



BORDEAUX SPREADS AROUND THE WORLD

THE CÔTES DE BORDEAUX WINES AND JEAN PIERRE XIRADAKIS PROMOTE THE “SOUTH WEST” LIFESTYLE

Union des Côtes de Bordeaux and the famous terroir food chef, Jean Pierre Xiradakis, from the renowned La Tupiña restaurant in Bordeaux, have joined forces to promote the South West food, wines and lifestyle around the world with a major focus on Asian countries. Today more than 24 promising young chefs around the world have been declared ambassadors of Côtes de Bordeaux wines and South West food.

During the Universal Exhibition in Shanghai a major partnership was built together with two other famous names of French gastronomy, the two Pourcel brothers. Together, Côtes de Bordeaux Wines, Xiradakis and the Pourcel brothers have taught and promoted Bordeaux South West lifestyle in the 6ème Sens Event Restaurant in the French Pavillon at the Exhibition. “The restaurant was complete every day with people queuing in front of it,” explains Audrey Bourolleau, the marketing director of the Union de Côtes de Bordeaux. “One thing that particularly struck me, was that some modest families accompanied their child to the restaurant and ordered the emblematic French food for their kid who they watched eating, yet they were extremely happy just to have their kid discover French cuisine. Actually all the dinners were really delighted by the food and the wines. What pleased the visitors of the French Pavillon was that one could see the cooks of the Pourcel team at work, preparing the Tupiña dishes, as the kitchen was situated behind a glass window. Many people made positive comments on the wonderful view the restaurant, situated on top of the roof of the French Pavillon offered. The sober decoration was also appreciated,” concluded Bourolleau. More than 1,000 people a day thus discovered the tasty flavours of La Tupiña.

THE TUPIÑA MENU:

- *Starter : Terrine de foie gras de canard (“Foie gras” Duck Liver Terrine)*
- *Fish: Cod “façon Tupiña” à l’ail (Tupiña Style Cod and Garlic)*
- *Meat: Gigot d’agneau de “7 heures” (7 Hours Lamb Shank)*
- *Dessert: Pain perdu, glace vanille (Stale Bread with Vanilla Icecream)*

All the dishes were paired with Côtes de Bordeaux wines and on the 10th September the Tupiña menu was served to a committee composed of Chinese business leaders and Bordeaux Mayor Alain Juppé at the permanent restaurant of the Pourcel brothers, La Maison Pourcel in Shanghai. The menu was created by Jean Pierre Xiradakis in collaboration with the Pourcel brothers. La Maison Pourcel, is a beautiful restaurant in Shanghai’s center offering a magnificent view from the beautiful terrace – the ideal place to enjoy a glass of wine. The salon of the restaurant with its panoramic view and numerous private salons is particularly appreciated for business dinners.

Considering the importance of the Chinese market for Bordeaux wines the Union des Côtes de Bordeaux and Xiradakis have run several culinary events in China since last autumn. Last September for the inauguration of a sommelier department at the gastronomy school of Wuhan, the Union des Côtes de Bordeaux offered tasting courses and master classes on the topic of Côtes de Bordeaux wines and South West cuisine. Audrey Bourolleau explained, “Adding the word ‘Bordeaux’, in the name of our appellation had a positive impact on the Chinese market.”

**“ACCORDS AU SOMMET” OR “PAIRINGS AT THE SUMMIT” :
UNIQUE CULINARY AND CULTURAL EVENT**

For six years now young chefs renowned for their talent and commitment, totally in line with the spirit of the legendary chef Jean-Louis Palladin, have been awarded a trip to Bordeaux to discover the traditional culinary heritage of the winegrowing region. This unique program is the initiative of the Côtes de Bordeaux wines, the La Tupiña Restaurant and the Jean-Louis Palladin Foundation. Jean Louis Palladin was one of America’s most renowned French chefs. He inspired and actively taught cooking to some of USA’s greatest culinary talents, the likes of Eric Ripert of Le Bernardin; Daniel Boulud; Christian Delouvrier of Lespinasse; and Sylvain Portay, formerly of Le Cirque and now at the Ritz-Carlton in San Francisco. Jean Louis Palladin passed away from lung cancer at age 55 in 2001. Thanks to the unique collaboration between his foundation, La Tupiña and the Union des Côtes de Bordeaux, 24 young chefs, from all over the world, have up to now been appointed and invested as Côtes de Bordeaux Ambassadors. The latest to date is Didier Reibel, invested during a prestigious dinner at the Kempinski Hotel, Saint Petersburg last June. An official delegation from Bordeaux counting officials from the Major’s offices of both Bordeaux and Saint Petersburg, representatives of Bordeaux Chamber of Industry and Commerce, négociants, winegrowers and local importers, were present at the event. The great majority of the awarded chefs have already visited Bordeaux and have had the unique opportunity of participating to a special training programme thanks to exchanges with chefs and winegrowers. The main objective of this program is to establish lasting wine- food driven relationships with chefs worldwide and to thus promote Côtes de Bordeaux wines all over the globe.

CULINARY STOP IN TOKYO

During the “Fou de France Japon” event the Côtes de Bordeaux wines were paired with the traditional South West flavoured dishes of La Tupiña at Alain Ducasse’s world-renowned restaurant “Benoît” in Tokyo. Japan’s 60 most influential women were invited to come and taste the typical South Western flavours on 24th January 2011. The splendidly traditional and delectable dishes were accompanied by the fresh and fruity Côtes de Bordeaux wines. The wine producers were present, whilst the 60 ladies discovered both South West food and wine. The event was a huge success and truly delighted the participants. Many of the ladies commented, “the La Tupiña dishes served today were very generous and different from the French cuisine we are used to in Japan. The dishes are simple, and so are the ingredients, yet the dishes are so full of flavours.” Fumiko Kono a famous Japanese food writer who participated to the dinner during which she presented her book on cooking, remembered how much she had enjoyed dining at La Tupiña in Bordeaux she described the warm and welcoming atmosphere of the restaurant with lots of emotion to the other participants.

THE MENU:

- *Mignons de canard aux échalotes/ Duck (Mignon ?) with shallots*
- *Calamars sautés à l’ail et Piment d’espelette / Sautéed squid with garlic and Espelette peppers*
- *Ballotine de volaille / Poultry (Ballotine ?)*
- *Le Cannelé Bordelais – Glace au Pruneau et Armagnac/ Bordeaux Cannelé - prune ice cream*
- *Café et mignardises / coffee and sweets*

Audrey Bourolleau concluded,” at the dinner with the business women and during a presslunch with importers in Japan , we have realized that there are some great opportunities for the Côte wines in Japan. Our positioning in terms of price is adapted to the current expectations of the Japanese who want affordable quality wines. They are getting more and more experts in wines and are progressively looking for core range wines. By the way, the house of Dourthe has recently launched a Côtes de Bordeaux brand for Japan, which is called “Dourthe Grands terroirs”.

**THE UNION DES
CÔTES DE BORDEAUX
REPRESENTATIVE BODY**

The Union des Côtes de Bordeaux represents 14% of the Bordeaux overall wine production, that means 1,500 professionals: the Union re-groups four Côtes de Bordeaux appellations: Blaye, Cadillac, Castillon and Francs. The “côtes” appellations are all situated on the Right Bank of Garonne and Dordogne and; what is more characteristic of this group is the fact that their vineyards are all situated on the slopes overlooking the two rivers. Not surprising as Côte means slope. Thanks to their situation atop the slopes the Côtes de Bordeaux benefit from a great exposition to the sun. Most of the Côtes wines are red wines, actually as much as 97% of the total Côtes production. As far as the majority of the wine are concerned, it is from the Merlot grape variety and is therefore fruity wine. The white wines are made from the Sauvignon Blanc grape and overall, are very expressive.

