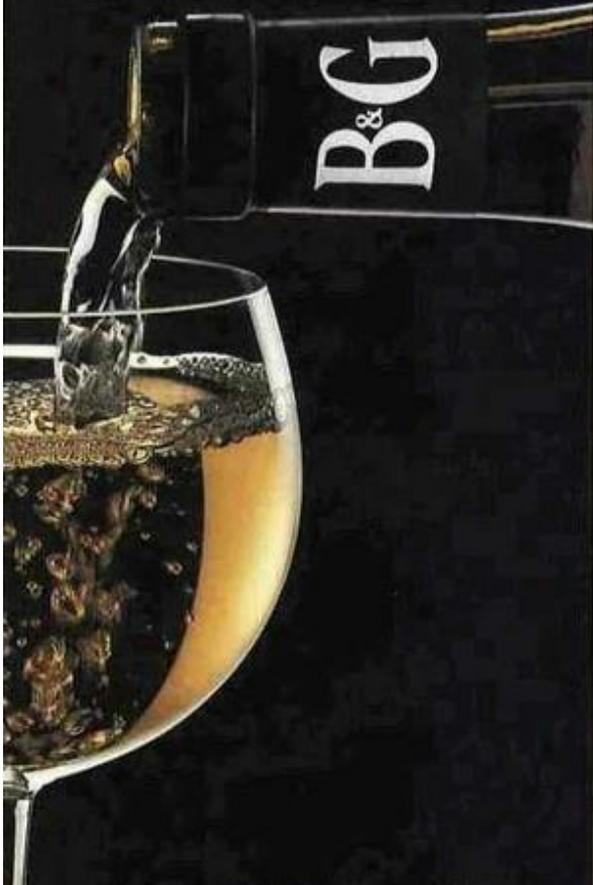




1985: B&G. Great names in French wines begin with ...

© 1985 The Seagram Classics Wine Co., N.Y.C.

GREAT NAMES IN FRENCH WINES
BEGIN WITH THESE LETTERS.



Our initials stand for a lot more than Barton and Guestier. They stand for a selection of wines representative of one of the most famous wine regions in France—wines known for complex taste and superior quality, like Chardonnay, Sauvignon Blanc, and Pinot Noir. Which is probably why wine lovers the world over have enjoyed the fruits of our labor for over 260 years.

Wine & Spirits
Security Mark





1983: B&G Nectarose





1990: B&G. French Coat of Arms – Coat of arms of French wines.



French coat of arms.



Coat of arms of French wines.

*f*lowing in the long history of this French country's coat of arms, the Barton & Guestier crest has continued to symbolize fidelity to our traditions and respect for an ideal strictly devoted to French quality wines. Barton & Guestier, founded in 1725, is the oldest of the great Bordeaux wine houses. For 270 years, the perfection of its selections, as well as the excellence of its know-how, can be illustrated in each of its wines, in addition to each vintage year. It is also the best guarantee for you when choosing one of the many wines proposed from the main French wine growing areas.



Barton & Guestier
La passion du vin depuis 1725





1998: B&G. The future belongs to innovation

**Die Zukunft gehört den
Weinerzeugern mit Innovation.**

Barton & Guestier

*Hier steht eine Verbindung von traditionellen
Weinbereitungsmethoden und neuester Technologie.
Zur Innovation gehören aktuelle Packings für
den Wein auf den Markt, zur Förderung für den
Handel und zur Kommunikation über Internet.
Barton & Guestier investiert in die Zukunft und
ist ständig auf der Suche nach neuen Ideen.*


Barton & Guestier
la passion du vin depuis 1795
www.barton-guestier.com

Prosecco - Vranzen-Stein Nr 032, Halle 8

VINANKEN Deutsches Land GmbH - GewerbePark "An der Autobahn" 66458 Kirlen/Limbach - Tel.: 06841/89306-50 - Fax: 06841/89306-45





2001: USA - Do you speak B&G ?

Due to the great demand for our wines, Négociant Pierre Leonfort of France spends most of his life underground, sacrificing everything for his...

While your sales have you walking on air.

Over 750,000 cases sold last year in the U.S. alone makes one great case for stocking B&G. But then, after 273 years of winemaking, we know how to deliver the quality and value that people everywhere appreciate, in an artful new package. Thanks for making B&G one of the world's most popular wines. Yes, even Pierre thanks you.

B&G
Barton & Guestier

DO YOU SPEAK B&G?

One hundred and ten-pound Dominique Languis single-handedly hoists baskets of plump grapes in the Languedoc region of France working...

So you can order a yummy little chardonnay with your chicken caesar salad.

But don't let size fool you. She's just as passionate about winemaking as the rest of us, which is why we're one of the world's most popular French wines. One taste, and we're willing to bet that your first toast will be to getting such a fine wine at such a great price. And your second, to Dominique.

B&G
Barton & Guestier

DO YOU SPEAK B&G?

In the Languedoc region of France, Jean-Paul Maupassant rises at 5:00 a.m. to labor religiously in the vineyards. then take...

So you can sleep past noon, then go study cloud shapes from a lawn chair.

For almost three centuries, we've worked passionately at making fine, affordable wines for millions to enjoy. In fact, B&G has become a universal expression for good times. Make sure that you get your share of some. They do it for Jean-Paul.

B&G
Barton & Guestier

DO YOU SPEAK B&G?





2003: USA - UNCORK



UNCORK.



98% of wine drinkers say "Yes, I could use more joie de vivre."



Barton & Guestier

DEPUIS 1725

PURVEYORS OF JOIE DE VIVRE SINCE 1725

©2003 Diageo Chateau & Estates Wines, New York, NY

Enjoy our quality responsibly.

www.aboutwines.com

www.bartonguestier.com





2003: USA - UNCORK



UNCORK.



After marriage, joie de vivre is the first thing to go.



Barton & Guestier

DEPUIS 1725

PURVEYORS OF JOIE DE VIVRE SINCE 1725

©2003 Diageo Chateau & Estates Wines, New York, NY

Enjoy our quality responsibly.

www.abovewines.com

www.bartonguestier.com





2003: USA - UNCORK

uncork!




Barton & Guestier®
DEPUIS 1725

Purveyors of Joie de Vivre since 1725.

www.barton-guestier.com

uncork!




Barton & Guestier®
DEPUIS 1725

Purveyors of Joie de Vivre since 1725.

www.barton-guestier.com





2008: B&G Réserve – Beautiful stories start with capital letters ...

BEAUTIFUL STORIES
START WITH CAPITAL LETTERS

B&G
BARTON & GUESTIER

CABERNET SAUVIGNON
RESERVE

Product of France

ESTABLISHED SINCE 1725
*With the most ancient experience in winemaking in
Bordeaux, Barton & Guestier are considered as the
benchmark for fine French wines all over the world.*

Barton & Guestier®
DEPUIS 1725

www.barton-guestier.com

ENJOY OUR WINES RESPONSIBLY





2008: B&G Gold Label - Great discoveries are carved in gold

GREAT DISCOVERIES
ARE CARVED IN GOLD

Barton & Guestier®
DEPUIS 1725
BORDEAUX
APPELLATION BORDEAUX CONTRÔLÉE
MERLOT - CABERNET SAUVIGNON
2005

Barton & Guestier®
DEPUIS 1725

www.barton-guestier.com

ENJOY OUR WINES RESPONSIBLY





2008: Château Magnol - Perfect moments are tailor-made

PERFECT MOMENTS
ARE TAILOR-MADE

MIS EN BOUTEILLE AU CHATEAU
2005
CRU BOURGEOIS
CHATEAU MAGNOL
HAUT-MÉDOC
APPELLATION HAUT-MÉDOC CONTRÔLÉE

PROPRIÉTAIRE ÉLEVEUR
VIN ROUGE
RED WINE
Barton & Guestier
A BLANQUEFORT FRANCE
GRAND VIN
DE BORDEAUX
PRODUIT DE FRANCE. PRODUCT OF FRANCE

Barton & Guestier
DEPUIS 1725

www.barton-guestier.com

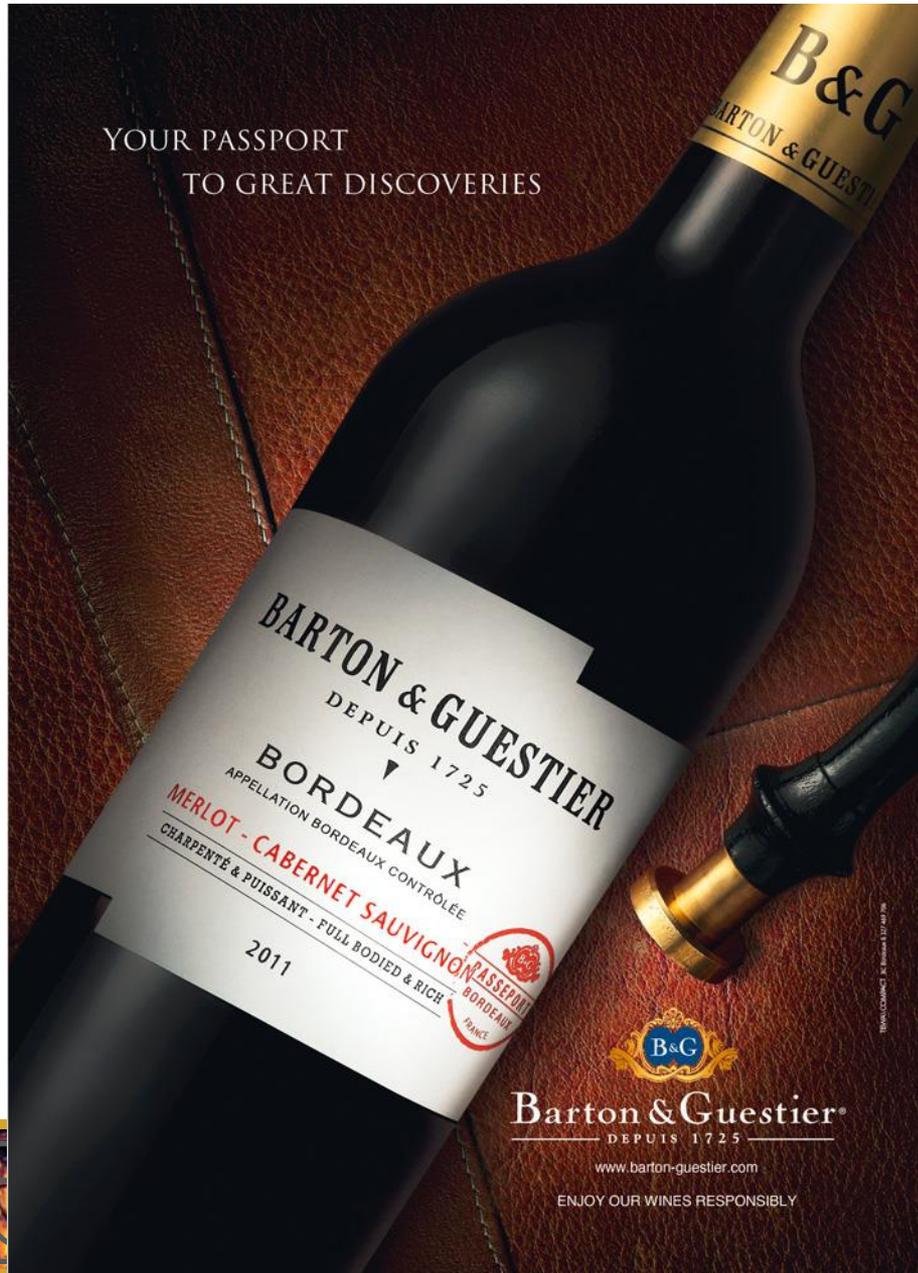
ENJOY OUR WINES RESPONSIBLY





2012: B&G Passeport - Your passport to great discoveries

YOUR PASSPORT
TO GREAT DISCOVERIES



Barton & Guestier®
DEPUIS 1725

www.barton-guestier.com

ENJOY OUR WINES RESPONSIBLY





2015: Wine & Dine, it's B&G time!

Wine & Dine, it's B&G time!



PARIS



NEW YORK



TOKYO



MOSCOW



Barton & Guestier®
DEPUIS 1725

bartonguestier
www.barton-guestier.com

Be my Guest



ENJOY OUR QUALITY RESPONSIBLY

