



CÔTES DE BORDEAUX
Côtes & Cœur

Communiqué de presse

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SAINTE-FOY BORDEAUX BECOMES THE 5TH MEMBER OF THE CÔTES DE BORDEAUX

It's official, **the Union des Côtes de Bordeaux just got bigger!** The order validating the integration of "Sainte-Foy Bordeaux" into the AOC "Côtes de Bordeaux", alongside the 4 other appellations: Blaye, Cadillac, Castillon and Francs, **appeared in the Official Journal on 24 November**. A historic first since its creation in 2007, which rewards **several years of work** and offers **new possibilities**.

7 years in the making

7 years was how long it took to bring this long-standing project to fruition. "*Reflection, negotiations with the commission of inquiry appointed by the INAO, **writing of new technical specifications** and a **new inspection plan** with Quali-Bordeaux, changes to the statutes... these were the steps that we had to go through one by one to prepare for the arrival of a 5th member,*" explains Stéphane Héraud, President of the Union des Côtes de Bordeaux. "*A long journey, but one that secures the future of our appellation for decades to come, and for which the motivation and commitment of the institutions, notably the INAO teams of Laurent Fidèle in Bordeaux, have greatly contributed,*" he said.

As from the 2016 harvest, **30 new members, a geographic area of 500 hectares and production of an extra 10 000 hectolitres** have thus been added to the Union des Côtes de Bordeaux.

What it will change

Now united, a **new challenge** awaits the winegrowers of Sainte-Foy and the Union des Côtes de Bordeaux: to continue to **develop together**. "*We are proud of our wines and their quality... But we knew that alone, we had limited clout. So we are delighted to **join with other appellations that make great wines** and therefore share our values,*" declared Christiane Deffarge, President of Sainte-Foy Côtes de Bordeaux. An opinion shared by the winegrowers: "*By joining the Union, we will be able to **take advantage of its energy and powerful means of promotion on export markets,***" says Hélène Kinder, winegrower at Château de Claribès. "*We are expecting a real **increase in recognition,***" adds Didier Roussel of Château Grand-Montet. As for the Union des Côtes, it is looking to the future: "*Our family is strengthened by this new arrival: our offer is enhanced with the addition of dessert wines, a real cohesion and a will to grow together that augurs well for a promising future,*" according to Patricia Zabalza, Director of the Union des Côtes de Bordeaux. New operations as a group of 5 will take effect as from the first promotions in 2017.

Concerning the Union des Côtes de Bordeaux – *The Union des Côtes de Bordeaux unites 5 appellations: Blaye, Cadillac, Castillon, Francs and Sainte-Foy Bordeaux. Quality wines at affordable prices, the Côtes de Bordeaux produces mostly red wines (97%) which are indulgent, elegant, round and well-structured.*

Service de presse
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