



Editorial by Philippe Marion

> UNITY MAKES STRENGTH!

I am pleased to announce that from January 2016 Barton & Guestier and its sister company Patriarche joined forces to sell both brands on a larger scale worldwide.

The complementarity of both brands is obvious in terms of offer. Barton & Guestier is the benchmark for AOC and Varietal IGP wines where Patriarche is the specialist of Sparkling wines and High End Burgundies, and B&G and Patriarche have different customers in most markets.

The teaming up of the sales forces is leading to an increased number of export managers, as Barton & Guestier welcomed Kevin Blanco and Victor de la Chapelle. Consequently some markets were introduced to a new B&G sales manager and most already met during Prowein or locally.

We also appointed **Claire Bigot** as Brand Ambassador for South-America and Caribbean, reporting to Audrey Clos. Claire is based in Mexico.



The teaming up was already effective in USA and Asia:

In 2012, B&G and Patriarche joined forces for the importation of their brands in the USA under the responsibility of Hubert Surville. Since then, both brands have seen constant growth on this market and 2015 showed a 30% increase. I take the opportunity to announce that this month the B&G Patriarche USA team welcomes Marion Mordelles, Field Sales Manager based in New York City, replacing Jamie Rodriguez who was appointed State Manager New York. In addition Chris Ferraro is promoted Regional Sales Manager in charge of Massachusetts, Vermont, Maine, New Hampshire, Connecticut and Rhode Island.

In 2013, Carlos Varela moved to Asia to sell B&G and Patriarche across South East Asia with the help of Jonathan Lament and Victoire Desvigne. In 2015, sales of both brands increased by 50% in the region. This month we appointed Pauline Nardo, in charge of developing sales in Australia and New Zealand and based in Sydney.

I am confident this new sales organisation, with an increased density of Sales Managers across the globe, will lead to a better service, a better knowledge of the market, and will greatly help to develop our sales!

À votre santé !

Philippe MARION
Sales & Marketing Director

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Barton & Guestier
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ASSEMBLAGE Newsletter

N°55 - MAY 2016

New Brands

> ADVERTISING VISUAL FOR HÉRITAGE BY BARTON & GUESTIER



Héritage, Barton & Guestier's ultimate wine brand, is now also featured on an impactful advertising visual capturing the adventurous spirit of the founders of the company.

The latest bottled wines of Héritage will also come with an **elegant and explanative neckhanger**, where consumers can learn more about this exceptional wine, made with a total freedom of grapes, terroirs and vintage.

For almost 300 years, **our knowledge has been to vinify, age and ship wines worldwide**. 290 years ago, these wines were those produced at **Margaux, Lafite, Haut Brion...** The most important people were the winemakers, but the cellar masters were adding their final touch to the wine and Barton & Guestier cellar master, **Germain Rambaud** was shaping the best wines of the 18th century.



Inspired by the pioneer spirit of the founders, like the great Cognacs, the most exclusive Whiskies, the most illustrious Champagnes, Héritage is the reference of high end consistent quality, a promise of excellence, created with a total freedom of grapes, terroir and vintage.

Launched in 2015, Héritage N°290 offers a rich characterful wine:

Vineyards: Northern of Languedoc, south west side of the Rhône valley, between Nîmes & Alès

- **Winemakers:** Partnership between B&G winemakers team, led by Laurent Prada and Philippe Nusswitz, Sommelier-winemaker in the Cévennes area, best sommelier of France in 1986. Philippe worked for B&G in the 90's and he is one of the founder of our famous Wine Connaisseur program created in Château Magnol.
- **Varietals:** Blend of Syrah (80%) and Grenache (20%)
- **Vinification:** De-staked grapes - daily pumping over - long maceration in concrete vats (3 weeks)
- **Ageing:** French oak barrels for 6 months
- **Classification:** AOC Duché d'Uzès (new AOC created in 2013)

Tasting notes:

- Dark red colour with violet highlights.
- Rich nose developing intense black fruit aromas (morello cherry) and spices. On the second nose, violet notes appear.
- A wine with a harmonious structure, balance, mixing intense flavours of fruit and toasty and vanilla hints.
- Food & Wine pairing:
Perfect with lamb, duck, beef, dark chocolate, strong cheeses and spicy dishes - Best at 18-20°C.
- Good ageing potential for 5 to 10 years

Latest award: Gold Medal - 91 points - World Wine Championships - USA.





The packaging

Heritage comes in an **original bottle**, with a capsule supported by a **strong B&G branding** and a label design based on the personality of its founders featuring their **embossed portraits with a pearly white varnish** to bring a touch of modernity and the **brand name Heritage N°290 in black varnish**

Heritage is available in personalized carton outshippers of 6 x 75 cl. Heritage is available in personalized carton outshippers of 6 x 75 cl.



> LA VILLA BARTON CÔTES DE PROVENCE ROSÉ NOW AVAILABLE IN MAGNUMS



Launched in 2015 for its 75 cl version, La Villa Barton, a premium Côtes de Provence AOC vinified and bottled in our estate close to Saint Tropez, is now also available in magnums. 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.

This wine is aged on fine lies, which enables to develop its complexity and provides its well-balanced structure.

La Villa Barton Côtes de Provence AOC is an elegant 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 deProvence 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
- in white outshippers for the 6 x 150 cl.

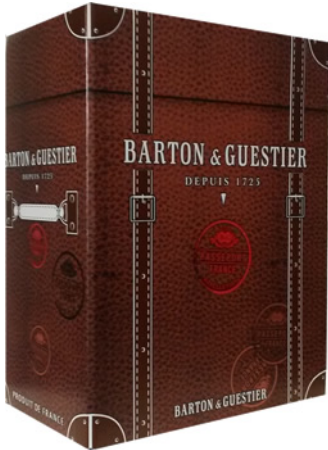


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ASSEMBLAGE Newsletter

N°55 - MAY 2016

> NEW OUTERSHIPERS FOR THE BARTON & GUESTIER PASSEPORT RANGE



The new leather suitcase outer-shipper for the Barton & Guestier Passeport range is the perfect accessory for a trip around France to discover the great appellations of the range. Creating visibility especially for floorstacking is key in supermarkets and liquor stores.

All wines will come to the markets in the new outershippers (6x 75 cl and 12 x 75cl) as from May.

The B&G Côtes de Provence Rosé has a its own special design (see below).

> NEW DEDICATED OUTERSHIPPER FOR BARTON & GUESTIER CÔTES DE PROVENCE ROSÉ



Joining the sun and holiday spirit of the Provence, this new impactful outershipper for **Barton & Guestier Passeport Côtes de Provence Rosé** represents a true **beach bag**. This way it will be easy for consumers to find their favourite bottle of rosé.

Specially developed to create impact for floorstacking the carton is already widely available and implemented in the USA.

The other wines of the Passeport range also benefit of a new outershipper (see above).



Floorstacking in New Jersey!





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ASSEMBLAGE Newsletter

N°55 - MAY 2016

> CASECARDS FOR B&G RÉSERVE VARIETALS AND B&G PASSEPORT

Winning the visibility war is easy with these new double side printed casecards. 3 models are available from stock per pack of 10.

Cabernet Sauvignon/Chardonnay - B&G Ref N° 0460

Rosé d'Anjou/Vouvray - B&G Ref N° 0461

Bordeaux Red/Côtes du Rhône - B&G Ref N° 0462

Price per set of 10: 33,80 €



> CHATEAU MAGNOL DISH-TOWEL



With this dish-towel featuring the label of Château Magnol, drying dishes finally becomes a pleasure.

**The towel can be used for instore and restaurant promotions or as a give-away at tastings.
Available from stock under B&G Ref N° 0457 at 5,10 €**

> NEW B&G NECTAROSE ADVERTISING VISUAL



This new advertising visual will be a great tool to promote B&G Nectarose, a nature sweet sparkling wine made of 100% Muscat grape.

The wine, successfully launched three years ago in only a few markets, is now available worldwide and this elegant advertising is a true invitation to raise a glass to new discoveries.

Available upon request and on the **B&G Pro Club**.



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N°55 - MAY 2016

> KEY-RING "I LOVE B&G"



This **handy key-ring** will be an ideal **gift with purchase** or **give-away at instore tastings**. A nice present for B&G wine lovers worldwide.

Available from stock under B&G Ref N° 0456 at 1,45€.

Hot

> CONSUMER PROMOTION: WIN A WINELOVERS TRIP FOR 2 TO FRANCE!

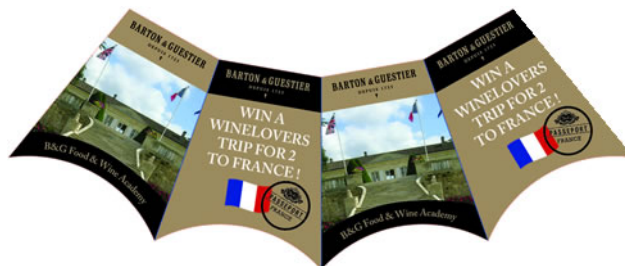


Wine lovers worldwide are invited to **share a picture of the place where they most enjoy or enjoyed a bottle of Barton & Guestier wine.**

The operation is announced on **neckhangers** applied on four wines of the Passeport range: Barton & Guestier Bordeaux red, white, Rosé d'Anjou and Vouvray and **on the company's website www.barton-guestier.com.**

The **1st prize is a wine lovers trip for 2 to Château Magnol**, the **2nd to 10th prize: giant icebuckets** and **11 to 100th prize: a key-ring I love B&G.**

Winners will be appointed in **January 2017.**



Event & Markets

> BARTON & GUESTIER AT PROWEIN - GERMANY

Barton & Guestier was present at ProWein 2016 in Germany that has **broken all the records**: 6.200 exhibitors from 59 countries and more than **55,000 trade visitors** participated in one of the world's most important sector meetings of the wine and spirits industry.

The new B&G booth was almost too small to host the many meetings and tastings of the newly launched wines **Héritage**, **La Villa Barton Côtes de Provence Rosé** and also Cuvée Spéciale Nature Sweet.



In addition **B&G Cotes de Provence** was available for tasting on the **Provence Wine Council** booth where it met huge success including during the **Pink Party!**

Thomas Barton Réserve Sauternes was poured during the education seminars at the **Wineschool** of the **Bordeaux Wine Council** and **Château Magnol** was on tasting at the **Alliance Cru Bourgeois**. Last but not least, **World's Best Sommelier Markus del Monego** did a special press tasting session with B&G Passeport Chablis, Saint-Emilion and Château Magnol!



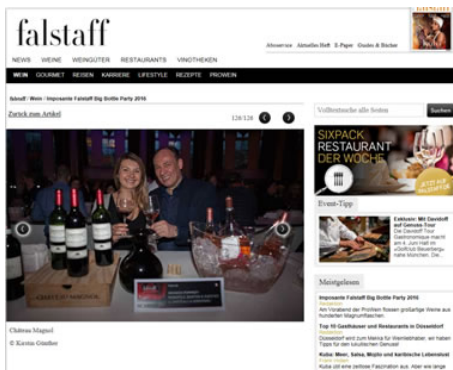
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Prior to the Fair, **Château Magnol** was enjoyed by hundreds of attendants at the **Falstaff Big Bottle Party** with Alexandra Vnukovskaya and Winemaker Laurent Prada.

We are looking forward to seeing you at Prowein in 2017!



> DUTY FREE

> Nigeria: Lagos Airport

Excellent **visibility** for all B&G wines at the newly opened shop at **Lagos Airport** where customers received 2 glasses free of charge for the purchase of 2 bottles of the available B&G wines: **Château Magnol**, **Les Charmes de Magnol Médoc**, **French Tom Bordeaux** and **Thomas Barton Réserve Médoc** and **Margaux**.



> USA: Duty Free Show Orlando

Numerous meetings and tastings took place at the shared **Barton & Guestier -Patriarche** booth at the Duty Free Show in Orlando where **Audrey Clos** and **Claire Bigot** (pictured) met many customers from **South-America** and the **Caribbean**.

Duty Free customers from the region were welcomed by **Marina Julien** and **Philippe Marion** who presented the launching wines **Heritage** and **La Villa Barton Côtes de Provence Rosé** as well as the latest giftpacks.



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> Germany: Training at World Duty Free

2 training sessions for the shop staff and management of **World Duty Free**, B&G's Duty Free partner at Düsseldorf Airport, were conducted by Petra Frebault last March. Each session consisted of a B&G presentation, the tasting of the available wines of the B&G Passeport range and a Food & Wine pairing experience. The wines were very much appreciated with French cheese and sausage, and also with German cheese and spicy Curry Wurst which was a big surprise for some of the participants!



> CHINA

Earlier this year, Barton & Guestier's distributor **BaiXiangChun** announced its official sponsorship of the **Chinese National Fencing team**.

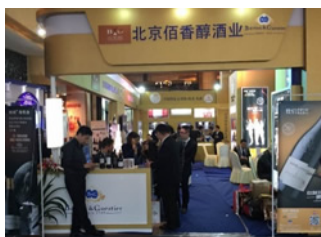
The sponsorship created great visibility at B&G's boot at the **Chengdu Wine Fair** held in March this year.

7 tastings in different cities in mainland China will be kicked off from May to September, with National Fencing team members attended to communicate fencing cultures of liberty, brave and elegance.



BaiXiangChun is planning to offer a **6-Ltr Barton & Guestier Passeport Margaux in a dedicated wooden gift box** to outstanding clients as well as opportunities to cheer up Chinese National Fencing team in Rio de Janeiro in August!

Barton & Guestier wishes the team good luck at the upcoming Olympics!



> JAPAN

Excellent launch of **Original B&G, organic IGP Varietal wines**, in Tokyo, especially in the **Côte d'Azur - Karaoke Chain** counting 180 stores and at the **Globridge restaurant chain**.

The trend for organic wines is up in Japan and consumers are pleased to enjoy the aromatic **Original B&G Sauvignon Blanc** (IGP Val de Loire) with makis, sushis and sashimis, where the fruity **Original B&G Merlot** (IGP Pays d'Oc) presents a nice pairing with yakitori and other delicious Japanese food.





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> KAZAKHSTAN

B&G NectaRose Sparkling wine was in the spotlight in **Nicolas** shop window in Ramstore Mall for all special occasions like New Year, **Valentine's Day** and **International Women's Day**.

This nature nature sweet Sparkling Rosé made of 100% Muscat grape is the ideal wine for celebrations.

B&G NectaRose and **B&G Premium Sparkling Chardonnay and Rosé** also got great visibility at gondola ends at the premium **Galmart** supermarket.

A special wooden display was developed for the Thomas Barton Réserve range that was featured in one of the most premium outlets of Nicolas - Vila boutique.

Kazakhstan Commerce and Barton & Guestier wines were also partners and sponsors of the first **International Exhibition "Regard de France - Art de vivre à la française"** organised with the help of the French consulate and offering French brands and Kazakh companies to connect and to exchange on culture and patrimony. All the participants received informational leaflets on B&G wines.

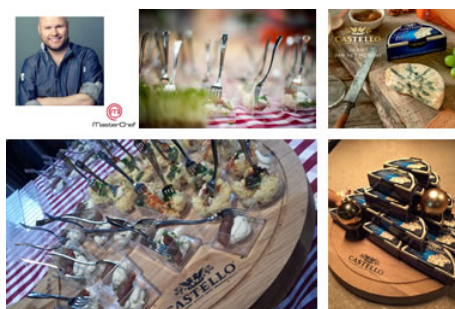
The gastronomic dinner held on this occasion in the Intercontinental Hotel was accompanied by **B&G Chardonnay Sparkling, B&G Reserve Pinot Noir & Sauvignon Blanc**. Branded B&G business card were lying on the table in front of each guest.





> NETHERLANDS

The **Allerhande Food Festival** organized by Holland's first supermarket chain **Albert Heijn** was the ideal occasion to launch 3 wines of **The Pairing Collection**. Eating and drinking are central during these 3-day event that welcomes 40,000 visitors! **Chops & Burgers, Salmon & Trout and Cheese & Crackers** met great success. For this last wine **Dutch Master Chef Bart van Berkel** prepared some very nice cheese-dates that were most appreciated!



> POLAND



Chefs introductions were key during the launch of **The Pairing Collection** in **Auchan** supermarkets in Warsaw, Piaseczno, Krakow and Poczesna. Distinguished Chef promoters explained everything about making Food and Wine pairing easy and special displays as well as attractive promotions made the experience even richer for the customers of the famous French supermarket.

AUCHAN Warszawa, ul. Górczewska



AUCHAN Piaseczno, ul. Puławska



AUCHAN Kraków, ul. Stawowa



AUCHAN Poczesna, ul. Krakowska





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> TANZANIA

Celebration time for Barton & Guestier wines! The release of Beaujolais Nouveau wines was the occasion for a tremendous party featuring a large variety of Barton & Guestier wines available in Tanzania. The winners of the quiz launched on this occasion received a **Double Magnum of Château Magnol**. The **Double Tree by Hilton** was the perfect place to host the prestigious event that welcomed over 600 people. A big thank you to the entire **Red'n White team** for the great set up.



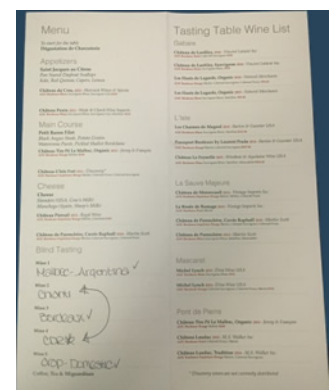
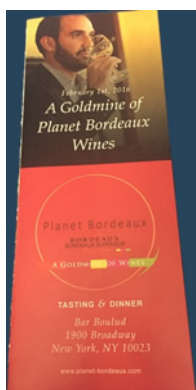
> USA

> NEW YORK

BAR BOULUD HOSTING A GOLDMINE OF PLANET BORDEAUX WINES

Les Charmes de Magnol Blanc and **B&G Passeport Bordeaux** by **Laurent Prada** were part of the wines on tasting in the wonderful ambiance of **Bar Boulud**. The tasting was followed by a dinner hosting journalists, suppliers, retail buyers and Planet Bordeaux representatives ensuring a lively and diverse exchange of ideas.

The original menu proposed 2 wines matching each course and the afterdinner party consisted of a blind tasting flight of 5 wines to illustrate the differences in flavor profile of various appellations. The event was a success and a wonderful networking opportunity on various levels.



LATEST NEWS:

B&G BORDEAUX by **LAURENT PRADA** has been selected by **Bar Boulud's Chef Sommelier Michael Madrigale** to participate in the **Press Program** directed by **Planet Bordeaux** in the **USA!**



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ASSEMBLAGE Newsletter

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New Times



> MIAMI

New York

La Nuit en Rosé Sunset Party at Mondrian South Beach

BY OSCOR MARTINEZ MONDAY, MARCH 7, 2016 AT 4:43 AM



BEGIN SLIDESHOW

New Times INSIDERS

La Nuit en Rosé returned to Miami for the second year to flood the city with an endless array of rosé wines. On Saturday, March 5, the event returned to Miami's beautiful weather with its Sunset Party at the Mondrian South Beach, which featured over 50 rosé wines and champagnes to



LA NUIT EN ROSE SUN SET PARTY

The famous **Rosé Lifestyle** event that started in New York in June 2014 is now also celebrated in **Miami and Los Angeles**. **Barton & Guestier Côtes de Provence Rosé and Rosé d'Anjou** are part of the stars of the celebration.

The Miami edition took place from March 4 to 6 at the very famous and modern hotel, the Mondrian South Beach. The event was covered by local and national media including Wine Enthusiast magazine and Miami New Times who chose Jose Cortes, B&G-Patriarche Sales Manager Florida to cover the event!

www.miaminewtimes.com/slideshow/la-nuit-en-rose-sunset-party-at-mondrian-south-beach-8301279/27

In Los Angeles La Nuit en Rosé will take place from May 13 to 15 in the Skybar at Mondrian.



> MIAMI

Barton & Guestier was the exclusive Wine sponsor during the **Miami International Film Festival** that took place from March 4 to 13. The festival's full schedule, included the presentation of 129 films from 40 countries, fabulous parties and some very special guests.

Countless actors, filmmakers, artists, industry leaders and party-goers complimented on the beautiful wine selection that included La Villa Barton Côtes de Provence Rosé.

B&G wines were present during parties, lunches and dinners, eg the HBO filmmaker lunch at Nautilus South Beach.





Barton & Guestier
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ASSEMBLAGE Newsletter

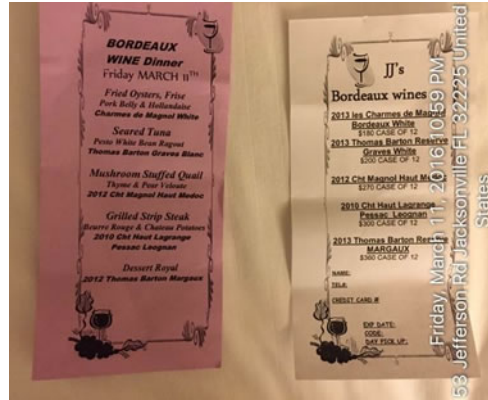
N°55 - MAY 2016

> JACKSONVILLE

A great food & wine pairing experience for the 60 fine-diners at JJ's restaurant in Jacksonville where B&G's Florence Hunckler commented the pairings with B&G wines: Fried Oysters with **Charmes de Magnol White**, Seared tuna with **Thomas Barton Graves White**, Mushroom stuffed quail with **Château Magnol** and much more.



Friday, March 11, 2016 9:18 PM
300-398 A1A N Ponte Vedra Beach FL 32082 United States



Friday, March 11, 2016 10:59 PM
58 Jefferson Rd Jacksonville FL 32225 United States

> VIETNAM

The French General Consulate in Ho Chi Minh City was the perfect place to host the "Goût de France" (Taste of France) dinner, a "French Cuisine" celebration that takes place in various locations worldwide (1500 dinners, 1000 menus, 1000 Chefs).

2-star Michelin Chef Thierry Drapeau prepared a magnifique 4-course menu and selected two B&G wines to accompany the delicious food: **B&G Vouvray Passeport** for the starter, a cream of red kuri squash, egg yolk confit and parmesan cheese emulsion, and **Thomas Barton Réserve Margaux** for the chocolate dessert.



The 150 people that attended the dinner included Mr. Claude Bartelone (Président of l'Assemblée Nationale Française) and other French political figures in Vietnam, including Mr. Emmanuel Ly-Batallan.

GALA DINNER
with Michelin Star Chef Thierry Drapeau

A special, exclusive, one-night only menu will be available for your invitation.

Champagne et canapés
Champagne and canapés

MENU

Crème de polisson, jaune d'œuf confit, émulsion de Parmesan
Cream of red kuri squash, egg yolk confit and Parmesan cheese emulsion
Barton & Guestier, Vouvray

Légumes et herbes de saison, ailignon rouge à la rose, fondue de tomates
Seasonal vegetables and herbs, red onion with rose water, tomato fondue
Villa Garet, Côtes de Provence

Viveau rouge et huîtres, bouillon dashi
Red snapper and oysters with dashi broth
Domaine Laroche, Chablis

Variation autour du chocolat
Variation around the chocolate
Thomas Barton Réserve, Margaux

Thierry Drapeau's love of food and cooking comes from Sunday market mornings with his father. Choosing only the best ingredients for simple, yet elegant and of-week diners is still, to this day, an element in Drapeau's masterpieces, which he charmingly showcases in his restaurant Légi de La Chaboletière in Vendée, France.

March 21st 2014 at 6:30 PM
Consulate General of France, 4 Le Duan, Dist 1, HCMC
VND 2,500,000 net/ per person for 4-course menu including wine pairing, welcome canapés and Champagne.
*Booking in advance is required. Please call (81) 3824 1553 or email robert.andrien@sofhotel.com for reservations.
**Card must be presented at the entrance of Consulate General of France.





Press review & Awards



> **B&G Réserve Chardonnay 2015**

GOLD MEDAL - MÉDAILLE D'OR
Berlin Wein Trophy 2016 - Germany

GOLD MEDAL - MÉDAILLE D'OR
Mundus Vini 2016 - Germany



> **B&G Réserve Merlot 2014**

SILVER MEDAL
Berlin Wein Trophy 2016 - Germany



> **Original Bio Sauvignon Blanc 2014**

SILVER MEDAL
Sakura Award 2016 - Japan



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

SILVER MEDAL
Vienna International Wine Challenge - Austria



> **Héritage Barton & Guestier - N°290**



91 Points / Gold Medal
Tastings.com - USA



> **B&G Réserve Rosé 2014**

SILVER MEDAL
Berlin Wein Trophy 2016 - Germany



> **B&G Réserve Cabernet Sauvignon 2014**

Top18 Varietals
Selection Magazine - Germany



> **B&G Passeport Bordeaux Rouge 2012**

SILVER MEDAL
Vienna International Wine Challenge - Austria





> B&G Domaine La Gardie Merlot 2013

Debeur - Guide gourmand des Québécois - February 2016:

"The French wine merchant company Barton & Guestier produces in the south of France, in Pays d'Oc in particular, sharing its know how and solid experience acquired in the Bordeaux region. We have tasted there a wine with black fruit aromas, blackberries, blackcurrant combined with cedar, delicate vanilla and green pepper notes. Complex, rich, fruity with a long aftertaste, this wine offers a good structure with present but velvety tannins and a long spicy finish. Perfect pairing with a nice piece of beef and mushrooms, roasted lamb or kidneys of beef. Excellent value" (Thierry Debeur)

"L'entreprise bordelaise Barton & Guestier produit dans cette région du sud de la France, en pays d'Oc plus précisément, faisant bénéficier cette appellation de leur savoir-faire girondin (région de Bordeaux). Nous avons goûté ici un vin aux parfums de fruit noir, de mûre sauvage et de cassis avec une note de cèdre, de vanille légère et de poivron vert. Capiteux, ample, long et fruité en bouche il possède des tanins fins et serrés avec une finale délicatement épicée. Le servir en carafe en même temps qu'une côte de bœuf aux côpes, un filet d'agneau rôti ou des rognons de bœuf aux champignons. Bon rapport qualité prix. (Thierry Debeur)"



> B&G Passeport Margaux 2012

GOLD MEDAL

Berlin Wein Trophy 2016 - Germany

SILVER MEDAL

Vienna International Wine Challenge - Austria



> B&G Passeport Sancerre 2014

91 POINTS - "Excellent, Highly Recommended"

Ultimate Wine Challenge 2015 - USA



> B&G Passeport Beaujolais 2013

BEST BUY

Wine Enthusiast Buying Guide



> B&G Passeport Vouvray 2014



BEST BUY

Wine Enthusiast Buying Guide

91 POINTS - "Excellent, Highly Recommended"

Ultimate Wine Challenge 2015 - USA

"Top 15 - Best White Wine under 12\$"

[View the list](#)



> B&G Passeport Pouilly Fuissé 2013

93 Points - "Excellent, Highly Recommended"

Ultimate Wine Challenge 2015 (USA)





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

92 Points - "Excellent, Highly Recommended"
Ultimate Wine Challenge 2015 (USA)



BEST BUY
Wine & Spirits magazine (USA) May 2015

Double Gold Medal
The Fifty Best (USA) May 2015
www.thefiftybest.com/wine/best_rose



> **La Villa Barton Côtes de Provence Rosé 2014**

93 Points - "Excellent, Highly Recommended"
Ultimate Wine Challenge 2015 (USA)



GOLD MEDAL
Gilbert & Gaillard Wine Guide 2015 (France)



SILVER MEDAL
Drinks International Retail Awards



> **Château Magnol 2013**

Selected in "6 Cabernet Sauvignons all worth trying"
Brandon Sun - Canada - February 26, 2016

GOLD MEDAL
Berlin Wein Trophy 2016 - Germany



> **Les Charmes de Magnol Médoc 2012**

Selected in GUIDE HACHETTE 2016 - France



> **Thomas Barton Réserve Sauternes 2013**

GOLD MEDAL
Berliner Wine Trophy 2016 - Germany



SILVER MEDAL
Mundus Vini 2016 - Germany

> **Thomas Barton Reserve Privée Médoc 2010**

**** Two Stars Selection**
Guide Hachette 2016 (France)



SILVER MEDAL
Vienna International Wine Challenge 2015 - Austria



Gold Medal
Berlin Wine Trophy 2016 - Germany





Good Practice

Château Magnol has taken on Hubert de Boüard -owner and winemaker of Château Angelus, Premier Grand Cru Classé in Saint-Emilion- as winemaking consultant from 2015 vintage on.

The size of the Château Magnol vineyards is now 31 hectares. The superb winegrowing terroir has sandy-gravel soil overlaying clay or a deep layer of gravel. Grape varieties consist of Cabernet Sauvignon (46%), Merlot (42%), and Cabernet Franc (12%) and the average age of the vines is 22 years. While continuing to maintain a style that has proved so successful, Château Magnol has called on the services of Hubert de Boüard since 2015 to benefit from an outside world renown and acclaimed expert view.



The 2015 harvest produced wonderful grapes. Everything possible was done to extract maximum fruit and aromas, and just the right amount of tannin. Winemaker **Laurent Prada**, Cellarmaster **Bernard Fulloy**, and **Hubert de Boüard** have worked together from the vineyards to the winemaking of the final blend for 2015 Magnol. This consists of: 51% Merlot, 39% Cabernet Sauvignon, and 10% Cabernet Franc. The wine will age for a total of 12 months in 350-litre barrels to impart the elegant influence of French oak.

In addition, Château Magnol **has been committed to sustainable development** for many years, explaining the estate's involvement in the pilot group for the **Environmental Management System for Bordeaux wine, which received ISO 14001 certification in 2013**. Respect for the environment is a priority at every stage, from the vine to the bottle. This commitment encompasses land stewardship, energy and water management, waste reduction, and a focus on health and safety.

2015 Château Magnol was also presented at the Primeur Tastings at Château Angelus from the 4th to the 7th of April 2016.

Food & Wine Pairing

Dutch Master Chef Bart van Berkel, Van der Valk hotel & restaurant chain and Barton & Guestier shared their passion for good food & wine with Babette, the winner of the national "Van der Valk verwent" competition launched in 2015.

End of February, Babette, accompanied by her family and friends, enjoyed an **unforgettable culinary weekend** organised in Van der Valk hotel and restaurant in Cuyk, where **Arda van der Valk**, sommelier of the chain, is in charge.



After the welcoming cocktail with **B&G Sparkling Chardonnay** and some famous Dutch "bitterballen", the guests were invited to a special **tasting of B&G Réserve varietales and Côtes de Provence Rosé** conducted by **B&G's Petra Frebault**.





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*Pictured from left to right:
Simon Visscher (LFE), Petra Frebault (B&G), Babette,
Master Chef Bart van Berkel, Arda van der Valk, André Koopman (LFE).*



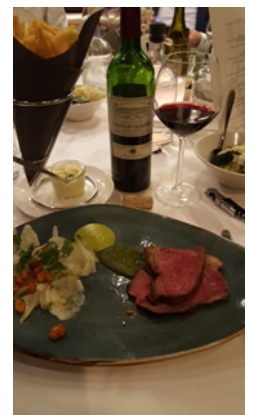
The tasting was followed by a visit to the kitchen with **Master Chef Bart van Berkel** who showed the ingredients of the gala dinner and gave some explanations about its preparation and also about the organisation in the kitchen.

While having aperitif, guests were invited to join the restaurant room with plancha corner where Chef Bart did some "live-cooking" with the help of Babette.

The 6-course dinner that followed featured Nicoise Salad with **B&G Sancerre**, Seafood with **Thomas Barton Graves Blanc**, Trufflerisotto with **B&G Pouilly Fuissé**, Duckbreast filet with **B&G Côtes du Rhône**, Picanha with **Château Magnol** and Grilled pineapple with **B&G Sauternes**.



Master Chef Barton van Berkel dedicated his latest cook book "Secrets of the Chef" to all the participants of the weekend. A unforgettable culinary experience for every one!





People

> CLAIRE BIGOT

BRAND AMBASSADOR & EXPORT MANAGER - CENTRAL AMERICA & CARIBBEAN



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

I already knew the brand Barton & Guestier when I started to work in the company, because I have previously worked for the stores Nicolas, also part of the Castel group, and I did sell

Château Magnol, Les Charmes de Magnol and Thomas Barton in the French market. But what I didn't know about the brand was all the history around it. It is very rich and brings so much character, compared to other brands in the market. I was very impressed the first time I came to Château Magnol!

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

In the markets I work with, I would say that B&G benefits from a good recognition of consumers. As the brand is present in these countries for quite a long time, a lot of customers know it and most importantly trust it as a good and qualitative brand.

Now with the modern image we are working on with the marketing team (packaging, promotional tools...) we are trying to make B&G a "trendy" brand to impact the new customers. The brand image of B&G is already strong but the people of the company put all their energy in it to spread it the most we can.

Where do you see the most possibilities of development?

I think the entire zone of Central America & Caribbean has a potential of development because the interest of people in wine just keeps growing. With Barton & Guestier we bring people a large range of quality wines and each consumer can find in our portfolio a product that would fit to his personal tastes and to his wallet. The packaging is nice, easy to understand and we have a wide offer. Most of all, the brand makes it easy to understand the complexity of French wine.

What has been your biggest satisfaction so far?

My biggest satisfaction with Barton & Guestier is being able to travel to visit the markets. I can meet the people working with the brand, learning through them to understand and know their markets better, working together on the possibilities we have with the brand. Also, I find it very nice going to meet the sales people to teach them what I know about wines, it is an experience of sharing things and I feel really grateful for this.

What is your best travel souvenir? And the worst?

All of my travels bring me their lot of emotions and I like to experience them, it is really rewarding. My best souvenir may be the way people welcome me every time, they are always willing to show me the best of their country and dedicate a lot of time sharing with me. My worst souvenir would be with the food. It is part of the experience trying national cooking. Sometimes you can eat delicious meals but I once find myself eating insects like crickets, or very spicy chilli pepper you just want to scream or run around until you find a refreshing pool to jump in! Cooking is full of surprises...

A favourite market?

I would say Mexico is my favourite market because I have started there with Barton & Guestier. Mexico is a country which is always in movement and as the wine consumption is growing I see there great possibilities of expansion. Also it's a culture and market I know very well so I am really attached to it.

What is your favourite B&G wine?

My favourite wine is Château Magnol because I like these kind of masculine wines, rich, complex and aromatic at the same time. But my "wine of the moment" would be the Côtes de Provence Villa Barton, a very refreshing and harmonious rosé wine with a very trendy bottle!

After obtaining a Master of International Business with a specialization on Latin America, Claire Bigot started working for Barton & Guestier as Brand Ambassador in Mexico. She is passionate about Latin America, and loves learning new languages, running, cooking and travelling to discover new cultures.



Agenda

> MEET B&G AT THE FOLLOWING EVENTS

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

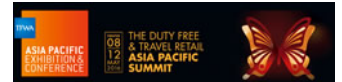
> May 8-12, 2016

TFWA

Singapore

Booth N° C-10

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



> May 24-26, 2016

Vinexpo Asia

Hong Kong

Booth N° 3-Q-82

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



> October 3-7, 2016

TFWA

Cannes - France

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



> March 19-21, 2017

PROWEIN

Düsseldorf - Germany

> March 26-29, 2017

IAADFS

Orlando - USA

> June 18-21, 2017

Vinexpo

Bordeaux - France



B&G History

Barton & Guestier wines and Thomas Jefferson will be featured in "A Taste of History" in the USA planned to be broadcasted on July 4th on TV channels PBS and RLTV for 65 million US-spectators.

Why did **Thomas Jefferson like B&G wines** so much?

What's more, why did he **fill his own cellars** with B&G wines, just **before establishing the Embargo Act?**

And of course, why do **B&G wines pair so well with nice food** and would **Thomas Jefferson enjoy it?**

That's what Chef Walter Staib came to discover at B&G's headquarters at Château Magnol!



An intensive week of filming took place:

Walter and his production crew consisting of Tom Daly, Russell Toub and Connor Lepre arrived on Monday Feb 29 and as the weather was beautiful, the shooting of the surrounding of the Château started immediately. Later in the evening, B&G's Laurent Prada, Philippe Marion, Solange Galan, Petra Frebault and Chef Frédéric Prouvoyeur set together to run over the schedule.

Tuesday March 1 was a big day for Laurent Prada, explaining about B&G winemaking, sustainability, and the French vineyards, and also for **Philippe Marion** talking about

Barton & Guestier's long history since 1725 and about B&G being the first French winebrand present on the US market. Thomas Jefferson liked the wines in France -and **Daniel Guestier who opened a trade office in Baltimore-** shipped them to the US! Philippe did the interview on top of the bunker that is hidden B&G's gardens, the first time ever he saw Château Magnol from this angle.



Wednesday was "Bordeaux" day!

In the morning **Solange accompanied Chef Walter Staib** to Bordeaux famous fresh market "**Les Capucins**"!

They did the shopping of fish, meat and fresh vegetables and fruit for Chef Frederic's gala dinners...

(Evil people say that it was the first time ever that Solange went shopping for fresh food).

In the afternoon we scheduled the private tour with **B&G famous Bordeaux guide: Bruno Beurrier.** Unfortunately due to the bad weather conditions we had to give up, as cameras and crew were almost blown off Bordeaux highest point: the Pey Berland tower.

In the evening **Chef Frederic Prouvoyeur** served a true gala dinner for selected guests! B&G's general manager Olivier Marc was surprised by a birthday cake at the end of the dinner. The dishes were excellent and showed very well!





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Thursday was a long "CHEFS day"!

Walter and Frederic got along very well to make some of France's most famous dishes, which Thomas Jefferson would certainly have liked also. Every vegetable and kitchen technics was the subject for a chat. Of course Frederic also suggested a B&G wine for every dish... Walter and Solange double-checked these suggestions on Friday. They had the heavy duty to taste each wine and dish, and make the pairing comments. In the afternoon Walter and his team also went back to Barton & Guestier, private cellars, hiding a total of 20.000 bottles.



On Saturday Walter and his crew went back to Bordeaux where the weather improved during the morning: beautiful blue skies with cumulus clouds provided a warm atmosphere in the **Chartron area where Thomas Barton settled 291 years earlier...**

Today Walter and his team are back in the US: Walter is back in his famous restaurant **The City Tavern in Philadelphia, established in 1773**, where Barton & Guestier wines are on the wine list and on special display!

The production team is making the best of all the rushed and images...

The B&G-Jefferson episode of the 7th season of "A Taste of History" (30 minutes) is planned to be broadcasted on July 4th on TV channels PBS and RLTV and 65 million spectators will discover the answer to the questions above...



A Taste of History won 6 Emmy awards! More news on: www.citytavern.com - www.staib.com - www.atasteofhistory.org



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