



## Editorial by Philippe Marion

### > MEETING YOU!

Prowein in Düsseldorf and IAADFS in Orlando are just behind us and Vinexpo is just a few weeks ahead.

More than just a showcase, these fairs are **tremendous occasions to meet you.**

Meeting you, meeting our customers in person gives a **third dimension to our working relationship**, where e-mails and conference calls are only first and second dimensions. Putting a face on a name, a handshake, **exchanging points of view** and **sharing emotions** is essential.

In a way it could be compared to opening and tasting a bottle of wine, after seeing only the description and the picture. Every working day opposes virtuality and reality. But where the **virtual** can express our **competence** and **commitment**, the **real** adds **passion and confidence.**



**Vinexpo**, from 16 to 20 June will be another unique occasion to meet you, either **on our booth** where we will be pleased to **unveil our new wines and promotion tools**, or at **Château Magnol**, where during three special evenings **Chef Frederic** proposes to take you on a **culinary trip around France and its regions**. We expect a very busy Vinexpo this year and since we would like to make sure we can spend good quality time with all of you, please book your meetings with us as soon as possible.

At Barton & Guestier, we believe in a passionate and tasty life. So please, **Be my Guest!**

Looking forward to seeing you soon!

**Philippe MARION**  
Sales & Marketing Director

## Brief

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## New Brands

### > B&G SPARKLING ROSÉ GOES PINK!



The new **pink packaging** of the B&G Sparkling Rosé is now much more premium. The shiny pink capsule is very elegant and impactful and the pink label allows easy reading for the consumers. The **quality of B&G Sparkling Rosé** remains **unchanged**: it shows great thin bubbles, on the nose the wine reveals strawberry and raspberry aromas accompanied by gentle spice notes. On the palate it brings rich, fresh cherry flavours. Of course it should be served well-chilled. Ideal as an aperitif or cocktail.



The new packaging will become available as per May 2013 in cases of 6x75 cl. The packaging of the B&G Sparkling Chardonnay remains unchanged.

### > THOMAS BARTON RÉSERVE SAINT JULIEN



Saint Julien is the **new prestigious appellation** that will be added to the **Thomas Barton Réserve range**. It was in Saint Julien that Hugh Barton, grandson of the founder of Barton & Guestier company, bought **Chateau Langoa Barton** and **Château Léoville Barton** in 1821, today still properties of the Barton family.

**Grapes:** Merlot 30%, Cabernet Sauvignon 57 %, Cabernet Franc 8 %, Petit Verdot

**Soil:** Gravel

**Winemaking:** Handpicking, traditional winemaking methods (with 2 to 3 weeks of maceration) and 6 months ageing in oak barrels

**Tasting notes:** Thomas Barton Saint Julien has a nice ruby red colour. The nose is delicate with red fresh fruit aromas, accompanied by mint and smoky notes.

A complex wine with velvety tannins developing fruit aromas of cherry and blueberry, with a note of white pepper and a long finish.

Thomas Barton Réserve Saint Julien 2011 will be available in cartons of 6 x 75 cl as from September 2013.

### > FLEUR DE VIGNE: NEW PREMIUM PACKAGING FOR THE BI-VARIETAL POURING WINES

An attractive **bright label** illustrating the name of the wine literally translated as "**vine flower**", a shiny **screw cap** for a **quick opening**, and of course **irreproachable quality** make these "**Fleur de Vigne**" wines the **ideal house wine** for bars and restaurants.

Fleur de Vigne wines are interesting and unusual combination of varietals with **Grenache and Merlot** for the red, and **Colombard and Ugni Blanc** for the white. They are both classified Vin de France.

#### Tasting notes:

**Fleur de Vigne Grenache Merlot** shows a brilliant ruby red colour.

The nose is fruit driven, developing intense red fruit aromas of redurrant and raspberry with some flaterring liquorice hints.

On the palate the wine is round and soft.

**Fleur de Vigne Colombard-Ugni Blanc** has a straw yellow colour. The nose is rich and aromatic mixing pineapple and exotic fruits. On the palate the wine is fresh and well balanced, with a fruity and refreshing aftertaste.

Both Fleur de Vigne wines are available in carton outershippers of 6x75 cl as from now.





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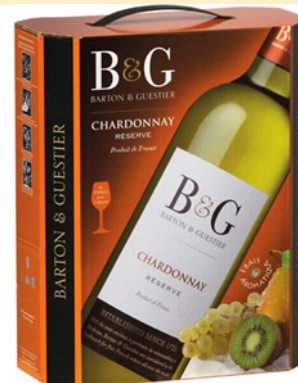
## > B&G RESERVE CABERNET SAUVIGNON AND CHARDONNAY IN A HANDY 3 LTR BAG-IN-BOX



Lighter in weight than 4 bottles and very easy to use these impactful 3 liter bag-in-boxes of **B&G Réserve Cabernet Sauvignon** and **Chardonnay** already meet a great success in Estonia.

The 3 Ltr "BIBs" fit in the door of the fridge and are an **ideal serving for parties and barbecues** at home, or for **outdoor activities** like sailing or a day on the beach.

The BIBs for B&G Réserve wines are produced on special requests only. Do not hesitate to contact our sales team if you are interested.



## > B&G SPARKLING BLANC DE BLANCS & ROSÉ

This new and additional range of B&G sparkling wines is available for bubbly enthusiasts on a budget. Available with US backlabel in 12x75 cl from now or in 6x75 cl as per May 15th. For other markets, minimum volume orders are requested. Do not hesitate to contact our sales team.



## > NEW TOOLS FOR THE PAIRING COLLECTION



B&G proposes two new tools to highlight your presentations or in-store tastings for the Pairing Collection wines:

- The Pairing Collection Rollup banner **85x200 cm high and delivered in a handy transport bag**  
**B&G Ref N° 0426: 77 €**  
**Available from stock as per April 22, 2013**
- Sell sheet The Pairing Collection **in English - format A4 - two sides printed**  
**Available upon request.**



## > B&G CAPSULE CUTTER



This handy tool for all who have to open several bottles per day or per hour is now available from stock. Delivered in a transparent box, the capsule cutter is available under **B&G N° 0425** at **3,89€**.





## Hot

### > THE PAIRING COLLECTION AWARDED IN THE FAST 50



Capturing the product innovation that propels the drinks business in the U.S., Technomic selected **THE PAIRING COLLECTION** in the **2013 Fast 50**. The Fast 50 is composed of emerging adult beverage brands (spirit, wine and beer) that are **pushing the business in new and exciting directions** and setting the "bar" for the future. They are:

- **Innovative** - tapping into or creating a new flavor, formulation, production, packaging or delivery format trend
- **Strategically positioned and strongly supported** - supplier go-to-market programs set the brand up for success
- **Connecting with consumers** - delivering on key attributes of importance to today's adult beverage consumers
- **Achieving significant growth** - evident in year-over-year volume increases!



Another great recognition for the wines of **The Pairing Collection** that also obtained the **Silver Medal Design Award** in San Francisco in 2012!



## Event & Markets

### > PROWEIN - DÜSSELDORF - GERMANY

"**Far too small**", that was the conclusion with regard to the size of Barton & Guestier's first "stand alone" booth on this huge fair. With over **44.000 trade visitors in 3 days** and more than 4.700 exhibitors from 48 countries, Prowein is becoming the biggest wine trade fair worldwide.

For Barton & Guestier it was the occasion to present all the new launching wines, like **The Pairing Collection**, **Barton & Guestier Passeport**, **B&G Sparkling**, **Fleur de Vigne**, **Bag-In-Boxes** as well as some new promotional tools, such as the **French Tom Promotainer** available for the end of year promotions. For next year (March 23-25, 2014) customers and prospects can count on a more comfortable reception on the B&G booth.





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## > IAADFS - ORLANDO - USA

Americas major Duty Free Fair was the occasion for Philippe Marion and Audrey Clos to meet their customers from the **Caribbean** and from all over **North, Central & South America**. "Being one of the 170 exhibitors, is a tremendous occasion for us to show our ranges to the buyers of all Duty Free - operating companies: airportshops, cruiselines and Ferry boats", according Philippe Marion.

For Mr. Hubert Surville, CEO Barton & Gustier USA, the fair was the occasion to hand a B&G Passport to the General Consul of France in Miami, Mr. Gael de Maisoneuve.



Mr. Hubert Surville (CEO Barton & Guestier USA) handing a B&G Passport to Mr Gael de Maisoneuve, General Consul of France in Miami.



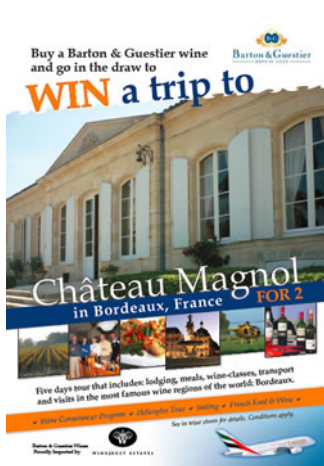
## > AUSTRALIA

Barton & Guestier wines have recently been introduced in **Australia** and **New Zealand** by **Wine Trust Estates**, vineyard and importing company.

The first selection of selection of B&G Réserve Varietals and Barton & Guestier Passeport AOC wines will be completed by the B&G Sparkling range.

To make the launch of B&G wines even more attractive, Wine Trust Estates offers two Château Magnol - Bordeaux trip incentives. One for on-premise and one for off-premise.

WINE TRUST ESTATES



**Mark G. Arnold**, proud owner and general manager explains: "I have been involved in wine for many years and have travelled and studied every major wine growing districts of France over many visits. I have tasted and enjoyed many of the **greatest wines of France over the years and had visited Champagne, the Loire, Burgundy and Bordeaux** from the very beginning of my career. I have spent some years of my life in France if all of my visits were added together. I love the French people and their superb wines... This, combined with my passion for winemaking in Australia has provided me with great satisfaction. I am a huge believer that as a winemaker, I am part of the global family and not just parochially based. I have even worked with Chinese winemakers in the establishment of their businesses in recent years. This is because of my opinion, that wherever there is flourishing wine production, there is always a terrific imported wine market as the wine connoisseur demands diversity and choice.



**Barton & Guestier provides us with a range of superb French wines to work with.** The reaction from the wine trade in Australia to our appointment in distributing these wines has been marvelous to say the least. Barton & Guestier provides me with great personal satisfaction to be able to work with such a **great French winemaker** again!"



[Click here to view our latest Catalogue now >>](#)





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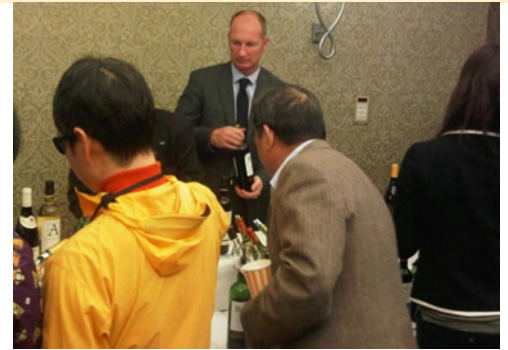


## > JAPAN

**Philippe Marion** and **Laurent Prada** officially introduced Barton & Guestier wines to over 300 members of the **Suntory sales force** in Nagoya, Osaka, Hiroshima and Kyoto.

Special presentations and tastings of **Barton & Guestier Passeport Bordeaux Red and White, Médoc, Margaux and Saint-Emilion**, and **B&G Réserve Merlot, Cabernet Sauvignon, Chardonnay and Sauvignon Blanc**, met a great success.

B&G wines are now available for both on and independent off trade.



Picture above: *Philippe MARION* pictured during the "Grand Tasting".



Pictured from left to right: *Mr. Nishimura (Suntory), Mr. Niimura (Suntory) and Mr. Marion (Barton & Guestier)*.

*Laurent Prada* pictured in presence of three of the most well-known Japanese *Sommeliers*.

From left to right: *Mr. Hiroshi Ishida (rest I) , Mr Yoti Sato (Maxivin), Laurent Prada (B&G) and Mr Mori, Japan's candidate for the "Best Sommelier of the World" contest.*



## > NIGERIA

A new advertising campaign was launched with the "**B&G, Nothing Else will do**" slogan. The campaign points out that B&G is the perfect wine for every moment or event in life with family, friends and for business.





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Prize-giving promotions with B&G display and win competition in the open market are also very efficient. The traders who participated won gifts including generators, TVs, DVD home theatres and much more.



## > BELARUS

**B&G Cuvée Spéciale** was the sponsoring wine during the gala dinner at the **French Embassy** after the **Zaza concert in Minsk**. The concert was given on the occasion of the "**Francophonie**" (celebration of all French speaking people) on March 13th.



Michel RAINIERI  
Ambassadeur de France en Biélorussie

à l'honneur de vous inviter au concert  
de la chanteuse française Zaza Fournier  
suivi d'un cocktail

Le 13 mars 2013  
Grande salle de la gilharmonie  
(50 av. de l'Indépendance)  
à 19h00

RSVP Tél. 229 18 07  
Courriel: Margarita.KORUKHAYEVA@diplomatie.gouv.fr







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## > GERMANY DUTY FREE

Excellent visibility for the wines of **The Pairing Collection**, selected as the **Wine of the Month of April** in the German based **AAFES** stores.



## > IRELAND

Extensive promotions, wine dinners and tasting activities in Thomas Barton's home country Ireland, with the help of **Marine Legoupil, B&G Brand Ambassador** based in Dublin.

**B&G booth at Stonehouse (Cash&Carry) Trade show on February 19**



### **Gleeson Wine Portfolio Tasting on February 20**

This yearly tasting allows Gleeson to present its entire portfolio to all Irish customers. Audrey Clos, Philippe Marion and Marine Legoupil were in charge of presenting all Barton & Guestier wine ranges. The tasting was a big success and ended with a gala dinner.



*Nigel Moran, Gleeson Regional Sales Manager, Audrey Clos, Marine Legoupil, Philippe Marion.*



A great B&G window at Don Egan's Bar and Off Licence John Street in Kilkenny's. A big thank you to Niamh Egan for the great job!







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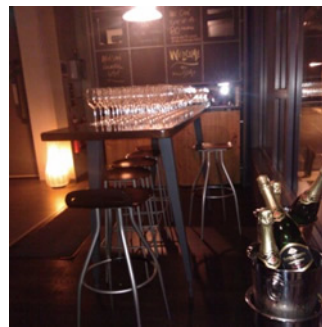
A special tasting of B&G wines was done by Ray Dowdall, Gleeson Sales Rep, at Gibney's of Malahide. Ray proposed B&G Sparkling Chardonnay, Passeport Bordeaux white, Pouilly Fuissé and Margaux, Les Charmes de Magnl Médoc and last but not least Thomas Barton Sauternes.



Huge presence of The Pairing Collection on the shelves at Tesco!



Impressive display for B&G Reserve wines at the independent "The Carpenter off licence" in Castleknock, Dublin 15.



On February 27, the Bellissimo restaurant in Waterford was hosting a special Wine tasting and food extravaganza evening in presence of Marine Legoupil. Of course, starring B&G wines at the 6 course French menu!

## > NETHERLANDS

### Barton & Guestier Côtes du Rhône Superstar!

During the broadcasting of the Dutch consumer show "RADAR", B&G Côtes du Rhône was classified in second position, with the most attractive price/quality buy!

The classification was the result of a blind panel tasting by consumers and professionals.

2.062.00 million people were watching the show!

[More information \(in Dutch\)](#)

BARTON & GUESTIER PASSEPORT CÔTES DU RHÔNE, VOLGENS DE DESKUNDIGEN VAN HET PROEFPANEL TROS RADAR VOOR €5,99 DE GOEDKOOPSTE UIT DE TOP-3 IN HUIS! VERKRUGBAAR BIJ **JUMBO** EN **C1000** supermarkten. PERFECT VOOR DE FEESTDAGEN!

**RADAR** TROS

PROEFPANEL:  
CUNO VAN 'T HOFF  
ESTHER MEUER  
JOOP PINXTEREN



### B&G Passeport Côtes du Rhône

and Macon-Villages were the official wines at the Gala Premiere of the film musical "Les Misérables" in Amsterdam's Tuschinski Theater on January 9th. Over 600 selected guests enjoyed the film and B&G wines.

Pictured from right to left: Annemarije Burger, André Koopman (LFE marketing dept) and Mr Spike Huisman (C-1000 supermarket) and his girlfriend.

[See also Les Misérables - Nederlandse galapremière](#)

B&G Réserve Chardonnay was in the spotlights in the Jumbo Magazine "Hallo" where the wine is suggested as the ideal pairing with a Salmon Tartare.

[Hallo Magazine also has an attractive online version](#)

**hallo** JUMBO

**eerst** maak je salmon

tartare van gevooite salmon met miltkraveren...





## > POLAND



Barton & Guestier wines benefit an excellent visibility in **Warsaw's Leclerc** supermarket with the **B&G Reserve giftpacks** for 2 bottles.

During a special **Valentine's Day promotion at Auchan**, hostesses suggested a giftpack for the buy of 1 or 2 bottles.



The B&G Passeur range and The Pairing Collection have also been launched recently while in the Polish Trade magazine "Rynki Alkoholowe", Laurent Prada, B&G's winemaker, explained all the details on this extensive range of 19 AOC wines.



## > RUSSIA

Double visibility was given to **B&G wines** at Krasnoe i Beloe with the **B&G Reserve range in Magnums** (150 cl). **Special giftpacks** including one bottle of B&G Merlot and one glass were part of the favourite gifts during the holiday period. The **B&G Sparkling wines** also met great success, especially as the Rosé wines were presented in a special stand-out support, tagged with an Eiffeltower.







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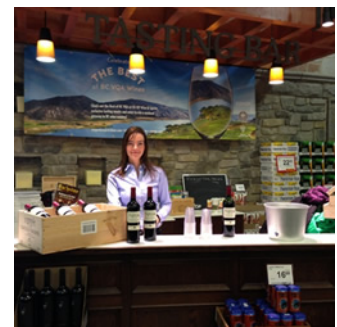
## > CANADA

B&G wines are definitely in motion with the **Partager Reserve Cabernet Sauvignon** wines that were part of a special **"Added Value"** promotion in Ontario during the month of January. All the wines were offered in an attractive transparent **B&G icebag**.



Huge success also for **The Pairing Collection** that was launched recently in most of the Canadian Provinces, like eg. In British Columbia where some shop owners and merchandisers use the individualized outershipper in an a very original way.

More original operations for B&G wines, like the wine-pick box for Thomas Barton, special tastings for Les Charmes de Magnol are ongoing in Newfoundland, Nova Scotia and Alberta where the Coop store realized successful tasting and sales of Château Magnol!



## > USA



The B&G USA team developed a new visibility tool for the tasting tables of the Pairing Collection that continues to meet a great success all over the country. The reusable cloth is coated with plastic and can be easily cleaned.

Good execution also at **Kroger's in Atlanta** with an original display and use of the **Wine Enthusiast advertorial and recipe cards** in the background. Kroger in ATLANTA TR: Kroger # 390 State Bridge.





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Advertising for **The Pairing Collection** was renewed in the May issue of the **Wine Enthusiast** magazine.

Part of the B&G USA team, **Hubert Surville, Caroline Moreau and Melissa Einhardt** (pictured) participated in a special course where participants got bombed with paint and powder. The result is amazing. What a team!



**B&G Côtes du Rhône** was one of the wines present at the "**COCHON 555**" event on April 7th at The Newseum in Washington DC.



**COCHON 555**: five chefs, five pigs, five winemakers, five years! This **traveling culinary competition and tasting event** comes to town and marks a culinary milestone with its 5th Anniversary Tour. Created to promote a national conversation around the sustainable farming of heritage-breed pigs, **each event challenges five local chefs to prepare a menu** from the entirety of one 200 pound family-raised heritage breed of pig, nose-to-tail. Twenty judges (culinary luminaries) and 400 guests help decide the winning chef by voting on the "best bite of the day".

Chefs, sommeliers, consumers and wine trade enjoyed the event, the bites and the wines!

More information : [www.cochon555.com](http://www.cochon555.com)

[View a complete 2013 presentation & tour schedule.](#)

## French wines on a tour - including The Pairing Collection Lobster & Shrimp



"Wines of France" (Sopexa) has started another **ambitious and exciting tour around the US**. The goal is to expose people to **French wine as an everyday delicious wine that pairs well with American cuisine**. This year, the **impactful bus** is moving to the East Coast starting in **Miami**. One of the wines on tasting was **The Pairing Collection Lobster & Shrimp**. The wine met great success and pictures were posted on various social media, especially Twitter and Instagram by blogger Lindsay Johnson.



Next city-stops: Atlanta, Washington, Philadelphia, New York and Boston!







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## > BRAZIL

Good news!! **Vaz**, one of the most enthusiast **B&G Brand Ambassadors** ever, opened a new **Super Deli Fiorentino** and of course **B&G wines are part of his selection** of fine wines! Vaz participated in the B&G Wine Connaiseur Program in 2009.



Barton & Guestier wines benefit great visibility all over Brazil, with special gift pack promotions, tastings, and advertising in catalogues and national press.



## > PANAMA

B&G Reserve wine in the Tantalo Restaurant in Casco Viejo in Panama City





## Press review & Awards



### > The Pairing Collection Salmon & Trout 2012

#### Bronze Medal

New Brunswick Wine Excellence Award - Canada

### > The Pairing Collection Chicken & Turkey 2011

THE BEST BUY Wine & Degustation 2013  
(Nejlepší nákup Wine & Degustation 2013)  
Czech Republic



### > Thomas Barton Reserve Privée Médoc 2010

Awarded: 89 by Andreas Larsson - Best Sommelier of the World 2007

Complete tasting notes:

Dark, ruby purple colour, the nose is modern with new oak, spices and dark berries ; the palate shows high level of concentration ; rather plush and opulent style with firm tannin, juicy dark fruit, dark chocolate and a long, lingering finish; attractive fruit ; deserve another 2 years in the cellar.

Awarded 88 by Markus Del Monego - Best Sommelier of the World 1998.  
during 100% Blind tasting - TASTED MAGAZINE

### > B&G Passeport Vouvray 2011 & B&G Passeport Rosé d'Anjou

#### GOLD MEDAL

Guide Gilbert & Gaillard - France



### > Prince Noir 2011

Awarded 4 glasses (4/5)

Guide Hubert - France

### > Original B&G Merlot 2011

Recommended 2 Stars

(Ausgezeichnet mit 2 Vivre-Sonnen)!  
Savoir Vivre - Germany







## > Thomas Barton Reserve Saint Emilion 2010

Celebrate worldwide Irish Connections this St. Patrick's Day with Thomas Barton!

Thomas Barton Réserve Saint-Emilion has a lovely bouquet dominated by black cherry. It starts out full on the palate, going on to reveal good balance with opulent tannin and a long finish. It is the perfect accompaniment to poultry such as duck and a white fish like monkfish, so make sure to treat yourself to a tasty meal to accompany this fabulously rich wine.

[www.cheekycooks.com](http://www.cheekycooks.com) - Nathasha - Ireland



## > B&G Passeport Saint-Emilion 2010

**Wine Enthusiast - USA - Buying Guide rating: 87**

"This tough, tannic wine is all structure and wood flavor, which results in a firm, solid feel, with a black-currant-driven fruit character. The toast adds a burnt edge."

## > B&G Passeport Graves Blanc 2011

**Wine Enthusiast - USA - Buying Guide rating: 87**

"This fine, oily-textured wine strikes a good balance between an herbaceous character and a firm, mineral texture. A touch of spice adds further interest on the finish."



## > B&G Passeport Margaux 2010

**Wine Enthusiast - USA - Buying Guide rating: 87**

"This Margaux is full of firm tannins that parallel the fragrant blackberry and black plum touches. It has a dense structure, very much in line with the year, while the finish is juicy and fruity"



## > B&G Passeport Sauternes 2010

**Wine Enthusiast - USA - Buying Guide rating: 87**

"Yellow fruit and honey aromas give this wine a fine, perfumed start. The palate is sweet, with an edge of boytrytis. Fragrant honey and peach flavors come with a line of acidity."

## > B&G Passeport Bordeaux Rouge 2010

**Wine Enthusiast - USA - Buying Guide rating: BEST BUY**

"This wood-laden wine has a black currant note and a fragrant, spice-driven character. These elements accompany fine structure and intense acidity. Drink this fruity wine now, or age it for one year."





## Good Practice

### > THE PERFECT GIFT: FRENCH TOM CANISTERS IN PROMOTAINER

This impactful red **promotainer** containing 90 canisters **French Tom Bordeaux** will be the ideal tool for your End of Year Holiday Promotions, where every consumer is looking for a bottle to offer.

French Tom Bordeaux in canister will be **the perfect gift**: this **AOC Bordeaux** wine is of **excellent quality** and the red canister highlighted by some shiny silver printing makes it a very **prestigious gift pack**.

The Promotainer will be **completely prepacked** and delivered on a quarter pallet - **ready to use**. All you have to do is place the case-card and the pallet decoration!

French Tom Promotainers will be **ready for shipment in August**.

For **pre-ordering** (before end of June) and additional information contact your market manager or [petra.frebault@barton-guestier.com](mailto:petra.frebault@barton-guestier.com).



## Food & Wine Pairing

### > PREVIEW OF CHEF FREDERIC'S CULINARY PASSPORT



French wines and especially AOC wines are particularly suitable for pairing with food. That's why all the B&G team and above all our **Chef Frederic Prouvoyeur** is busy to prepare your **Culinary Passport**. This new sales and promotion tool proposes easy to make French regional recipes that make a perfect match with each of the wines of the **Barton & Guestier Passport** range.

Chef Frederic is pleased to propose you a mouthwatering preview of his **Creamy Foie Gras Terrine**:



**Preparation time: 10 minutes**  
**Cooking time: 30 minutes**  
**Cooling time: 1h**

#### Ingredients (Serve 4):

- 190g semi-cooked foie gras (mi-cuit) + 100g for decoration
- 2 eggs
- 250g liquid cream (30% fat)
- Salt and white pepper





**Preparation:**

- Warm the cream
- Mix the foie gras with the cream, then the eggs.
- Season with salt and white pepper.
- Fill little shallow ramekins (1cm deep and 4cm diameter)
- Cover with aluminium foil and cook in a pre-heated oven at 90°C (194°F)
- 15mn to 30mn or more (the cooking time will vary according to the depth of the mixture you have put in the dishes)
- You can put a recipient full of water in the oven to help the cooking along.
- The terrines should be a little wobbly when you take them out of the oven.
- Leave them to cool before placing them in the refrigerator.

**At the last moment:**

- Cut thin strips of foie gras and place on each ramekin
- Serve immediately with some fresh bread.

**Perfect match: Barton & Guestier Passport Sauternes!**

The Culinary Passport will be available in French, English, Spanish and Russian. Be the first to get one at our booth at Vinexpo!

## People

### > INTERVIEW SOLANGE GALAN - CHÂTEAU MAGNOL & EDUCATION MANAGER



***Upon your arrival in 1998, what was your first impression of the B&G brand image?***

I was at first very impressed with the strong international image of B&G not only in north America at the time but also all over Europe, in south and central America, in Russia, in Asia...

I remember that one of the first groups I took care of was from our distributor in Brazil where B&G wines were selling very well already!

***How is that brand-image of B&G today?***

Barton & Guestier offers today a large selection of French wines to our customers.

The strong relationships we developed with our partners and winegrowers allow us to develop great wines in each category. Vintage after vintage, the quality is consistent and meets the expectations of our customers.

New wines, new brands, new packaging are also created to match the taste of our clients.

The company's constant capacity to innovate is a key to success!

***Where do you see the most possibilities of development?***

I believe that France offers a good potential for Barton & Guestier even though the market is very competitive and difficult especially for brands.

More far away, I think that Asia, generally speaking is a booming market. There is China of course but also other countries like Vietnam, the Philippines, Malaysia... A great challenge for the years to come!

***What has been your biggest satisfaction so far?***

Chateau Magnol is a wonderful Chateau where we host every week our distributors coming from all over the world.

It gives me a great satisfaction to share my wine knowledge with them. As it is true that the French wine industry is very complex, I try to make it simple and accessible for everyone. When they leave, they have a better understanding and for sure they become great Ambassadors of B&G!

***What is your best souvenir at the Chateau? And the worst?***

Over the years, I have to say that I had the opportunity to meet great people with different cultures, sometimes so different from ours!

I have many souvenirs like learning how to dance Samba or Sirtaki in the living room of the Chateau, singing with some Russian guests, playing "Petanque" with Koreans...

That reminds us that Chateau Magnol is also a wonderful place for conviviality where all guests feel like home. And it makes me feel special when several months after their visit, some guests just drop me an email just to say hello and



thank the Chateau team for making their stay unforgettable!  
The worst souvenir... I don't have any, so far so good!

### What is your favourite B&G wine?

I have many! It depends on the occasion, the persons I am with... Difficult to choose one so I will give you two of my favorite B&G wines. The first one is Passeport Sancerre, very aromatic and fresh on the palate. I love it by itself, as an aperitif. The second one is Thomas Barton Réserve Margaux, a complex wine with a good balance and a long finish. Excellent with a piece of beef!

*Solange joined Barton & Guestier in 1998 after a first experience in some of the most prestigious Chateaux (Chateau Mouton Rothschild, Chateau Haut Brion). She holds a Master degree in Business Management and diplomas in Wine business and Wine Tasting. Passionate about wine, Solange is fluent in French and English (she spent 3 years in San Francisco), married with 2 children, she loves travelling and sharing convivial moments with friends around a glass of wine!*

## Agenda

### > MEET B&G AT THE FOLLOWING EVENTS

Schedule meetings or announce your presence right now, by clicking on the links.

#### > June 16-20, 2013

##### Vinexpo

> Bordeaux - France - **Booth N° D-289**

B&G contact: [Philippe Marion](#)



#### > October 20-25, 2013

##### TFWA

> Cannes - France

B&G contacts: [Philippe Marion](#) - [Marina Julien](#)

#### > February 10-14, 2014

##### Prodexpo

> Moscow - Russia

B&G contact: [Alexandra Vnukovskaya](#)

#### > March 19, 2014

##### France Under One Roof

> London - United Kingdom

B&G contact: [Ignacio Marcos](#)

#### > March 23-25, 2014

##### Prowein

> Düsseldorf - Germany

B&G contacts: [Philippe Marion](#) - [Alexandra Vnukovskaya](#)

#### > March 2014

##### TANG JIU HUI 2014

> Chengdu - China

B&G contact: [Carlos Varela](#)

#### > April 6-10, 2014

##### Duty Free Show of the Americas

> Orlando - USA





Barton & Guestier  
DEPUIS 1725



# ASSEMBLAGE Newsletter

N°46 - APRIL 2013

## B&G History

The **history of Barton & Guestier** is **passionate and rich**. Almost three centuries of wines, labels, markets, people and passion...

Discover hereafter some famous and legendary films in which **B&G wines were featured** and **will be featured!**



### YAWS with B&G Beaujolais

Remember the first ever horror films with the big man-eating great white shark directed by Steven Spielberg? That was in 1975. Roy Schneider as a police chief is seen opening, pouring (filling 2/3 of a longdrink glass!) and drinking a bottle of **B&G Beaujolais** for several minutes during a scene at his house.

**BRIDGET JONES DIARY** with **1725 Bordeaux Réserve** and **WHITE OLEANDER** with **B&G Graves Blanc** co-starring Renée Zellweger and Noah Wyle in 2002.



**THE BOURNE IDENTITY** with **1725 Bordeaux Réserve** and **Matt Damon** as Jason Bourne in the famous film based on the novel by Robert Ludlum in 2002. The **1725 Bordeaux Réserve** was the wine used for the filming in **Paris**.

To come: **SOOF...** a romantic comedy with **B&G Côtes de Provence, Côtes du Rhône et Mâcon Villages**  
CHchchttt : it is top secret ! Filming directed by Antoinette Beumer (Happy Housewife, Loft) is in process.  
Estimated release date: November 2013!



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