



Barton & Guestier  
DEPUIS 1725



# ASSEMBLAGE Newsletter

N°52 - APRIL 2015

## Editorial by Philippe Marion

### > B&G Celebration Time!



**290 years have passed since Irishman Thomas Barton** settled in **Bordeaux** in 1725 to start his company, which is today the city's **oldest winehouse** still in activity... His grandson Hugh teamed up with Frenchman Daniel Guestier. They selected the best wines from the best vineyards and aged them in their cellars in the Chartrons area in the center of Bordeaux. From there the barrels and bottles were loaded on board of ships that sailed via the river to numerous countries, starting with Ireland, England, Holland and the **USA** where Daniel

Guestier opened a **trade office around 1800** in Baltimore. **US president Thomas Jefferson** was among the famous customers of our company!



**The visionary spirit and strong character of our founders was perpetuated by the next generations of Barton and Guestier.** Today Barton & Guestier is no longer owned by the families, but **passionate people continue to contribute to making Barton & Guestier and French wines famous all over the world.**

**To celebrate the 290 years of Character, Knowledge and Art of living, we are kicking off a year of anniversary celebrations with numerous events...**

#### **For our consumers:**

All year long a selection of B&G wines will go out to our 130 markets with neckhangers allowing consumers to take a chance to win one of attractive prizes, with on top a **winelovers trip for 2 to Château Magnol**. The price set is completed with winecellars, kitchen machines and a brand new recipe book: the [B&G International Culinary Celebration Passport](#).

#### **For our customers:**

The highlight of this year's celebration will be **during Vinexpo**, with a special event that will take us for one evening in the footsteps of Thomas Barton and Daniel Guestier! A true homage to our company's founders, to the city of Bordeaux, to its river and to its famous "Port de la Lune".

Our **new website** that will launch by the end of May will also put a special spotlight on **the 290 years of passion**. For the first time, you will discover the huge collection of advertising and labels that accompanied Barton & Guestier wines through the centuries.

Last but not least at Vinexpo, we will unveil a **new wine**, in line with the **visionary spirit of our founders - celebrating the 290 years of history of our great company**; a wine that represents the know-how of our winemakers in discovering, vinifying and ageing the wines of the 21st century!

Looking forward to seeing you at Vinexpo!

**Philippe MARION**  
Sales & Marketing Director



## Summary

|                                    |    |
|------------------------------------|----|
| Editorial by Philippe Marion ..... | 1  |
| New Brands .....                   | 2  |
| Hot .....                          | 3  |
| Event & Markets .....              | 4  |
| Press review & Awards .....        | 16 |
| Good Practice .....                | 21 |
| Food & Wine Pairing .....          | 21 |
| People .....                       | 22 |
| Agenda .....                       | 23 |
| B&G History .....                  | 24 |

## New Brands

### > PARTAGER



A new look for the trio of **Partager** wines, one of B&G's oldest and most popular wine ranges.

The **highlight on the Partager name** (did you know that "Partager" means "share"?) and the addition of the traditional **French coat of arms** treated in an original way result in a **modern and elegant label**. The **strong B&G branding on the caps** will undoubtedly increase the **impact on the shelf**.

The **quality** of these **slightly sweet** easy drinking house wines sourced from the Mediterranean remains unchanged.

The new packaging will be available for all markets as from **June 2015** (75 cl format only).

### > B&G ICEMAX



This new **cool tool** is perfect for the **wine service in restaurants** or during **wine fairs or tastings**. The double function of the B&G Icemax solves all your cooling problems:

- If your bottle is hot, then put it during 15 minutes in a pre-cooled Icemax and the service temperature will be excellent.
- If your bottle is already cooled, then present it in a B&G Icemax (at room temperature) and it will stay cool for 2 hours.

B&G Icemax is available in black with silver branding (B&G ref N° 444) or white with gold branding (B&G Ref N° 445) at 20€. Packed per 1in carton pack.





## > LA VILLA BARTON CÔTES DE PROVENCE ROSÉ 2014 - ESTATE BOTTLED



With **La Villa Barton**, Barton & Guestier brings wine lovers out of the wonderful Bordeaux Region to discover charming AOC wines from the most famous French winegrowing regions. La Villa Barton refers to the place where Thomas Barton liked to relax when he was traveling through France to discover the wonderful diversity of French wines. It embodies the place where one feels comfortable, like a holiday or at home while the sun is shining, the place where to enjoy and share moments with friends and family.

**La Villa Barton reflects the conviviality and the well-being that can be felt in each region where Thomas Barton laid down his suitcase.**

**La Villa Barton Côtes de Provence AOC** is an elegant and seductive premium wine reflecting the art of living along the famous French Riviera.

With a rose petal color, the blooming nose reveals fresh fruits and delicate touches of white flowers. The packaging is modern and eye-catching with its refined and colorful labelling and its differentiating bottle shape.



### More about the wine:

- **Classification:** Côtes de Provence AOC
- **Region:** Provence, in the southeast of France between Aix-en-Provence and Nice, along the Mediterranean sea
- **Climate:** Mediterranean, very windy with high temperatures and exceptional sun
- **Grape Variety:** Grenache (45%), Syrah (35%), Cinsault (25%)

### Tasting notes:

- **Appearance:** Salmon pink with a rose-coloured rim
- **Nose:** Flattering nose of red fruits with aromas of peach when agitated
- **Palate:** Rich and crisp with fresh flavours of lychee and rose. Good complexity. Harmonious, charming and delicate with a long and pleasing aftertaste.
- **Food matches:** Drink as an aperitif, or with a nice grilled fish or meat seasoned with "Herbs de Provence". It reveals all its flavours with St Jacques shells. Cotes de Provence Rosé is also a good partner to any Asian and Moroccan dish.
- Serve cold between 8°C and 10°C.



La Villa Barton Côtes de Provence Rosé is estate bottled.  
The wine is available in dedicated carton outshippers of 6 x 75 cl.

## Hot

### > "WELCOME TO CHÂTEAU MAGNOL" A NEW VIDEO



If a picture paints a thousand words, a video paints infinity...

This new video is a **presentation of the Château, its facilities, its private cellars and the B&G Food & Wine academy.**

A great tool that can be used for **presentations and promotions**, especially **instore promotions** combined with the **B&G 290-year celebration neckhanger** operation where **consumers can win a winelovers trip to France.**

The film is also [visible on Youtube](#) and [on this link on B&G's website](#)

**The high resolution version of the film is available upon request.**



Barton & Guestier  
DEPUIS 1725

# ASSEMBLAGE Newsletter

N°52 - APRIL 2015



## Event & Markets

### > PROWEIN GERMANY

More than **5,970 exhibitors** from **50 countries** and **52,000 trade visitors** travelled to **Düsseldorf** in March to one of the world's most important industry meeting of the wine scene. The Barton & Guestier booth which grows bigger every year, was almost too small again for the many customers and prospects that came to meet the B&G team and to discover the new wines of **La Villa Barton**, the new presentation of the Partager range and other new POS tools and special projects.



The activity was not only on the B&G booth.

Free tastings of **B&G Passeport Cotes de Provence 2014** took place on the Provence wine council booth, **Château Magnol 2012** was available on the Alliance Cru Bourgeois booth and **Thomas Barton Réserve Sauternes** was part of the **Best of Bordeaux Selections**.

Last but not least, **Best Sommelier of the World Markus Del Monego**, proposed a special tasting of **Château Magnol** for the press at the booth of **B&G's German distributor Vranken**.



### > DUTY FREE



### > IAADFS FAIR - ORLANDO - USA

**Barton & Guestier** was one of the 200 exhibitors covering more than 75,000 square feet of exhibit space at this **Duty Free Show of the Americas**. For the B&G team this was a great opportunity to meet all its Duty Free customers as well as its many distributors from the Carribean and South-America. The new wine **La Villa Barton Côtes de Provence Rosé** and the **new giftpack for B&G Nectarose** were much appreciated.

The **Essence Corp** event where B&G invited all its Duty Free partners was an informal and relaxing moment greatly appreciated all.

From left to right: Marina Julien, B&G Duty Free & Travel Retail Manager, Philippe Marion, B&G Sales & Marketing Director, Hubert Surville, Managing Director B&G-Patriarche USA.





Mrs. Patricia Bona and her daughter (Corp Event)



Heinemann team

## > DUSSELDORF AIRPORT

Great visibility for **B&G Passeport Côtes de Provence** and **Bordeaux Red** in March at the **Düsseldorf Airport shop** managed by **World Duty Free**.



On March 18th all the shop staff members participated in a special **training session** brought by B&G's Petra Frebault. It was the occasion for all to learn more about Barton & Guestier and to taste the entire range B&G Passeport wines available at the shops.



## > FRANCFORT AIRPORT STAFF TRAINING

On March 19th staff members of the various **Francfort airport shops** managed by **B&G Duty Free partner Heinemann** were present at the B&G product training by Petra Frebault. On tasting were **Château Magnol**, **Les Charmes de Magnol Médoc** and **French Tom Bordeaux**, all available at the shops.





## > MUNICH AIRPORT

Château Magnol and Barton & Guestier Macon-Villages have been selected by Marcus del Monego, Best Sommelier of the World, to be served at the **Lufthansa First Class Lounge** in Munich airport. The wines will be available there in Autumn 2015.



## > BELGIUM

B&G Brand Ambassador **Tiphaine Palant** successfully introduced a selection of the B&G wine range at **Wijnen Lippens** in Zwevegem. On January 21st the following wines were on free tasting for all the customers of the company:

- Fleur de Vigne red and white
- Domaine La Gardie Merlot, Cabernet Sauvignon and Chardonnay
- Thomas Barton Médoc, Graves Blanc, Margaux and Saint Julien
- B&G Passeport Sancerre.



From left to right: Nicole and Stefaan Lippens, Tiphaine Palant

## > CANADA

### > Ontario

The new wines **B&G Domaine La Gardie Cabernet Sauvignon and Merlot** are widely available at the LCBO stores. The wines replaced the Partager Réserve wines. **Secondary placements and floorstacking** draw a lot of extra attention to the new brand.



**Staff training** followed by a **Food & Wine Pairing dinner** on January 28 in the **Ten Restaurant** in Mississauga were also part of the introduction activities, that included not only the wines from B&G Domaine La Gardie but also **Château Magnol** that was listed at the **Vintages** section. The attendees included Charton Hobbs sales representatives and management.



In addition B&G's distributor Charton Hobbs organized a **great introduction of the wines for the press**, in line with the B&G Food & Wine Pairing strategy.

The special **B&G Cooking event in Toronto** last April 1 united numerous **lifestyle bloggers and journalists**.





Barton & Guestier  
DEPUIS 1725

# ASSEMBLAGE Newsletter

N°52 - APRIL 2015



Creating excitement and interest around B&G wines during the wine tasting and cooking class was the goal of the event that took place in **Nella Cucina**, with the help of **Chef Brianne Nash** and **B&G Brand Ambassador and Export Manager Clémentine Quéraux**.

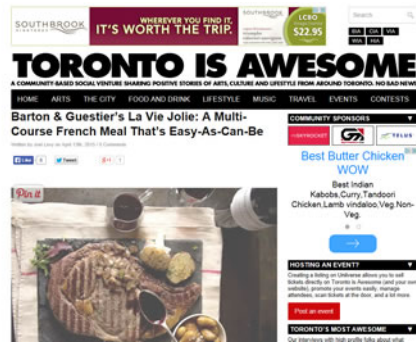
The interactive experience featured the B&G wines available at the LCBO: **B&G Passeport Bordeaux blanc**, **B&G Domaine La Gardie Cabernet Sauvignon** and **Merlot** and **Les Charmes de Magnol Médoc**.

The event was relayed on the web and social media by the enthusiastic participants. Here are a few links:

**HUG Hip Urban Girl:** [An Evening of French Food and Drink with Barton & Guestier](#)

**The Booklet:** [Cooking With Wine](#)

**Toronto is awesome:** [Barton & Guestier's La Vie Jolie: A Multi-Course French Meal That's Easy-As-Can-Be](#)



**Alice's Meet & Eats:** [Fine Wining and Dining with Barton & Guestier at Nella Cucina](#)



## > Québec

### L'ENTRECOTE

**B&G Domaine La Gardie Cabernet Sauvignon** is proposed by the glass at the "**L'Entrecôte Saint Jean**" restaurant in Québec City.

Specially developed table-tents announce the names and quality of the wines offered by the glass.





Barton & Guestier  
DEPUIS 1725

# ASSEMBLAGE Newsletter

N°52 - APRIL 2015



## > Québec

The annual "**Salon des Vins**" took place from 13 to 15 March 2015 in **Québec City** and of course B&G Brand Ambassador **Clémentine Quéraux** was there to present the B&G wines to a huge part of the 12,000 visitors.

The first day was a special restaurant day with **Thomas Barton Réserve Graves Blanc, Saint-Emilion and Château Magnol** in the spotlight. **Château Goelane, B&G Domaine La Gardie Cabernet Sauvignon** and **B&G Passeport Côtes du Rhône Les Galets**, all permanently listed at the SAQ stores were the other wines featured wines.

[Salon international des vins et spiritueux de Québec Facebook page](#)



## > Nova Scotia

**Les Charmes de Magnol Médoc** and **Barton & Guestier Passeport Côtes de Provence Rosé** were easy to find for all (wine) lovers during **Valentine's Day** on this special heartwarming display.

**B&G. For Boys & Girls!**







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DEPUIS 1725

# ASSEMBLAGE Newsletter

N°52 - APRIL 2015



## > FRANCE

### > Open House at Château Magnol

In the weekend of March 28 and 29, **Chateau Magnol** participated in the "**Spring of the Chateaux**" promotion (Printemps des Châteaux) and opened its doors for **all people interested** in discovering more about the Château, its cellars and of course its great wine! **Over 150 people** enjoyed the visit, the tasting and the newly created "**Boutique**" that offers a small selection of Barton & Guestier wines and promotional tools met great success.



### > Château Magnol at Fouquet's in Cannes

A **Magnum of Château Magnol** is proudly displayed at the **Fouquet's restaurant** in Cannes on the Mediterranean south coast of France. The Parisian legend in one of the most beautiful 5 star resorts of the French Riviera. Mythic, prestigious but also cosy and welcoming, in the spirit of the greatest brasseries, the **Fouquet's Cannes at the Hôtel Majestic Barrière**, has been especially imagined as a sumptuous place where all the **Cannes jet set** meet up and enjoy a fresh, fine cuisine in a legendary decors **with great wines, like Château Magnol!**



## > GERMANY



**Château Magnol** was the only French red wine served at the Black Diamonds Gala dinner in the Bülow Palais & "Grüne Gewölbe" in Dresden held on February 21.

Thanks to B&G's new distributor Vranken, numerous promotions on B&G wines are running in outlets like Tegut and Stroetmann:





Barton & Guestier  
DEPUIS 1725

# ASSEMBLAGE Newsletter

N°52 - APRIL 2015

## > INDONESIA

**AMUZ** is not only one of the oldest and most famous **Fine dining restaurants in Jakarta**, it also one of the **most romantic** of the country. Barton & Guestier contributed to many love stories as the **Barton & Guestier Passeport Rosé d'Anjou, Chablis, Médoc and Château Magnol** were featured on the special **Valentine's Menu. B&G. Love letters from France!**

More information on AMUZ at <http://amuzgourmet.com/>



The **WILSHIRE Restaurant of Jakarta** was the theatre for the **B&G Wine Dinner** organized by B&G distributor PNI on the occasion of Christmas. Almost 60 people enjoyed the special 4-course menu served with B&G wines:

- **B&G Sparkling Blanc de Blancs** - welcome drink
- California Tuna tartare - **B&G Passeport Chablis**
- Peking Duck confit spring rolls - **B&G Passeport Médoc**
- Ribeye with Onion Bordelaise - **Château Magnol**
- Lemon milk sorbet - **B&G Passeport Rosé d'Anjou.**

The **food & wine pairing** comments were done by **B&G's Carlos Varela and Jonathan Lament.**

More information on the Wilshire restaurant:  
<http://wilshire.co.id/>



Pictured from left to right:  
Mr. Carlos Varela, B&G Export Manager Asia, Ms. Aimée Saras, singer and entertainer,  
Mr. Jonathan Lament, B&G Area Sales Manager - South Asia & Oceania.



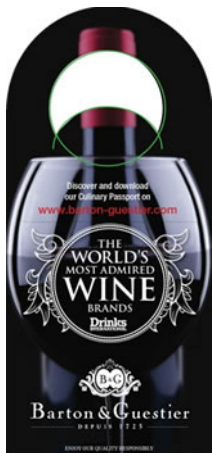
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DEPUIS 1725



# ASSEMBLAGE Newsletter

N°52 - APRIL 2015

## > IRELAND



Excellent visibility for **B&G Réserve Varietals** in Ireland with this elegant neckhanger indicating that Barton & Guestier is part of World's Most Admired Wine brands!



## > JAPAN

Tasting new wines with **B&G winemaker Laurent Prada** was the main goal for the wine team of **Suntory International**, B&G's distributor in Japan, during their short visit to **Château Magnol** last January. The current selection of **B&G Réserve Varietals** and **Barton & Guestier Passeport** wines from the Bordeaux region is widely present in the **On Trade** in Japan.



From left to right: Ms. Tomoko MIYAKE, Ms. Mariko KAWAGUCHI, Mr. Takayuki MIYAI from Suntory International.



Extraordinary visibility for **B&G Réserve Cabernet Sauvignon** in this Yakitori Restaurant in Tokyo, Nakameguro. **Barton & Guestier Réserve Chardonnay** is also part of the wine selection. Both wines are the perfect match for the various chicken preparations.



For more information on this Yakitori Restaurant:  
<http://tabelog.com/tokyo/A1317/A131701/13136468/>

**Barton & Guestier Passeport Médoc** was the surprise invitee in this Korean restaurant in Tokyo. The wine was a great match to the beef barbecue.

<http://tabelog.com/tokyo/A1301/A130101/13002283/>



Barton & Guestier  
DEPUIS 1725

# ASSEMBLAGE Newsletter

N°52 - APRIL 2015



## > KENYA



**B&G is shaking things up in Kenya where B&G Sparkling Chardonnay and Rosé were enjoyed by many attendants of the craft market and concert with Kenyan musicians during the first weekend of February. B&G's distributor The Wine Shop was there to sell the wines. The response of the crowd was overwhelming.**

**B&G Sparkling Rosé was also present for Valentine's Day in the Caramel Restaurant of Nairobi and at the opening event of the new boutique of Patrick Mavros as the official drink of the event.**

<http://www.patrickmavros.com/patrick-mavros-boutique-opens-kenya/>



PATRICK MAVROS  
HARARE LONDON MAURITIUS NAIROBI

## > NETHERLANDS

**Taste & Try (Proef & Probeer) was the special promotion for B&G Réserve Varietals at the 17 Makro stores in Holland. Tremendous visibility and excellent feedback resulted in significant increase of sales. People love to try before they buy, especially when they are buying by the carton of 6 bottles.**



## > POLAND

**New promotion tools were developed by B&G's importer in Poland for the promotion of the wines of the Pairing Collection: Cake & Ice Cream and Chicken & Turkey.**

**The recipe cards also include a shopping list and of course the tasting notes of the best matching wine. More tools are in preparation.**

**THE PAIRING COLLECTION**

**CHICKEN & TURKEY**  
CÔTES-DES-BLONDES  
SYRAH - GRENACHE - CABERNET

Francuskie, czerwone, wyborne wino z Côte des Blons, Rudeau, kwiata szarpana, Syrah, Grenache i Cabernet. Charakterystyczne, głębokie, rubinowa barwa, wybitna i przyjemna. Idealne do wieloletnich potraw przygotowanych na bazie kurczaka i indyka.

**KURCZAK PIECZONY Z PAPRYKĄ I ZIEMNIAKAMI**

Przeznaczony do: 20 osób  
Czas przygotowania: 90 minut

**PRZEDKROJENIA:**  
1 kg kurczaka  
1 kg ziemniaków  
1 kg papryki  
1 kg cebuli  
1 kg czosnku  
1 kg soku z cytryny  
1 kg miodu  
1 kg masła  
1 kg soli  
1 kg czosnku  
1 kg soku z cytryny  
1 kg miodu  
1 kg masła  
1 kg soli

**BABA WIELKANOCNA**

Przeznaczony do: 20 osób  
Czas przygotowania: 90 minut

**PRZEDKROJENIA:**  
1 kg ciasta drożdżowego  
1 kg cukru  
1 kg miodu  
1 kg masła  
1 kg soku z cytryny  
1 kg soku z jabłki  
1 kg soku z grejpfruta  
1 kg soku z pomarańczy  
1 kg soku z mandarynek  
1 kg soku z kiwi  
1 kg soku z ananasa  
1 kg soku z truskawek  
1 kg soku z malin  
1 kg soku z czarna porzeczki  
1 kg soku z jeżyn  
1 kg soku z malin  
1 kg soku z czarna porzeczki  
1 kg soku z jeżyn

**THE PAIRING COLLECTION**

**CAKE & ICE CREAM**  
MOELLEUX - MEDIUM SWEET  
SEMILLON

Francuskie, białe, półmłde wino z Bordeaux, wyprodukowane ze szczepu Semillon. Delikatne, pełne owocowych aromatów, w których króluje brzoszwinie. Serwować w temperaturze 10°C. Wyśmienite do ciast i deserów, m. in. bab i mazurków wielkanocnych.



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DEPUIS 1725

# ASSEMBLAGE Newsletter

N°52 - APRIL 2015

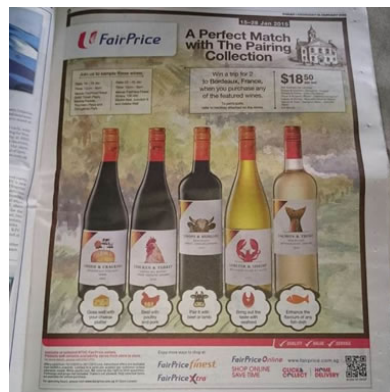
## > SINGAPORE

The wines of **The Pairing Collection** were on special promotion at **FAIR PRICE / NTUC**, one of the **most important supermarkets of Singapore**. ([www.fairprice.com.sg](http://www.fairprice.com.sg)).

The promotion consisted of **free tastings** during 2 weekends of January and in addition a **neckhanger promotion** allowed consumers to participate in a raffle to try to win a **winelovers trip for 2 to Château Magnol**.

The promotion was accompanied by **advertising** in the **newspaper TODAY**, featuring all the wines of the range and explanations on the the promotion.

**Château Magnol is looking forward to welcome the winners!**

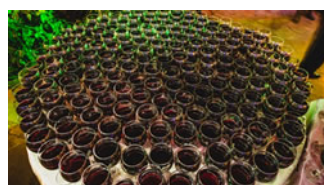


## > TANZANIA

B&G distributor **Red 'n White** presented **Barton & Guestier wines** for the high profile food and wine pairing events at the **French Embassy in Dar es Salaam**. The 19th of March 2015 marked the beginning of the **Gout De France** which started at the Embassy. Barton & Guestier wines were the official wines during the dinner that was attended by the Embassy representatives of all French speaking nations. The dinner was prepared by **Chef Jean-Claude Cléret from Réunion** and three of the courses were served with B&G wines: **B&G Passeport Pouilly-Fuisse, Chablis and Saint-Emilion**.



In November Barton & Guestier wines were represented at the **Beaujolais Nouveau event** held at the **Best Western Coral Beach Hotel** in Dar es Salaam. **B&G Réserve Varietals** and the **B&G Passeport** wines were highly appreciated by the attendants.



The continuous exposure of B&G wines at important events creates consumer and trade awareness. A **great brand building job!**



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DEPUIS 1725



# ASSEMBLAGE Newsletter

N°52 - APRIL 2015

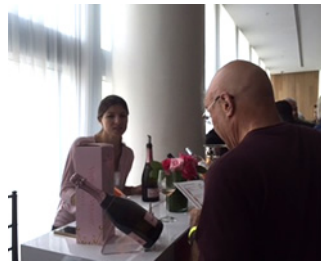
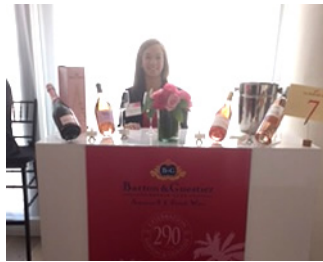
## > USA

### > MIAMI

After a first successful edition of "La Nuit En Rose" in New York in June 2014, this January 31st it was time for the 2015 kick-off with the **Miami** edition held in the Edition Hotel. **La Nuit en Rosé** is the world's first **Food & Wine Festival** dedicated to Rosé Wine and Rosé Champagne, bringing together the largest gathering of rosé wine producers, rosé wine lovers, chefs and restaurants.

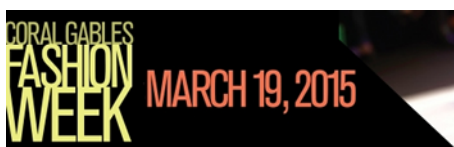


Of course **Barton & Guestier Passeport Côtes de Provence**, the new **La Villa Barton Côtes de Provence Rosé** and **B&G Passeport Rosé d'Anjou** were there for the greatest pleasure of the visitors. The B&G team with **Florence Hunckler**, **José Cortes** and assistant **Stéphanie** received great reactions on the wines. **La Nuit En Rose** was also the first opportunity of the year to **start celebrating the 290th anniversary** and many of the almost 1000 visitors received a free icebag or a **tote bag branded with the 290 year stamp!**



### > CORAL GABLES

**Barton & Guestier** was the official sponsor of the **Coral Gables Fashion Week**. During the first defile of the event, the 300 persons present very much enjoyed the warm spring evening, the beautiful location of the Coral Gables museum, the beautiful clothes and models ...and of course the great wine: **La Villa Barton Côtes de Provence Rosé!**





## > BOSTON - POWER OF IDEAS

**Les Charmes de Magnol Médoc and Bordeaux Blanc** were source of inspiration for the 40 Boston's visionaries, thought leaders, and innovators that came together for the first 2015 salon of the **Power of Ideas** program held on February 11th at McGladrey's Boston Headquarters. The burgeoning trends in Boston's booming tech industry were at the center of the lively panel discussion.



## > BOSTON - WAHLBURGERS REALITY SHOW

On February 25 over **60 Burger Enthusiasts** gathered to celebrate the premiere of the episode of Wahlburgers reality show that featured **Battle of the Burger at the Blue Ox - the 2013 and 2014 competition winner.**

**Barton & Guestier** sponsored the event with **Les Charmes de Magnol Bordeaux Blanc and Château Magnol**, both a very nice accompaniment to the winning Sin Burger!





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DEPUIS 1725



# ASSEMBLAGE Newsletter

N°52 - APRIL 2015

## > BOSTON - BEST PLACES TO LIVE

Les Charmes de Magnol Bordeaux Blanc, Charmes de Magnol Médoc and B&G Sparkling Blanc de Blancs were the sponsoring wines of the Boston Magazine's "Best Places To Live" issue launch party that took place on March 25th.

The event featured a "To Renovate or Not To Renovate" design panel. All wines were supplied by Barton & Guestier and very much appreciated by the **over 200 guests** in attendance.



## Press review & Awards



### > B&G Réserve Chardonnay 2014

**GOLD MEDAL - MÉDAILLE D'OR**  
Best Chardonnay of the World  
(Meilleur Chardonnay du Monde) - France



### > B&G Réserve Sauvignon Blanc 2013

**BEST BUY**  
Wine Enthusiast - USA



### > B&G Passeport Bordeaux Rouge 2012

**SILVER MEDAL**  
Berliner Wine Trophy - Germany

**Selected in EVERY DAY BORDEAUX - UK**

Discover the Everyday Bordeaux Selection: wines priced between £6 and £20, tasted by some of the country's most passionate wine tutors. These good value wines delight the palate and allow to explore the world of Bordeaux inexpensively.







> **B&G Passeport Saint-Emilion 2013**

**GOLD MEDAL**  
Mundus Vini - Germany

> **B&G Passeport Bordeaux Blanc 2013**



**"BEST BUY"**  
Wine Enthusiast - USA



> **B&G Passeport Sancerre 2013**

**Rating 87**  
Wine Enthusiast Buying Guide

> **B&G Passeport Margaux 2012**

**SILVER MEDAL**  
Mundus Vini - Germany

**SILVER MEDAL**  
Berliner Wine Trophy - Germany



> **B&G Passeport Côtes de Provence Rosé 2014**

**DOUBLE GOLD MEDAL**  
The Fifty Best - USA  
[www.thefiftybest.com/wine/best\\_rose/](http://www.thefiftybest.com/wine/best_rose/)

> **B&G Passeport Beaujolais 2013**



**BEST BUY**  
Wine Enthusiast Buying Guide





## > B&G Domaine La Gardie Merlot 2013

**WINE ALIGN: David Lawrason:** Selected in **GUIDE HACHETTE 2015** - France

"This is a very good buy at \$10. It captures the essential fruit charm and structure of a French merlot without resorting to faux oak or sweetness. Pretty aromas of berry jam, herbs and a touch of leather are mindful of Bordeaux merlot (altho' this comes from the Languedoc). It's medium bodied, with some mid-palate fruit charm, then slightly bitter and hot finish. Good to very good length." Tasted April 2015.



## > La Villa Barton Côtes de Provence Rosé 2014

**Rating 88** - Wine Enthusiast Buying Guide (USA)

## > Château Magnol 2012

Selected in **GUIDE HACHETTE 2015** - France

**GOLD MEDAL**  
Mundus Vini - Germany

**GOLD MEDAL**  
Berliner Wine Trophy - Germany

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

This is a smoky, obviously wood-aged wine. The burnt toast character is still dominant, waiting for the attract(ive black currant fruits to catch up. It will develop into a bright, fruity wine, so wait until 2017.

**The News Tribune - USA: "RECOMMENDED"**

**SILVER MEDAL**  
Berlin International Wine Competition 2015 - Germany



## > Les Charmes de Magnol Médoc 2010

**David Lawrason** - This is very good value - a nicely balanced, ripe and decently structured Bordeaux for under \$20. It is a second label from the grand (and also large) Château Magnol, a showpiece property and hospitality centre just north of Bordeaux's city limits.  
March 2015 - [www.winealign.com](http://www.winealign.com) - Canada



> **Thomas Barton Réserve Saint-Emilion 2011**

**SILVER MEDAL**  
Berliner Wine Trophy - Germany



> **Thomas Barton Réserve Margaux 2012**

**SILVER MEDAL**  
Mundus Vini - Germany

**GOLD MEDAL**  
Berliner Wine Trophy - Germany



> **Thomas Barton Réserve Sauternes 2011**

**GOLD MEDAL**  
Mundus Vini - Germany

**GOLD MEDAL**  
Berliner Wine Trophy - Germany

Selected in **TOP 100 BEST OF BORDEAUX** - Germany



> **Thomas Barton Reserve Privée Médoc 2012**

**GOLD MEDAL**  
Mundus Vini - Germany





Barton & Guestier  
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# ASSEMBLAGE Newsletter

N°52 - APRIL 2015



## > BARTON & GUESTIER IN DUTY FREE

[http://www.moodiereport.com/document.php?c\\_id=31&doc\\_id=42660](http://www.moodiereport.com/document.php?c_id=31&doc_id=42660)

## > BARTON & GUESTIER ON TELEVISION IN RUSSIA

[Bordo 1 Ароматы Бордо](#)

[Bordo-3 Сыр и вино](#)

## > BARTON & GUESTIER IN LITHUANIA

<http://skonis.lrytas.lt/gurmanu-klubas/kodel-geriausi-vyno-specialistai-privalo-buti-chameleonai.htm>

<http://skonis.lrytas.lt/gurmanu-klubas/kaip-olande-perprato-prancuzisku-vynu-ir-vyru-charakterius.htm>

<http://skonis.lrytas.lt/gurmanu-klubas/magnoliju-pilies-kulinarijos-virtuozas-nedristu-paragauti-vabalu.htm>

<http://skonis.lrytas.lt/gurmanu-klubas/moteru-jausmingumas-raktas-i-daugiasluoksni-vyno-pasauli.htm>

<http://skonis.lrytas.lt/gurmanu-klubas/magnoliju-pilyje-teka-300-metu-skaiciuojancio-vyno-istorija-201412021057.htm>



## > BARTON & GUESTIER IS PART OF WORLD'S MOST ADMIRERED WINE BRANDS

*Bottles come with medals*





Barton & Guestier  
DEPUIS 1725



# ASSEMBLAGE Newsletter

N°52 - APRIL 2015

## Good Practice

### > WIN THE VISIBILITY WAR!

France, Nigeria, Seychelles... Excellent visibility for Barton & Guestier on the roads world wide! Do not hesitate to send us a picture of B&G cars in your country!

#### > Nigeria:



#### > Seychelles:



#### > France:



## Food & Wine Pairing

### > B&G INTERNATIONAL CULINARY PASSPORT

B&G's second recipe book takes us on an international culinary adventure across 27 countries! The recipes were provided by Barton & Guestier's importers and distributors worldwide. Each recipe represents the best or the most typical what each country has to offer as well as a congratulation message to the Barton & Guestier team.

Prior to printing, all the recipes were prepared and tasted (!) by Château Magnol's dedicated Chef Frédéric Prouvreur, who also made the wine pairing suggestions.

More than ever, the **Wine & Dine, it's B&G time** advertising, highlighting that there is always a B&G wine that matches your dish, wherever the place, whenever the time and whoever the cook, proved to be true!

The B&G International Culinary Passport (in English) will be available as from May under B&G Ref N° 446 (set of 20 pcs - 40€).





## People

### > INTERVIEW WITH... **JONATHAN LAMENT** **B&G AREA SALES MANAGER - SOUTH ASIA & OCEANIA**



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

Before starting for B&G, I worked in the wine industry for over three and half years here in the Asia Pacific region, so I had been exposed to B&G products for quite some time. For me

their unique range of products represents the 'know-how' and tradition of France, an image I've always admired, and yet the sleek, elegant, and customer friendly packaging shows that even with a 290 year history they are still young and trendy.

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

My vision of B&G wines has not changed since I started to work for B&G. I'm lucky to know the people behind the brand who have made and continue to make B&G everyday. As part of my training I had the chance to spend four days in the beautiful setting of Chateau Magnol to follow the B&G Food & Wine Academy. That week was influential in the process of understanding the history of the brand, tasting the products with the winemakers, and follow the courses with Solange. Experiencing the history of B&G directly, within the walls of Chateau Magnol, allows me to share the vision and the history of B&G everyday. I wish every wine lover had the chance to spend time at Chateau Magnol.

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

South Asia and Oceania are great areas, one of the most dynamic in the world, and with countries that have the highest GDP growth in the past decades. This region is fascinating with a mix of cultures, people, and diversity in terms of wine consumption and knowledge. Singapore is one of the most sophisticated wine markets open to the world, Indonesia is one of the fastest growing countries in terms of wine consumption, and, of course, Australia and New Zealand have amazing domestic wine production which are opening more and more to the world.

So a variety of possibilities are everywhere which makes this area fascinating.

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

To be really honest, it has been satisfying everyday since I started to work for B&G.

It is such a pleasure to work with competent and qualified people, learning from them and being part of this adventure. However, the best part is to see people's reaction when they are tasting our wines for the first time, especially the smile that always follows the first sip.

#### ***What is your best travel souvenir? And the worst?***

I am lucky to have travelled since I was a child. Every trip is a different journey and that is the beauty of it. When you jump in the plane and arrive in a new country, you never know who you will meet and what will happen. Worst experiences often become the best souvenir so there is not really bad experiences that haven't made me laugh or taught me something. My favourite travel souvenir is from my time in New York, I had no idea at the time that I would find my future wife.

#### ***A favourite market?***

A really difficult question! Every single one of my markets is different and I love them all for that. I really appreciate mature markets where you meet people who are wine educated, but on the other side, teaching people who are wine beginners and are interested to know more is intriguing too.

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

If you had asked me this question last week I would have most certainly said Chateau Magnol for its character, amazing fruit aromas, and long soft finish, but a few days ago I tasted an old vintage Thomas Barton Reserve Privée and it was simply amazing; tertiary aromas, hints of tobacco and plume, wonderful.

*Jonathan started with Barton & Guestier in November 2014 as South Asia & Oceania Manager based in Singapore and in charge of Malaysia, Singapore, Indonesia and Oceania.*

*He previously worked for a marketing representative company in the wine industry in charge of Asia Pacific. He discovered wine during a 7 month internship in Cambodia for his business school and decided after graduating from university to do a 1 year wine course in Dijon.*

*Jonathan's main passion is sports which he enjoys practicing regularly (rugby, golf, ski, scuba diving) and he is an epicurean who loves to discover new cuisines and Terroir.*



## Agenda

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

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

#### > May 10-14, 2015

**TFWA**

**Singapore**

**Booth N° J5**

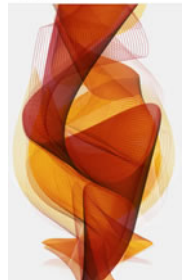
B&G contacts: [Philippe Marion](#) - [Marina Julien](#) - [Carlos Varela](#)

#### > VINEXPO

**Bordeaux - France**

**Booth N° DE-281**

B&G contacts: [Philippe Marion](#) - [Ignacio Marcos](#) - [Audrey Clos](#) - [Tiphaine Palant](#) - [Petra Frebault](#) - [Marina Julien](#) - [Cyrielle Thibot](#) - [Carlos Varela](#)



#### > October 19-23, 2015

**TFWA**

**Cannes - France**

**Booth N° D42 - Yellow Village**

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

#### > February 8-12, 2016

**Prodexpo**

**Moscow - Russia**

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

#### > March 13-15, 2016

**Prowein**

**Düsseldorf - Germany**

B&G contacts: [Philippe Marion](#) - [Alexandra Vnukovskaya](#) - [Ignacio Marcos](#) - [Audrey Clos](#) - [Petra Frebault](#)

#### > March 22-25, 2015

**IAADFS Americas**

**Orlando - USA**

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



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# ASSEMBLAGE Newsletter

N°52 - APRIL 2015

## B&G History

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

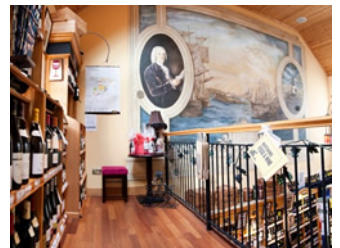
In this year of the 290th anniversary celebration, it is time to learn more about **young Thomas Barton**.



**Thomas Barton** was born on **21st December 1695**, at his father's house at Curraghmore beside Boa Island, Belleek, Co. Fermanagh and sent to school in **Ballyshannon**. His mother was a Dixon of Ballyshannon and after finishing school he worked with his two uncles who were one of the main merchants in the town at the time. The mall quay in Ballyshannon was a very busy port at the time and did a lot of trading with Bordeaux. Thomas Barton was married on **1st Nov 1722 to Margaret Delap** of the Delap Estate (which consisted of Market st, College st and chapel st) Ballyshannon, and **their only child William was born in Anna**

**Delap's house in Market street, Ballyshannon on 5th August 1723\***. The following year Thomas emigrated to France and worked as a **factor at Marseille and Montpellier** as well as looking after the **Uncles' business in France** before moving to **Bordeaux and establishing his wine firm in 1725**, when he was thirty years old...

\*By a strange coincidence **William's birth house** is today one of the most venerable pubs of Ballyshannon: **Dickey Reilly's**. It is both a pub and wine shop, selling nearly 700 wines from around the world. Original events such as "Wine Nights", summer barbecues, concerts, and educational sessions liven up the place throughout the year. The story of the Dickey Reilly's Pub is more than ever linked to that of Barton & Guestier. The recently renovated pub displays a large fresco by Barry Sweeney depicting Thomas Barton, his boat, and the Barton & Guestier coat of arms. You are cordially invited to visit this magical place, where Brendan O'Reilly will be happy to serve you a glass of Barton & Guestier wine!



**Barton & Guestier** - Château Magnol - 87, Rue du Dehez - B.P. 30 - 33292 Blanquefort - France

Websites: [www.barton-guestier.com](http://www.barton-guestier.com) - [www.thomasbartonreserve.com](http://www.thomasbartonreserve.com) - [www.theartoffoodpairing.com](http://www.theartoffoodpairing.com) - [www.chateaumagnol.com](http://www.chateaumagnol.com)

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Newsletter contact : [petra.frebault@barton-guestier.com](mailto:petra.frebault@barton-guestier.com)