



# CÔTES DE BORDEAUX

---



P R E S S   K I T

2010-2011

Côtes de Bordeaux Wine Council  
Cours du XXX juillet  
33000 BORDEAUX  
T. 05 56 00 21 99  
[www.bordeaux-cotes.com](http://www.bordeaux-cotes.com)

D R I N K   R E S P O N S I B L Y

*B* C A S T I L L O N   -   B L A Y E   -   C A D I L L A C   -   F R A N C S



## C O N T E N T S

The Côtes de Bordeaux wines join forces...  
for a stronger identity and new outlets p.3

*Behind the project*  
*One core appellation, four upmarket appellations*

Stakes and challenges of the new  
Côtes de Bordeaux appellation p.6

*In France : increase visibility*  
*On the international scale: 'Bordeaux' a guarantee for export*

'Top of the tops': a promotional campaign  
in favor of the Côtes de Bordeaux wines p.9



# THE CÔTES DE BORDEAUX WINES JOIN FORCES ...

... FOR A STRONGER IDENTITY AND NEW OUTLETS

After 5 years of internal studies, opinion surveys carried out among consumers and distributors, and dialogue with the INAO\* and the Bordeaux wine authorities, four 'Côtes' wines in the Bordeaux region have officially joined forces under the joint appellation 'CÔTES DE BORDEAUX'.

## Behind the project

The 'Côtes de Bordeaux' wines gather the following appellations: Premières Côtes de Blaye, Premières Côtes de Bordeaux, Côtes de Castillon and Bordeaux Côtes de Francs. They represent **1/6<sup>th</sup> of the Bordeaux production** with a total surface of **12 653 acres** and a volume of **550 000 hectoliters**.

In 2004, due to the large number of features they share – the hillsides looking down over the rivers, the gravel and clay-limestone soils, the predominance of Merlot grapes in the blend, the human-sized exploitation structures and the dynamic and innovative promotion methods – **the idea of creating a common sign of recognition appears: the 'Côtes de Bordeaux' appellation that would gather the four appellations under the same banner**. The claimed appellation associates two common elements which also have a positive and quality connotation: the term "Côtes" and the idea of belonging to the 'Bordeaux' wines.

\* Institut National des Appellations d'Origine



## The new Côtes de Bordeaux AOC

### Main objectives

Clarify and simplify the offer to consumers with a shared umbrella name 'Côtes de Bordeaux'

Highlight the specific features of the terroirs with the town names Blaye, Cadillac, Castillon and Francs

Segment the offering: Côtes de Bordeaux as the core range and the town names as the upmarket range with even higher-quality production conditions

Increase the demand for Côtes wines and the number of bottles on the market destined to be sold as AOC Côtes de Bordeaux

First challenge of this project: **increasing volumes and margins on the export market**, thanks to an appellation bearing the word 'Bordeaux' to convey added value and worldwide renown. This potential is under used by the Côtes de Bordeaux.

Another objective: **improving the wine visibility to consumers thanks to simplified appellations on the label**. Today, the lack of clarity and the multiple denominations used make it difficult to recognize the Côtes wines.

**The 'Côtes de Bordeaux' appellation is officially born on 31 October 2009** following the publication of the catalogue of duties in the 'Journal Officiel' <sup>1</sup>.

<sup>1</sup> Available at request





## One core appellation, four upmarket appellations

From now on, each of the appellations composing this union can give away their production on two levels:

■ **An umbrella name:** CÔTES DE BORDEAUX, so as to increase presence on an international scale thanks to a designation mentioning ‘**Bordeaux**’

■ **A ‘specific’ appellation:** CÔTES DE BORDEAUX along with a town name - Blaye, Castillon, Francs or Cadillac – in order to preserve the specific identity of each of the four terroirs, especially for the French market. The ‘town name’ wines can be better identified now than the former denominations drowned in different semantics.

Premières Côtes de Blaye ▶

Premières Côtes de Bordeaux (red) ▶

Côtes de Castillon ▶

Bordeaux Côtes de Francs ▶

BLAYE  
CÔTES DE BORDEAUX

CADILLAC  
CÔTES DE BORDEAUX

CASTILLON  
CÔTES DE BORDEAUX

FRANCS  
CÔTES DE BORDEAUX

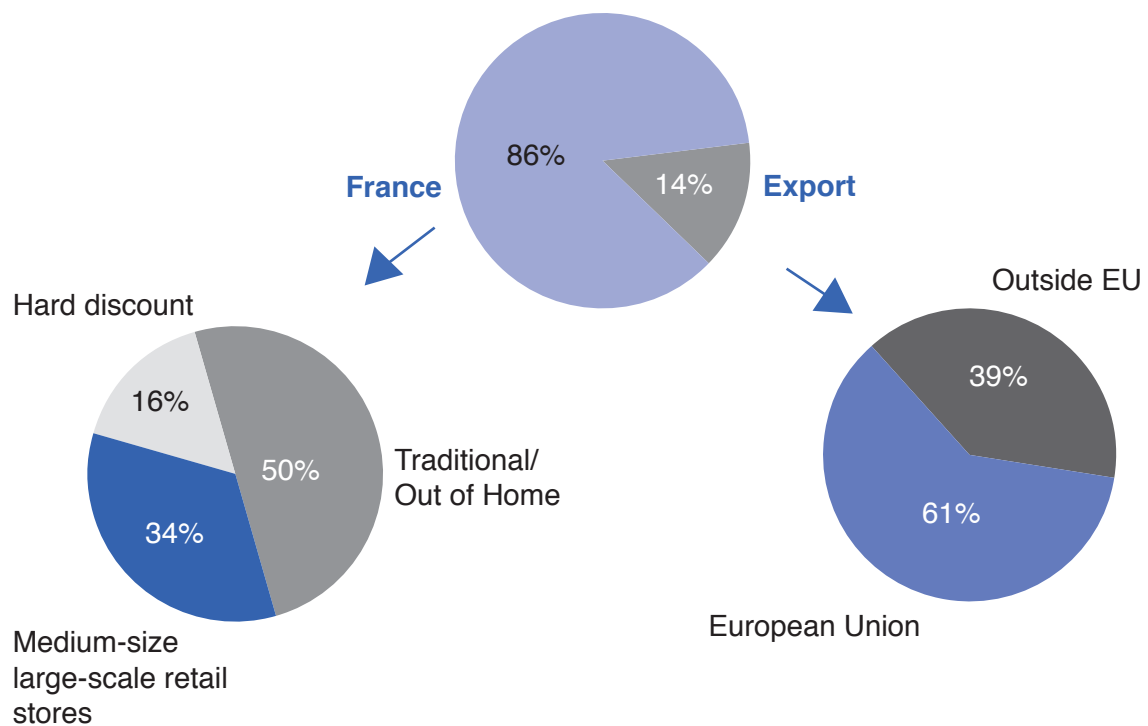
The reform also allows producers and traders to blend wines from different Côtes and to use the ‘Côtes de Bordeaux’ named as a collective brand of recognition.

**All the Côtes wines will be marketed with their new appellation name from the 2009 vintage on.**



## Stakes and challenges of the new Côtes de Bordeaux appellation

Today, the Côtes de Bordeaux wines main markets, France and Belgium, have reached a saturation point. On the contrary, emerging markets such as Asia are becoming bigger wine-consuming markets. As a consequence, the Côtes de Bordeaux new appellation attains the objective of **developing volumes and margins on the export market**, thanks to an appellation bearing the word 'Bordeaux' to convey added value and worldwide renown, but also to increase the Côtes de Bordeaux wine's visibility on the national market.



**Synthesis of the Côtes de Bordeaux wines distribution <sup>2</sup>**

2 July 2009 - CIVB / tolls

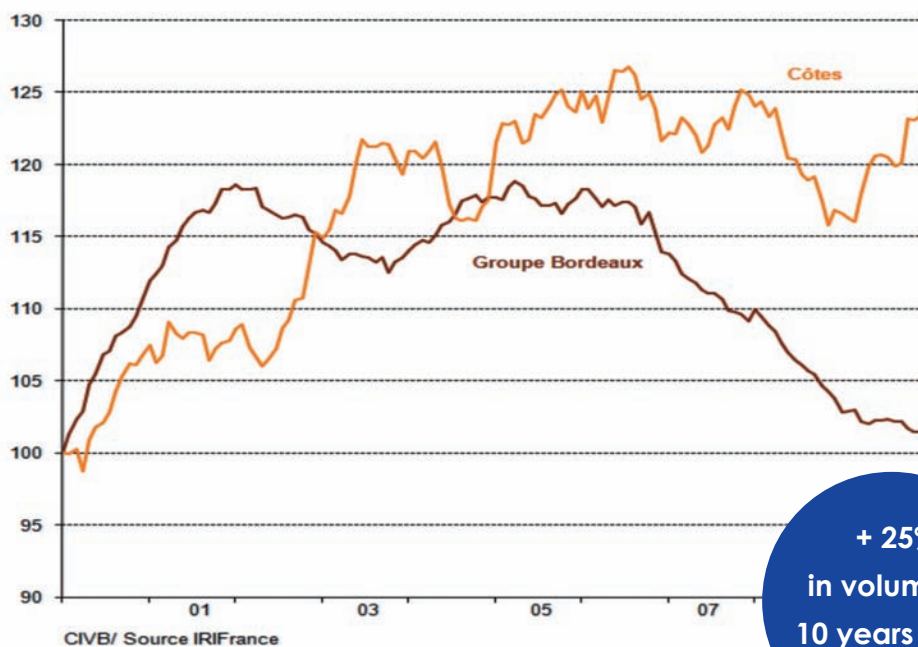


## IN FRANCE : INCREASE VISIBILITY

In 2009, wine sales of the Côtes de Bordeaux have reached 46 million bottles in volume. A relative decrease of 7% as the whole French wine sales have dropped: 9% for the Bordeaux wines altogether for example. This drop however hides the excellent results on the retail market where the sales volume reached 16 million bottles, increasing by 6%, whereas the overall Bordeaux appellation has diminished by 2%. These good results can mostly be attributed to marketing promotions and wine fairs – especially for the Blaye Côtes de Bordeaux appellation.

16 million bottles sold in retail stores in 2009, 6% more than in 2008

Evolution of wine sales volumes on the retail market.



+ 25% in volume in 10 years time.



The launch of the Côtes de Bordeaux appellation should help gaining visibility on the national market, thanks to the simplification of the designation on the label. An important dimension as the French wine system is very complicated and most of the consumers turn to easily identifiable wines: by variety of wine (Merlot, Chardonnay etc.), educational back labels (advices of service, food in accordance with the wine...). Furthermore, in times of economic crisis, consumers favor good value for money wines such as the Côtes de Bordeaux.

## ON THE INTERNATIONAL SCALE: 'BORDEAUX' A GUARANTEE FOR EXPORT

Concerning export, sales volumes of the Côtes de Bordeaux totaled 7 million bottles in 2009, or a drop of 9% (versus 2008), but still surpassing the Bordeaux wines in general which volumes on the export market have fallen by 14%. This drop mainly concerns mature markets such as Belgium or Germany. China on the contrary has shown an exceptional growth, and represents 10% of the Côtes de Bordeaux export volumes. And since the volumes of exported Côtes de Bordeaux are still way under the average, the potential is enormous (14% for the Côtes de Bordeaux, 32% for the Bordeaux wines).

**53 million bottles commercialized in 2009**  
**46 millions in France**  
**7 million abroad**

	Market Share Volume
Belgium	20%
UK	12%
Germany	11%
China	10%
Canada	8%
US	8%
Japan	7%



## 'TOP OF THE TOPS': A PROMOTIONAL CAMPAIGN IN FAVOR OF THE CÔTES DE BORDEAUX WINES

Each year, since 2004, the Côtes of Bordeaux Wine Council and Jean-Pierre Xiradakis, owner of La Tupina restaurant in Bordeaux honor young chefs throughout the world by awarding them an internship through the Jean-Louis Palladin Foundation. The aim is to recognize up and coming chefs for their talent and commitment in the spirit of the legendary chef Jean-Louis.

Chefs are introduced as honorary members of the Connétablie de Guyenne, a brotherhood of wine growers from the region, during a dinner made of southwestern delicacies, and are then invited to visit the vineyards where the Côtes de Bordeaux wines are made.

**Throughout this exceptional exchange of ideas between the foreign and French way of life, the Côtes de Bordeaux wish to sustain culinary creativity and promote over board the richness of their wines: the Blaye, Castillon, Francs and Cadillac appellations.**

*"Our goal is to create bonds of friendship between chefs from all over the world and the Côtes de Bordeaux," says Audrey Bourolleau, Director of the Côtes of Bordeaux Wine Council.*

### La Tupina restaurant

Tasty and authentic cuisine presented in the old fashion way and based on the best products in all surrounding markets and at the local producers's shops. Progressively, La Tupina has given to simple dishes from the Bordeaux region an international aura. In 1994, the International Herald Tribune ranks it « Best bistrot in the world » and The New York Times dedicates the restaurant its front page. In 1995, La Tupina is elected « Restaurant of the year » by the Times magazine.





24 inducted chefs :

Chef	Restaurant	City/Country
Jefery LIZOTTE	Le Bernardin	New York / USA
Denis STELLA	Picholine	New York / USA
Paul STREAMAN	Marcel's	Washington / USA
Michael ROSSI	Napa Rose	Los Angeles / USA
Sarah KOSCA	Fleur de Lys	Las Vegas / USA
Ann CALLAGHAN	Auréole	Las Vegas / USA
Richard ESPER	Bellagio	Las Vegas / USA
Charles-Antoine CRETE	Le Toqué	Montréal / Québec / Canada
Raphael VEZINA	Laurie Raphael	Québec / Canada
Pascal AUSSIGNAC	Club Gascon	London / UK
Barnie HAUGTON	Bordeaux Quai	Bristol / UK
Michael CROFT	The Conservatory Restaurant at Calcot	Calcot / UK
Michalis KOUSTANTONAKIS	Le Cellier	Athènes / Greece
Linda VIOLAGO	Mugaritz	San Sébastien / Spain
Uldis KREBS	Otto Schwars	Riga / Lettonia
Chris SALANS	Mosaïque	Bali / Indonesia
Geert DIRKVERMEULEN	Grand Méliá Jakarta	Jakarta / Indonesia
Takai HIROKI	Basara	Jakarta / Indonesia
Tjaco VAN EIJKEN	Spoon	Hong Kong / China
Justin QUEK	Le platane	Shanghai / China
Galvin LIM	Au Jardin	Taipei / Taiwan
Vinzent TAI	La Petite Cuisine	Shanghai / China
Guy PEREZ		Ashdod / Israël
Didier REIBEL	Kempinski Hotel	Saint Petersburg / Russia



Charles-Antoine Crête



Linda Violago



Tjaco van Eijken



Today, the Côtes de Bordeaux Wine Council wishes to emphasize this action and launches a promotional campaign named 'Top of the tops'. Inducted chefs will be put forward throughout a recipe booklet, and press editorials.

### TOURTE DE GASCOGNE GASCONY PIE

4 20'

**Pascal AUSSIGNAC**  
London / Le Club Gascon

**INGRÉDIENTS**

- 1 fillet de canard (400 g avec la peau)
- Poivre noir (2 g)
- Sel (4 g)
- Blancs d'œufs (50 g)
- Crème fraîche épaisse (250 ml)

**Farce champignons :**

- 100 g de champignons
- 50 ml de crème
- 20 g de beurre

**INGRÉDIENTS**

- 1 unit Duck breast (400 g with the skin)
- 2 g black pepper
- 4 g salt
- 50 g egg whites
- 250 ml double cream

**Mushroom stuffing:**

- 100 g mushrooms
- 50 ml cream
- 20 g butter

**PRÉPARATION**

- 1- Nettoyez et coupez le fillet de canard en deux. Ajoutez l'assaisonnement et les blancs d'œufs. Mixez au robot ménager pendant 5 minutes.
- 2- Ajoutez la crème et mixez de nouveau en pulsations rapides pendant 7 minutes. Prenez votre mélange à la cuillère et versez-le sur la viande.
- 3- Mettez dans des petits ramequins bien beurrés. Déposez un peu de beurre au centre de chaque ramequin.
- 4- Faites cuire au four à 180°C pendant 15 minutes puis à 150°C pendant 14 minutes.

**Farce champignons :**  
Lavez les champignons. Séchez les soigneusement. Les faire cuire à la poêle. Une fois cuits, les sécher. Réchauffer le jus de cuisson, ajouter la crème et faire réduire de moitié. Ajoutez les champignons et portez à ébullition.

**METHOD**

- 1- Clean and slice the breast, add the seasoning and white. Mix in the robot-coupeur for 5 minutes.
- 2- Add the cream and mix in the large pulser until in third step for 7 minutes. Make sure you scrape the sides if needed as you go.
- 3- Mold in the small ramequins well buttered, add a bit of stuffing in the middle of each.
- 4- Cook in a oven preheated at 180°C for 15 minutes and 150°C for 14 minutes.

**Stuffing mushrooms:**  
Wash the mushrooms, then clean them well. Then cook in the frying pan and to clean the cream cooked. Remove the liquid of cooking, mix with the cream and make reduce half.

Add mushrooms and give again a boiling.

A savoir avec / To be served with

**CADILLAC**  
CÔTES DE BORDEAUX

CASTILLON - BLAYE - CADILLAC - FRANCIS

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION

### SALADE DE GAMBAS AU PAMPLEMOUSSE, VINAIGRETTE ZHEN JIANG KING PRAWNS SALAD WITH POMELO AND ZHEN JIANG VINAIGRETTE

4

**Justin QUEK**  
Tapei / Justin's Signatures

**INGRÉDIENTS**

- 80 g de macarons
- 4 gambas (100 grammes)
- 80 g de pamplemousse
- 8 pois mange-tout (ou pois chinois)
- 20 g de julienne de carottes
- 4 tomates cerises pelées
- 8 g d'achocolat haché
- 8 g de ciboulette hachée
- 4 g de gingembre râpé
- 20 ml de vinaigrette Zhen Jiang
- Sel, poivre

**Vinaigrette Zhen Jiang**

- 140 ml de vinaigre Zhen Jiang
- 25 g de sucre
- 25 ml de jus de citron
- 5 g (1 c. à café) de jus de gingembre
- Sel, poivre
- 90 ml d'huile d'olive
- 90 ml d'huile de maïs

**INGRÉDIENTS**

- 80 g macarons kawaii
- 4 (100 g) king prawns
- 80 g pomelo
- 8 chive peas
- 20 g carrot julienne
- 4 cherry tomatoes
- 8 g chopped chocolate
- 8 g chopped chives
- 4 g grated ginger
- 20 ml Zhen Jiang vinaigrette
- Salt and pepper to taste

**Zhen Jiang vinaigrette**

- 140 ml Zhen Jiang vinegar
- 25 g sugar
- 25 ml lime juice
- 5 g ginger juice
- Salt and pepper to taste
- 90 ml olive oil
- 90 ml corn oil

**PRÉPARATION**

- 1- Faire du feu bouillir les carottes, saler, cuire les pois mange-tout jusqu'à ce qu'ils soient tendres. Réchauffer les carottes de la même façon. Saler les mange-tout et les carottes en julienne. Pelée soigneusement les tomates cerises, pondre et sécher, mélanger les deux de l'eau glacée, puis pelée les. Couper les tomates. Faire cuire les gambas à la vapeur, refroidir les dans de l'eau glacée, décongeler et couper les en tranches.
- 2- Dans un saladier, mélanger les macarons, les tomates et les gambas, les tomates cerises, les mange-tout et la julienne de carottes avec la vinaigrette Zhen Jiang verser l'assaisonnement. Ajouter du sel ou du poivre si nécessaire.
- 3- Disposer la salade dans des verres à mûres et servir glacé.

**METHOD**

- 1- in a kettle boiling water, cook chive peas until tender. Boil in ice water and drain. Slice the carrot peas and carrot into julienne. Wash the cherry tomatoes for ice water, refresh in ice water then pour off the skin. Cut them into two. Blanch the king prawns, refresh in ice water, peel the prawns and cut them into slices.
- 2- in a mixing bowl, mix the macarons, chopped chocolate, chive, grated ginger, carrots, king prawns, chive tomatoes, chive peas, carrot julienne with Zhen Jiang vinaigrette. Taste the seasoning. Add salt and pepper if necessary.
- 3- Spread the salad in the center of each market glass and serve cold.

A savoir avec / To be served with

**BLAYE**  
CÔTES DE BORDEAUX

CASTILLON - BLAYE - CADILLAC - FRANCIS

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION