

BORDEAUX



2017-2018



Blaye  
Cadillac  
Castillon  
Francs  
Sainte-Foy

CÔTES DE BORDEAUX

Heart & Soul

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## Editorial

**L**unched several years ago, the dynamic Côtes de Bordeaux did not weaken in 2016.

Supported by the winegrowers, the promotional activities (masterclasses, wine and spirit fairs, media partnerships, press events...) took place non-stop through the year to make the new appellation known to decision makers and consumers. Now there are more than 50 activities a year, organised in France or overseas. Our winegrowers get together regularly to work on action plans, they have thrown themselves into it more and more on the ground. A team of permanent staff is also in place, responsible for organising numerous events, notably those for the general public.

### **And it works!**

The fame of the Côtes de Bordeaux has increased strongly, taking with it the ideas of dynamism, modernity and conviviality.

No question then of stopping on such a good track!

In 2016 we chose to take our appellation still further. And it was with this objective that we welcomed a 5th member to the appellation: **Sainte-Foy**.

With Sainte-Foy, we can now include sweet and dessert wines in our offer. We also asked them to redefine their appellation zone and to work with technical specifications that are among the most drastic in the Gironde, so as to guarantee the quality of their products. But above all we know that the owners in Sainte-Foy are just as committed as we are in their connection with the vine, in their respect for terroir, and this was an extremely important entry condition for us.

**The inclusion of a 5th member in our family is therefore synonymous with new challenges. Even stronger, always more united, we will follow our road to success!**



**Stéphane Héraud**

President of the Union  
des Côtes de Bordeaux

A handwritten signature in black ink, appearing to be 'SH' with a flourish.

# Bordeaux, Heart & Soul

With nearly **111 000** hectares, Bordeaux is the largest AOC vineyard in France, with production of around **5.3** million hectolitres of wine, **6500** winegrowers and **65** appellations.

At the heart of this is a flagship appellation:

## CÔTES DE BORDEAUX

- **950 producers**
- **12 000 hectares**
- **500 000** hectolitres produced each year on average (of which **97 %** is red)
- **1** bottle out of 10 produced in Bordeaux

-----> **6 appellations :**

CÔTES DE BORDEAUX Possibility of making blends

BLAYE  
CÔTES DE BORDEAUX

CADILLAC  
CÔTES DE BORDEAUX

CASTILLON  
CÔTES DE BORDEAUX

FRANCS  
CÔTES DE BORDEAUX

SAINTE-FOY  
CÔTES DE BORDEAUX

**Created in 2007, the Union des Côtes de Bordeaux has united the terroirs of Blaye, Cadillac, Castillon, Francs and Sainte-Foy under a single banner, and developed a collective, recognisable “brand”: the AOC Côtes de Bordeaux.**

With common technical specifications, visual identity and a family name, obligatory as from the 2009 vintage, this new appellation has, since its launch, **improved product recognition by putting the name of the terroir “Blaye, Cadillac, Castillon, Francs or Sainte-Foy” before the common family name “Côtes de Bordeaux”**, thereby promoting the personality and typical character of each of the wines.

**1985**

\_ The wines of the Côtes de Bordeaux decided to pool their resources in order to establish a real identity and to communicate with a single voice: birth of the association of the 5 Côtes de Bordeaux.

**2004/  
July 2007**

\_ The idea of a recognisable collective brand was developed, to reunite the appellations of the association under one banner: the AOC Côtes de Bordeaux. The former association became the Union des Côtes de Bordeaux, uniting the terroirs of Blaye, Cadillac, Castillon and Francs.

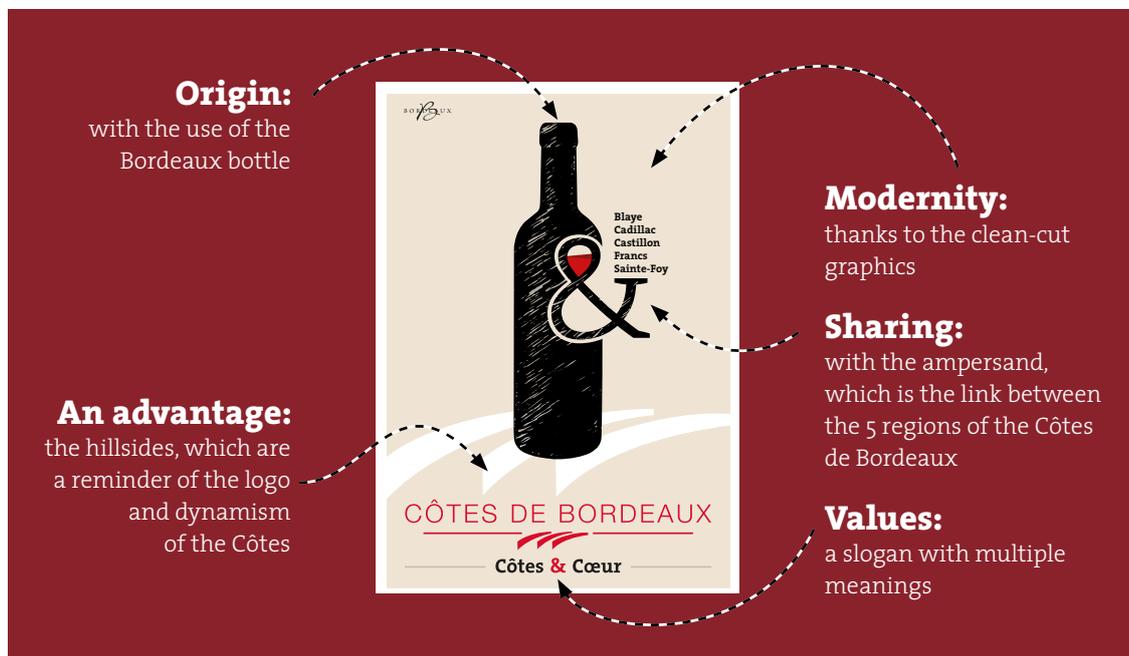
**October  
2008**

\_ Publication of the draft technical specifications for the new appellation in the Official Journal. This provided for the use of a common family name - Côtes de Bordeaux - and a first name - Blaye, Cadillac, Castillon or Francs - to highlight the personality of each terroir.

The transverse “Côtes de Bordeaux” appellation was initially created for merchants, to allow them to create branded wines thanks to blending wines from different terroirs. Overseas, this change has allowed **easier identification of the geographical production zone** “Bordeaux” and to take advantage of its fame, while at the same time promoting the characteristic terroir of the “coteaux”, or hillsides.

Faced with increasing competition, the Côtes de Bordeaux express their strength and their difference around a clear and consistent **message: Bordeaux, Heart & Soul.**

A message and a visual to express to everyone what it means to choose a Côtes de Bordeaux, using several fundamental elements of the DNA of the Côtes:



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Because beyond a simple visual identity, the Côtes de Bordeaux is above all a union **with strong historical roots, values, common characteristics and ambitions for the future.**

**31 October  
2009**

\_ In consultation with the INAO and the professional authorities of Bordeaux, the new AOC “Côtes de Bordeaux” was officially born.

**December  
2011**

\_ Decree approving the technical specifications.

**April  
2015**

\_ Definition of the positioning of the Côtes de Bordeaux and creation of a new visual identity.

**November  
2016**

\_ Decree approving the new technical specifications. Sainte-Foy Bordeaux officially joins the Union des Côtes de Bordeaux.

## 5 regions at the heart of Bordeaux

### BLAYE CÔTES DE BORDEAUX



#### Remarkable!

A young and switched-on appellation, the wines and the growers are approachable and friendly. Through its dynamism and its modernity, it is the appellation that likes to get noticed!

**Geographic location:** 45km to the north of Bordeaux, facing the Médoc, 6500 hectares in 41 communes

**Average size of estates:** 15 hectares

**Average production:** red 250 000 hl, white: 15 000 hl

**Winegrowers:** 430

**Cooperatives:** 3

**Terroir:** Clay-limestone, clay-gravel and clay-silica soils. Sub-soil composed of ferruginous hardpan. Temperate climate. Relatively high humidity reinforced by the maritime influence. Strong sunshine: 240 days per year.

**Grape varieties: red (90% of production):**

70 % Merlot, 20 % Cabernet Sauvignon and 10% Malbec

**White:** 90% Sauvignon, 10% Muscadelle and Sémillon.

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### CADILLAC CÔTES DE BORDEAUX



#### Elegant and refined

The Cadillac Côtes de Bordeaux appellation offers carefully crafted wines, subtle and delicate, always bottled at the château.

**Geographic location:** on the right bank of the Garonne, it forms a thin strip 60 km long and 5 km wide from the north of Bordeaux to Langon. 2 200 hectares in 39 communes.

**Average size of estates:** 11 hectares

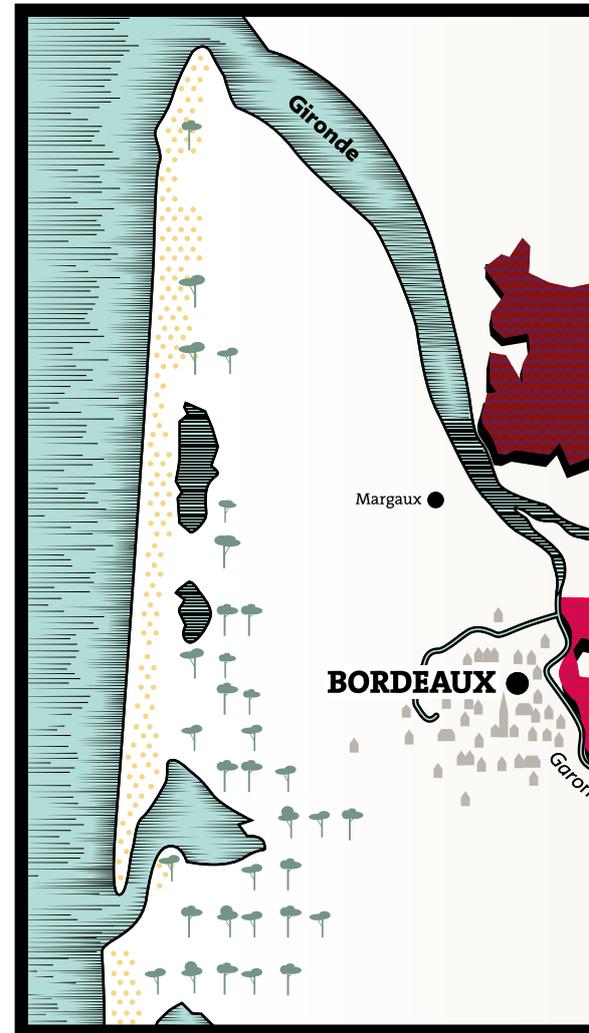
**Average production:** red 105 000 hl

**Winegrowers:** 230

**Press house:** 1

**Terroir:** soils: limestone covered with pebbly gravel on the peaks, clay-limestone at the middle and fine gravel mixed with silica at the foot of the slopes. Climate tempered by the proximity of the river, with south/south-west slopes with a high degree of sunshine.

**Grape varieties:** 55 % Merlot, 25 % Cabernet Sauvignon, 15 % Cabernet Franc, 5 % Malbec.



### CASTILLON CÔTES DE BORDEAUX



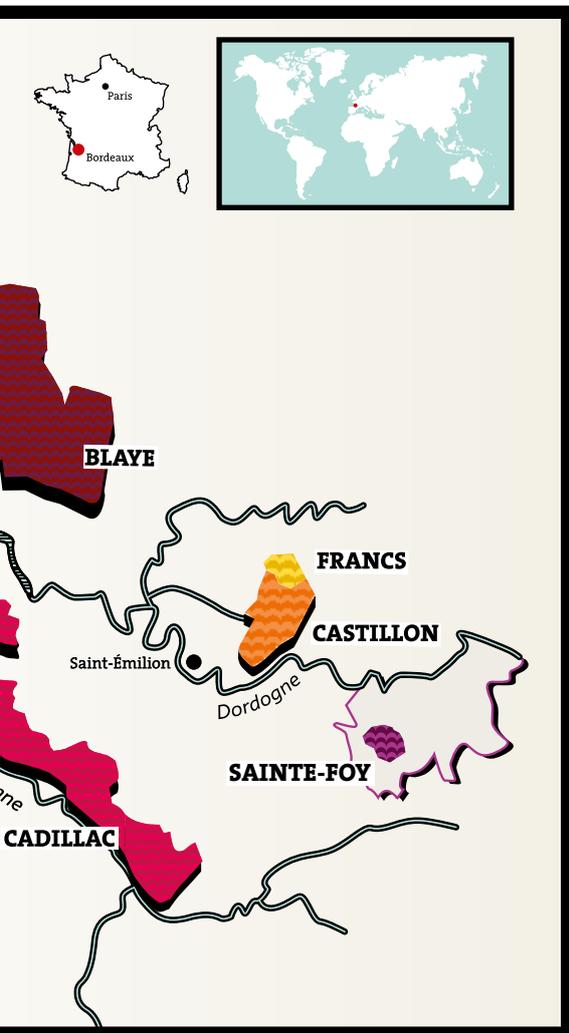
#### Designer wines

With style and personality, intense and silky, the Castillon Côtes de Bordeaux are designer wines.

**Geographic location:** 45km to the east of Bordeaux, bordered on the west by the St-Emilion region, to the south by the Dordogne river and to the east by the Dordogne department. 2 300 hectares over 9 communes.

**Average size of estates:** 10 hectares

**Average production:** 100 000 hl



## FRANCS CÔTES DE BORDEAUX



### Daring and scarcity

Strong in flavour and created by bold owners to give well-tempered wines: Francs Côtes de Bordeaux combines daring with scarcity.

**Geographic location:** 50km to the north-east of Bordeaux and 10km to the east of St-Emilion, it adjoins the appellation Castillon Côtes de Bordeaux. 435 hectares spread over 3 communes.

**Average size of estates:** 10 hectares

**Average production:** red: 20 500 hl / **dry white:** 655 hl / **dessert wine:** 15 hl

**Winegrowers:** 37

**Cooperatives:** 2

**Terroir:** Sub-soil made up of fossil-rich limestone covered with limestone molasse called "molasses d'Agenais". Dry continental climate, cold in winter and hot in summer. Land with eastern exposure on the hillsides and very sunny, protected from hail and the storms that occur in the valleys of the Isle and Dordogne rivers.

**Grape varieties:** red: 60 % Merlot, 25 % Cabernet Sauvignon, 15 % Cabernet Franc

**White:** 60 % Sémillon, 32 % Sauvignon, 8 % Muscadelle

## SAINTE-FOY CÔTES DE BORDEAUX



### A bite of the cherry

Surrounding the historic bastide town of Sainte-Foy-la-Grande, on the soils of the hillsides alongside the Dordogne, men and women of all backgrounds have a common passion: to produce elegant and characterful wines, with pronounced red fruit and cherry aromas.

**Geographical location:** At 65km to the east of the city of Bordeaux, on the edge of the Gironde, at the mouth of the Dordogne and the Lot-et-Garonne, the vineyard of Sainte-Foy Côtes de Bordeaux covers 350 hectares, spread over the communes surrounding the picturesque medieval town of Sainte-Foy-La-Grande.

**Average size of estates:** 9ha

**Average Production:** red: 7000hl, **dry white:** 1500hl, **sweet:** 70hl, **dessert wine:** 30hl

**Winegrowers:** 21

**Cooperatives:** 2

**Terroir:** soil mostly clay-limestone, with good quality clays, as well as gravel on the banks of the river. The geographical location of the appellation lets it take advantage of a rather temperate climate, with continental influence.

**Grape varieties:** red: 65% Merlot, 17% Cabernet Sauvignon, 15% Cabernet Franc, 3% Malbec.

**White:** 60% Sauvignon, 10% Muscadelle, 30% Sémillon.

**Winegrowers:** 230

**Cooperatives:** 3

**Terroir:** Soils: modern alluvium towards the north on the edge of the Dordogne, sandy-gravel or sandy-clay which turn into clay-limestone or marlstone on the hillsides. Oceanic climate, temperate with a mild and humid character, tending towards continental.

**Grape varieties:** 70 % Merlot, 20 % Cabernet Franc, 10 % Cabernet Sauvignon.

# The DNA of the Côtes de Bordeaux



● Our historical and geographical roots

● Our vision

● Characteristics of our wines

● Our values

## A Côtes de Bordeaux is:

a wine with **a history**, but also with **a stamp of modernity**

a wine that leads the imagination **to the heart of the hillsides**, around a history, a family

**a wine with a human face**, personified by its ambassador, the winegrower

**a wine made with passion**, symbolising the art and know-how of the growers

a real **discovery, a “gem”** to accompany wonderful moments **of sharing and friendliness**

**a wine to let you indulge yourself**

**a safe bet**

an **elegant, round and structured** wine, with good ageing potential but which can be enjoyed without waiting or cellaring

a wine that can be opened **on any occasion**,

a wine that you can enjoy yourself or offer to friends **without going wrong**

**an invitation into the heart of a family that cares about its know-how**

## ... This is Bordeaux, Heart & Soul

# A rich historical legacy

From the Gironde estuary to the borders of the Dordogne, passing by the banks of the Garonne, the territory of the Côtes de Bordeaux charms with the diversity of its landscapes and its rich heritage. Historic châteaux, manor houses, fortresses and splendid homes, immortalised by famous artists, are evidence of the rich history of the region. Villages retaining their narrow streets, and fortified towns and windmills, are signs of a centuries old tradition of agricultural and trading activity.



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The Côtes de Bordeaux bear an important witness to the history of wine in our country, but also to the history of France: some of its greatest moments took place in the territory of the Côtes de Bordeaux.

## 2<sup>nd</sup> century

The vine has been planted in this region since ancient times. Already in the 2nd century the Romans had planted the first “Vitis Biturica” vines, and according to the writings of Ausonius in the 4th century, the reputation of the wines they produced had spread as far as Rome.

## 12<sup>th</sup> century

The real rise in viticulture in the region started with the marriage of Eleanor of Aquitaine and Henry II of England, which opened up the London market for the wines from the Côtes. The end of the English occupation of Aquitaine in 1453 with the Battle of Castillon put an end to that.

## 17<sup>th</sup> century

Another boost for the wines of the Côtes de Bordeaux came in the second half of the 17th century. The English favoured these wines for export to their colonies, because of their excellent ability to withstand transport and storage.

## 18<sup>th</sup> century

The 18th century marked the start of viticultural specialisation and the development of red and white Côtes appellations, officially created in the 20th century.

# Quality, know-how and commitment at the heart of production

## 1 Ideally located vineyards

Spread over **5 clearly identified regions**, with limited boundaries, the vineyards of the Côtes are located on hillsides with mostly clay-limestone soils.

**An ideal geographical situation** which allows them **to benefit from strong sunshine, good runoff of rains and drainage of the soil**, thereby giving wines of optimum quality. Also of note is the climate linked to **the proximity of the rivers**: all the regions are on the banks of the Dordogne or the Garonne.

So much in common and so many assets that lead to **high quality in the ripening of the grapes, which later reveals a better aromatic expression.**



## 2 A commitment to respect for the environment

The growers of the Côtes de Bordeaux care about the environment. A good number of them are **certified organic or in the process of converting**, but **also in biodynamic, Terra Vitis and other certifications that respect the environment.**

More and more growers are also signed up to the Bordeaux wine **Environmental Management System**, a real management tool for their companies, allowing them **to control and reduce the impact on the environment.** The Union des Côtes is further committed to greater involvement by the winegrowers on this theme, by supporting them in this initiative.

Finally, some growers located close to schools and childcare centres have signed up to **a group project to plant hedges**, led by their unions. These hedges, in addition to their beneficial effects on biodiversity and landscape planning, also serve to filter sprays used in the vineyard.

The environment is therefore a daily preoccupation for the growers, who have not waited for regulations before adopting means of production that respect their terroir, and conserve biodiversity and natural resources.





## 4 Mastery of the production process

The vinification of Côtes de Bordeaux follows several steps: destemming, crushing, alcoholic and malolactic fermentations, ageing in tank and/or in barrels, blending and, finally, the making of the cuvées. **Artisanal work in the vineyard and in the cellar combines tradition with modernity, respecting rigorous technical specifications.**

The wines of the Côtes de Bordeaux are therefore prepared according to traditional Bordeaux methods, to offer consumers wines that are still more elegant and delicious.

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## 3 Blended wines

A speciality of Bordeaux, blending is one of the characteristics of the Côtes wines. This blending, as a function of how the varieties match and complement one another, results in varied styles of wine with a character and a personality of their own.

The reds of the Côtes de Bordeaux are mainly made from **the Merlot variety, associated with Cabernet Sauvignon, Cabernet Franc and Malbec.**

For the whites, the major grape variety is Sauvignon, **blended with Sémillon and Muscadelle.**

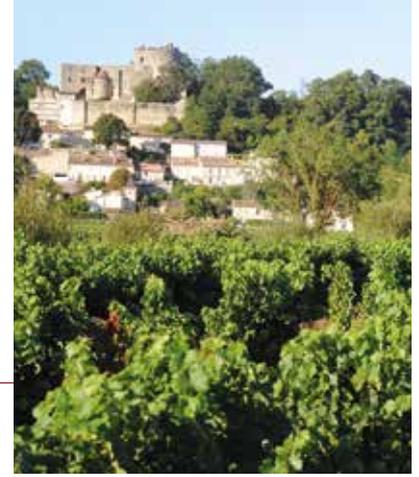


Beauty  
of the  
landscape

Sharing

Friendlyness

# A common commitment: wine tourism



## 1 Magnificent views and exceptional sites

The appellations of the Union des Côtes de Bordeaux share sunny hillsides and an exceptional architectural and historical heritage, making them a particularly pleasant holiday destination or simply a place to enjoy a walk among the vineyards and the châteaux.

With citadelles, châteaux, Romanesque churches and historical manor houses, our 5 regions are full of remains bearing witness to a rich past.

**To improve awareness of its wines in France, the Union des Côtes de Bordeaux has for several years been developing the important concept of wine tourism.**

## 2 Meeting the winegrowers

Visits to the property, events, special facilities or accommodation, **the winegrowers of the Côtes de Bordeaux share their passion, their history and their know-how by letting visitors discover their vineyard through total immersion.** There are numerous initiatives targeting different types of visitor, but always with the same watchword: closeness!



## 4 Maisons du Vin at the service of tourists and consumers

Situated in Blaye, Cadillac and Castillon La Bataille, the 3 Maisons du Vin of the Côtes de Bordeaux appellations are the ideal departure points for getting immersed in the vineyard. With a special welcome, recommendations to discover and events led by growers for the general public, these 3 structures welcome visitors and accompany them in their discovery of the appellations.

## 3 Varied events throughout the year

Throughout the year, the appellations offer events held to share their passion and their know-how with visitors. Whether it is during the summer season or in the run-up to the end-of-year festivities, the Maisons des Vins offer numerous events around gastronomy, tasting and discovery of the region.

BLAYE  
CÔTES DE BORDEAUX

At the maison du vin, on the water or in the châteaux, there is a wide **variety of wine tourism activities.** On the programme, introduction to tasting, cookery courses or even tasting cruises, all with one purpose: **direct contact between growers and consumers.**

CADILLAC  
CÔTES DE BORDEAUX

Awarded the Best Of Wine Tourism prize in 2016, the Maison des vins offers **original wine workshops** throughout the year. Tasting-relaxation, gastronomic workshops with a chef, tasting, family activities... **fun and original ways** to discover the wines of Cadillac Côtes de Bordeaux.

CASTILLON  
CÔTES DE BORDEAUX

The appellation is counting on **out-of-the-ordinary ways** to discover its vineyard. **By aeroplane, kayak or on horseback,** the Castillon wine region will show itself from every angle! Not forgetting the summer tasting at the Maison des Vins or the wine and food pairing lunches each month in one of the appellation's châteaux.

Tasty

# Taste a Côtes de Bordeaux

Red, dry white and sweet wines, the Côtes de Bordeaux has a wide diversity of wines and almost unlimited tasting possibilities. Overview of good practice.

## Service & ageing

### Temperatures:

**Red:** 16 to 18°

**Dry white:** 8 à 10°

### Equipment:

- A stem glass with a widened base, to appreciate the tasting and discover the aromas in the best possible way.

- Decanter, recommended for young and tannic wines to allow them to open up and develop through contact with oxygen.

### Ageing:

Côtes de Bordeaux wines are generally consumed when young, but they do however have a very good potential for ageing and can be cellared for around ten years.

## Tasting

**On the nose:** aromas of red fruits (raspberry, strawberry), stone fruit (plum, cherry) and also of vanilla, mocha, and leather for the reds. For the whites, aromas of peach and citrus fruit (grapefruit, pineapple) dominate.

**On the palate:** indulgent wines, round and structured, elegant for the reds. The dry whites are lively and fruity, just as the **13** sweet whites are fine and delicate.



## Ideas for food pairing

**Fruity reds:** perfect with white meats or a roast  
**Full-bodied reds:** go well with game, a rib steak, duck or cheese

**Dry whites:** asparagus, crustaceans, fish, foie gras, white meats, cheese



# They make Côtes de Bordeaux !



## A young generation on track!

Marion Reculet, Château le Camplat,

BLAYE  
CÔTES DE BORDEAUX

Modernity

*Never in the world would I have wanted to see the property, entirely created by my father, sold to someone else. At 34, though until then I had never thought of one day taking over the property and my professional experience was in other sectors of activity (marketing and training), I finally decided to set myself up as a young farmer. Thanks to my atypical career path, and also to the tools of my generation, I offer a different approach based more on wine tourism and social networks to develop our property, and it is this complementarity that is our strength.*

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Know-  
how

## Farming with respect for man and the environment

Christian et Yannick Sabaté,  
Château Fontbaude,

CASTILLON  
CÔTES DE BORDEAUX

*Having already invested in initiatives to respect the environment for years (no use of insecticides or chemical weed removal), we converted to organic farming as from 2009 (first organic vintage in 2012). Many winegrowers in the Côtes de Bordeaux have followed the same initiative. Working the vine with respect for the environment and for man is therefore a major commitment in our appellations. It is for us to explain what we do, and above all why and how we do it!*



Dynamism

## Meeting consumers the world over

Emilie Douence, Château Peneau,

CADILLAC  
CÔTES DE BORDEAUX

*Faced with a declining French market and sales to private customers that have already achieved their optimal level for us, we have sought to diversify our clientèle and our markets. At present we export nearly 10 % of our production, mainly to China, Belgium and the United States, with the aim of improving on that in 2017. As with any market, it is important to meet, retain and consolidate commercial relations with our clients by going to meet them. This allows the creation of real links. That is why travelling regularly is of the highest importance for us. But developing internationally also requires specific knowledge. Training ourselves, and benefiting from the experiences of other winegrowers, have been major springboards in starting to export!*

Diversity



## All the colours!

**Wilfrid Franc de Ferrière, Château Carbonneau,**

SAINTE-FOY  
CÔTES DE BORDEAUX

*At our property we produce 3 red wines and a dry white wine in Sainte-Foy Côtes de Bordeaux. A diversity that is explained as much by our personal history as by our will to experiment. Today therefore we have a quite developed range that allows us to meet the expectations of a large clientèle. And for me, this is a plus. It is this plurality and this variety that allows us to address varied targets and also to show our capacity to create quality wines for all tastes and for any tasting occasion. This really sharpens the curiosity of consumers! With red wines and dry white, sweet and dessert wines, everyone can find the wine they want in our Côtes de Bordeaux appellations!*



## A strong potential for wine tourism

**Florent Dubard, Château Nardou,**

FRANCS  
CÔTES DE BORDEAUX

Beauty of the landscape

*Since 1998, when we acquired our property, we have renovated and modernised with respect for the stone and for nature. We have developed a wine tourism activity by transforming the old grape-pickers' house into cottages, providing accommodation for tourists, and then creating a tasting/reception room. This initiative has allowed us to let visitors see our cellars and taste our wines, and for us to share our passion with tourists who otherwise may not necessarily come to the property. The Côtes de Bordeaux is brimming with beautiful views, fine buildings and generous and friendly winegrowers. Developing wine tourism here is our trump card!*

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## The taste for innovation

**Eric Bantegnies, Château Bertinerie,**

BLAYE  
CÔTES DE BORDEAUX

Daring



*Since I arrived at the family property in 1987, our production has increased strongly (from 240 000 to 500 000 bottles) and Bertinerie has become the largest vineyard in France trained in the "Lyre" system, a method developed by INRA which consists of splitting the trellising in two to increase the canopy area per hectare and the volume of vines, without increasing the number or the yield. Our aim: to improve the quality of the grapes while maintaining acceptable production costs. This way of training the vine allows Bertinerie to produce on average 30% of our "grand vin" per year, as against around 5 to 10% of the crop for a traditional vineyard. It means more work (hand picking is obligatory) but we are satisfied with it because our wines are more balanced, silky, fleshy, deep and also more regular each year. This is what distributors and consumers are looking for. Revolutionising the vineyard only makes sense if the results can be seen in the glass!*



## Strengthened market growth strategy

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The issue for the Union des Côtes de Bordeaux is to explain the specific characters of the Côtes de Bordeaux to marketers and to inspire consumers with the new AOCs.

To do this, the Union des Côtes de Bordeaux works hand in hand with growers and merchants to promote the new French appellation throughout the world thanks to an aggressive action plan.

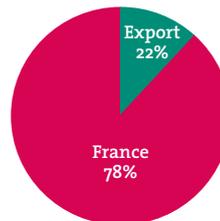
A proactive strategy that has already shown positive results.

### 1 Sales review

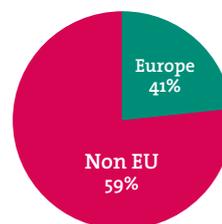
4th red wine AOC in France, the Côtes de Bordeaux is a major actor on the French market. For export, the promotional activities in priority markets (around forty per year) are bearing their first fruits.

Since the creation of the appellation, **the export market share has gone from 11 to 22%**, allowing the Union des Côtes to come closer to its objective: to catch up with the average export percentage for Bordeaux wines (40% of production).

Over all the volumes exported, **41% are to Europe**, especially the Belgian and German markets (2nd and 5th export markets). Countries where the Union maintains its presence each year. **Outside Europe, it is Asia that remains a destination of choice** for the wines of the Côtes de Bordeaux: in China and Hong Kong, 1st export market, but also in Japan. Not to forget **the United States, a market with great potential** for the wines of the Côtes.



Sales



Destination of export volumes

### Top 5 export destinations for the wines of the Côtes de Bordeaux

- 1\_ China/Hong Kong
- 2\_ Belgium
- 3\_ USA
- 4\_ Japan
- 5\_ Germany

## 2 International fairs, an indispensable meeting place for the Côtes

Having participated in the main wine and spirit fairs in the world for several years, the Côtes de Bordeaux will be increasing its presence with dedicated stands. *“It is essential that we should be visible during events that bring together decision makers from around the world,”* says Patricia Zabalza, Director of the Union des Côtes de Bordeaux. In 2017, the Côtes will therefore **be present at Prowein and the Hong Kong Wine Fair**. Always in the presence of producers and with a Free Tasting area. *“The presence of growers and merchants allows us to emphasise our close-knit nature, which makes up part of the essence of the Côtes de Bordeaux,”* adds Patricia Zabalza.

## 5 Côtes de Bordeaux brands, an asset to boost export performance

Announced at the creation of the Union des Côtes de Bordeaux, **the development of commercial brands in the generic Côtes de Bordeaux appellation, to gain market share in export, is gaining ground**. In 2015, initiatives to remind professionals of the interest of offering a Côtes wine have been multiplied. *“In particular, this was the purpose of our evening event in April 2015: a reminder that we have a clear strategy on this subject, namely that the generic Côtes de Bordeaux appellation exists so that merchants can create branded wines, while the individual appellations have priority for château wines,”* says Stéphane Héraud. *“Since then, we have held meetings with merchants to discuss with them the potential offered by a Côtes de Bordeaux brand. New projects should see the light of day.”* A re-found dynamic with merchants: *“We are ready to study any partnership to develop the visibility of the Côtes.”*

## 3 The Press: a strategic challenge

Conscious of the importance of opinion leaders, the Union des Côtes de Bordeaux is strengthening its activities with French and international media. **Conferences, press lunches and tastings for journalists from the entire world will be repeated, while the use of advertorial inserts will be increased.** *“We are increasingly developing this format to offer good media exposure to our growers. It allows us to present our appellations and our activities, but above all to place the right emphasis on each wine selected,”* says Aurélie Lascourrèges, in charge of Press Relations. *“We are also working on new press trips, to offer real discovery of our appellations and meetings with the growers, for French and international media”.*

## 4 Training, a major line of promotion

*“It is the role of our organisation to make our wines better known among buyers and importers in our target countries,”* Stéphane Héraud, President, reminds us. To help achieve this, many masterclasses will once again be organised this year in export markets. **Much appreciated by professionals, they are an excellent means for the merchants and growers present to increase their visibility and secure new contacts.** Among those organised in 2017: Hamburg, Stuttgart, Frankfurt, Chengdu...





# Review of 2016 promotional activity

## 30 export activities in 5 countries

### 14 masterclasses:

3 in Germany,  
1 in Japan (Tokyo),  
1 in the USA (San Diego),  
9 in China (2 in Wuhan, 2 in Chengdu, 2 in Shanghai, 2 in Hong Kong and 1 in Xiamen)

### 3 wine and spirit fairs:

Prowein  
Vinexpo Hong Kong  
Hong Kong Wine Fair

### 6 press events:

1 in San Francisco,  
4 in China (Chengdu, Hong Kong, Xiamen, Shanghai),  
1 in Brussels

### 4 tastings for international journalists:

Decanter, Wine Spectator, Wine Enthusiast, Weinwirtschaft/Sommeliers.

### 2 wine festivals:

Brussels, Hong Kong

### 1 press trip

(3 American journalists)

## 14 activities in France

### 1 press event:

In Bordeaux, Paris or in the appellations (lunches, conferences, trips...)

### 1 advertorial:

Terre de Vins

### 1 wine festival:

Bordeaux

**1600** trade professionals trained in **2 years**

**100** meetings with journalistits

**820** press impacts or mentions linked to our activities

**100 000** tastings at wine festivals

Wine Festivals CIVB Bordeaux, Brussels, Hong Kong

**115 000** local consumer tastings

Open Days, wine tourism promotions, shops / maisons du vin

# France 2017 : great events for consumers

Each year, many events are organised for the general public in our 5 regions.

## 08 & 09 April \_ **Printemps des Vins de Blaye**

Wine tasting with 80 growers who come together at the heart of the Citadelle of Blaye and many wine tourism activities.

## 20, 21 & 22 April \_ **I'm coming to taste with you**

The appellation Castillon Côtes de Bordeaux is coming to Paris for 3 days. Between wine bars and tastings in people's homes, the growers will allow the general public to discover their wines.

## 13 May \_ **Marathon des Vins de Blaye**

42 kilometres interspersed with many activities in the châteaux of the appellation, with a finishing line in the Citadelle of Blaye.

## 3 & 4 June \_ **Open Days in Cadillac**

The emblematic event for Whitsun weekend! On the programme: around thirty châteaux open their doors, rides in vintage cars, and discovery of the historical, architectural and gastronomic heritage of the region.

## 4 June \_ **Vins de Blaye mountain bike trail**

6th edition of the Rando VTT des Vins de Blaye with several courses put in place to discover the vineyard and its heritage.

## 23, 24 & 25 June \_ **Libourne wine festival**

The first wine tourism event on the right bank, the Libourne wine festival comes in response to the Bordeaux wine festival, a popular and convivial event to celebrate the wines and the gastronomy of the Libourne region, for which the wine-growers of Castillon will be partners.

## July / August (on Thursdays) \_ **Festibalades evenings in Blaye**

Châteaux open their doors in order to share moments of conviviality: walks in the heart of the vineyards, fun events, tastings and country dinners.

## July and August \_ **Battle of Castillon**

The Battle of Castillon is the largest popular show in Aquitaine, taking place against an exceptional backdrop with a natural arena of 7 hectares, 500 volunteers and more than 30 000 spectators every year. On the evening of each performance, the growers of Castillon Côtes de Bordeaux invite you to discover and taste their wines in the hospitality village.

## 6 August \_ **Wine festival in Sainte-Foy**

## July/August/September: \_

### **Balades en Cadillac**

Events and spectacles in the town of Cadillac and at the appellation's winemaking properties. With, notably "growers' apéritifs" and a producers' market at the Maison des Vins.

## 2 & 3 September \_ **Open days in Castillon**

Visits to properties, a country market, events and tastings are all on the programme on this convivial occasion.

## 16 & 17 September \_ **Balades en Patrimoine in Cadillac**

On the occasion of the European Heritage Days, several châteaux will open their doors to visitors.

## 1 October \_ **Harvest days in Blaye Côtes de Bordeaux**

Discover the harvest at a grower's property by taking part in the grape picking, sharing a friendly lunch while tasting the wines of the château. A day when plenty of ideas will be exchanged, based on conviviality and simplicity.

## 1 October \_ **Harvest Walks in Cadillac**

Walks through the vineyard during the harvest with: discovery of the countryside, visits to cellars, tastings in the châteaux, a picnic and explanations of the winemaking process.

## November \_ **Blaye au Comptoir Paris**

Around fifty growers come to bistros and wine bars in the capital to allow for discovery and tasting of their wines, in a convivial setting. A Bordeaux version takes place each year in February, as well as in Brussels as from June 2017.

## November/December \_ **I'm Coming to Taste with You in Lille**

After Paris and Bordeaux, I'm Coming to Taste with You is spreading to Lille. Winegrowers from Castillon Côtes de Bordeaux will go to wine bars and private homes in Lille to allow discovery of the wines of the appellation.

## And also :

### **3 Fêtes du Vin throughout the world**

Quebec, Brussels and Hong Kong

### **Training on Côtes de Bordeaux wines provided**

by certified teachers from the Bordeaux Wine School



# Main actions in 2017 by country



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## France

### Independent wine merchant activity in Paris:

**March 2017**

Meeting with 40 professional wine merchants and dinner-tasting

### Press Insert:

**April 2017**

12 pages in the special "wine tourism" edition of the magazine Terre de Vins

### Press dinner, in Paris

**June 2017**

2017 activities and prospects for 2018 discussed with national journalists.

### Press trips

**May to September 2017**

## Belgium

### Eat Brussels, Drink Bordeaux

**September 2017**

Welcoming visitors to a discovery stand with tasting.

### Press trip

**May to September 2017**

### Press Insert

4 pages in the press for the general public (French-speaking and Dutch-speaking)

## United Kingdom

### Press Insert

**May 2017**

8 pages in the magazine Decanter

## USA

### Press & Sommeliers,

**in New York**

**May 2017**

### Press trip to Bordeaux

**July 2017**

### Press Tastings

Wine Spectator and Wine Enthusiast + Organisation throughout the year of individual dinners

## Quebec

### Bordeaux wine festival, in Quebec

**September 2017**

Welcoming visitors to a discovery stand with tasting.

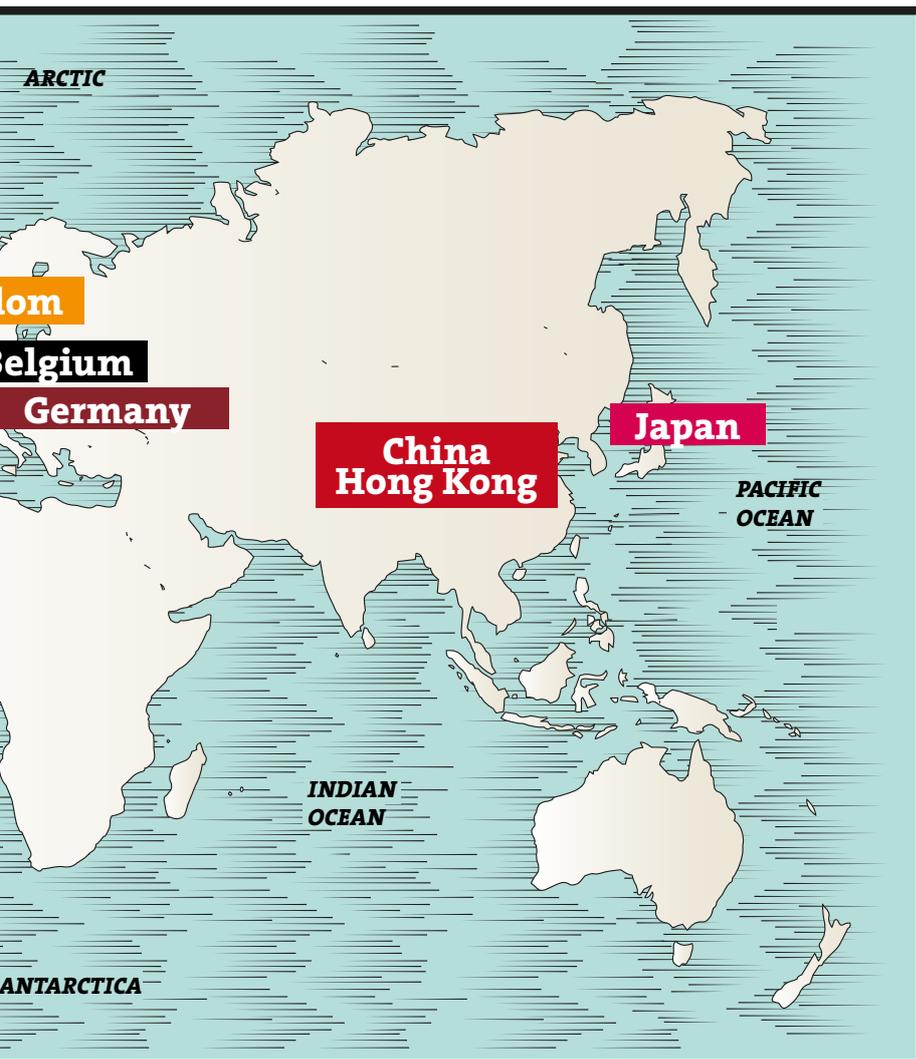
## Japan

### Programme of press meetings with winegrower ambassadors and merchants

**Annual**

### Press trip to Bordeaux

**May to September 2017**



## China / Hong Kong

### Trade: Masterclass in Chengdu, China

**March 2017**

2 masterclasses and a press lunch

### Trade: Masterclasses in 5 Chinese cities

**May and November 2017**

Training

### Trade: Hong Kong Wine Fair, in Hong Kong

**November 2017**

Joint stand and free tasting area

### Consumers: Bordeaux Fête le Vin at the Wine and Dine Festival in Hong Kong:

**October 2017**

Welcoming visitors to a discovery stand with tasting.

### Press trip to Bordeaux

**May to September 2017**

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## Germany

### Press Insert:

**March 2017**

4 pages with tasting notes in Frankreich Spezial (in Weinwirtschaft and Getränke Zeitung magazines) and Sommelier

### Trade: masterclasses in 3 cities (Hamburg, Stuttgart, Frankfurt)

**February 2017**

Training and tastings with sommeliers and independent wine merchants.

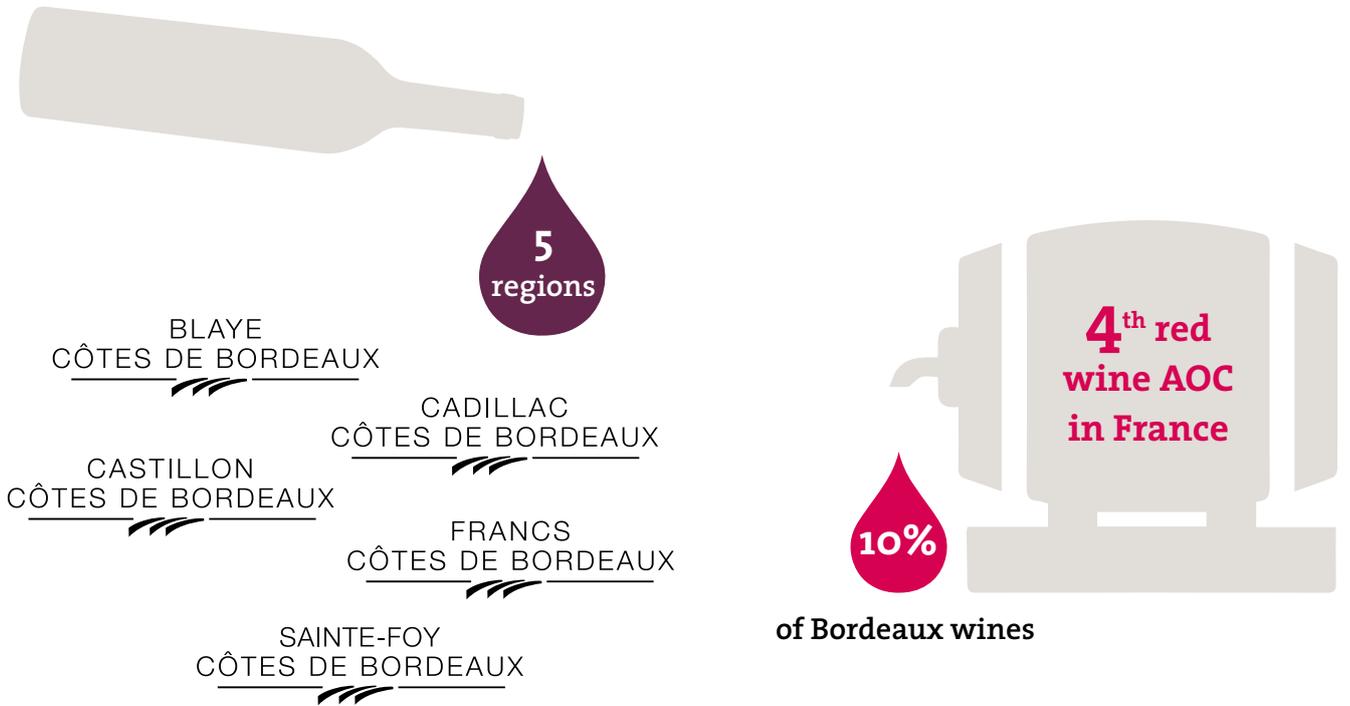
### Trade: Prowein, in Düsseldorf

**March 2017**

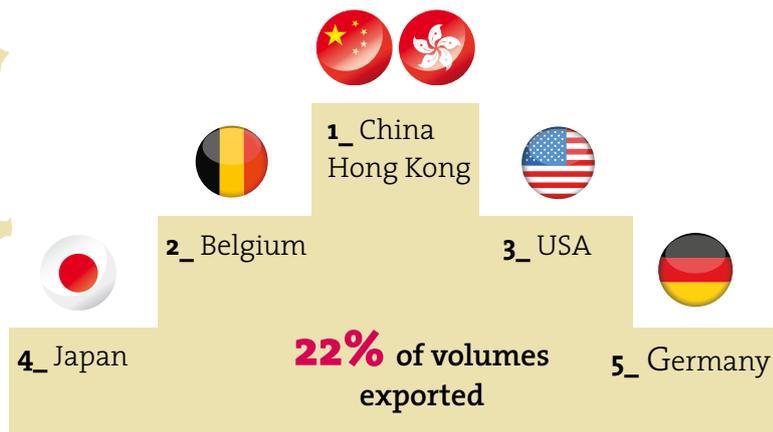
Generic stand with a free tasting space in the presence of 10 growers.



## The essentials in figures



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**77 000 hl** is the **volume in hectolitres** exported by the AOC Côtes de Bordeaux

**30** is the **number of export activities** carried out

**22%** is the **share of volumes** exported

# A committed team at your service



**Working together, we will succeed in our ambitious goal of doubling export volumes, adding value to our wines and making our AOC an indispensable Bordeaux appellation!**



**Jan Thienpont,**  
President  
FRANCS  
CÔTES DE BORDEAUX

**Franck Jullion,**  
President  
BLAYE  
CÔTES DE BORDEAUX

**Christiane Deffarge,**  
President  
SAINTE-FOY  
CÔTES DE BORDEAUX

**Jean Médeville,**  
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**Françoise Lannoye,**  
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**Stéphane Héraud,**  
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**Patricia Zabalza,**  
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**Aurélie Lascourrèges,**  
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## CÔTES DE BORDEAUX

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1 cours du XXX Juillet

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France

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