The Wines of the Côtes: Discovering the Undiscovered
Warm Up

What are the famous soils of Bordeaux?

Where are these famous soils?

What is the rest of Bordeaux sitting on?
Warm Up

Name 50 "famous Bordeaux chateaux"
Name 10 AOP's in Bordeaux and their "location"
Rate them on a scale of 1-10
How many came from the cotes de Bordeaux?
Are the cotes de Bordeaux your blind spot when it comes to Bordeaux.
Location Bordeaux
Key figures

- 13% of the total Bordeaux winegrowing area; 1,500 winegrowers.
- Appellations.
- 13,996 ha in 2013.
- 641,930 hectolitres = 85.5 million bottles in 2013.
AOC Côtes de Bordeaux

1 - Côtes de Bordeaux
2 - Blaye Côtes de Bordeaux
3 - Côtes de Bourg
4 - Francs Côtes de Bordeaux
5 - Castillon Côtes de Bordeaux
6 - Graves de Vayres
7 - Cadillac Côtes de Bordeaux
8 - Ste-Foy-Bordeaux
9 - Blaye
2012 Château Fage Rouge
Graves de Vayres

Price: $12.00

Cepage:
75% Merlot
25% Cabernet Sauvignon
Graves de Vayres

Left bank of the Dordogne river.

550 hectares – 31 winegrowers and 1 wine cooperative.

Soils are mostly gravelly or sandy-gravel.

Fruity and supple with delightful tannic structure.
The Background to the Cotes

The Connétablie de Guyenne
Historical overview

- Presence of vines in the area since ancient times.
- Winegrowing flourished in Middle Ages (English market).
- 1453 Battle of Castillon.
- Flourishes again in second half of 17th century (markets with British Colonies).
- Vines grow amongst fortresses, a citadel, manors, and chateaux.

The principal Bordeaux wine area was located in the country near the city, especially to the south in the gravelly part of the Entre-Deux-Mers and the banks of the Garonne and Dordogne rivers. Hugh Johnson
The Battle of Castillon 1453

Each summer, 450 actors & more than 50 horse riders take part in this awesome historical reconstruction commemorating the final battle of the 100 Years War. "The Battle of Castillon" has established itself as one of the top events in Aquitaine.
England

In the second half of the 17th century. The English favoured these wines for export to their colonies, because of their excellent ability to withstand transport and storage.
La Citadelle de Blaye

Built between 1686 and 1689, this ancient military building composed of 17 ha’s of barracks, shops, powder stores & housing for officers, is now classified as a Historical Monument. Since 2008, it has been on the UNESCO world heritage list.
Château de Cadillac

The Château dominates the river Garonne and the bastide town of Cadillac, the castle built in 1599 by the duke of Epernon is one of the first examples of French-style architecture and was transformed for 130 years into a prison for women.
2012 Château du Bousquet Bourg, Côtes de Bordeaux

Price: $16.00
Cepage: 66% Merlot, 30% Cabernet Sauvignon, 4% Malbec

In the 17th century this property was recognized as one of the first three cru vineyards of Bourges.

Purchased in 1960 by Castel family and renovated to its former glory.
Côtes de Bourg

15 communes located on hillsides overlooking the Dordogne and Gironde rivers.

Situated between Blaye & Fronsac

3 950 ha's of red grapes & 29ha’s of white

Sales: 1/3 sold in bulk, 1/3 bottled by the wine merchants, and 1/3 bottled at the estate

85% of production is sold in France (mostly to the on trade and supermarkets)

400 Producers
354 Independent winegrowers;
1/3 Coop Members
4 wine cooperatives.
Explanation of the Cotes de Bordeaux
A new AOC

Improving understanding of the product range

- The association Côtes de Bordeaux was founded in 1987.
- It became the Côtes de Bordeaux Union in 2007.
- The AOC Côtes de Bordeaux was officially formed on 31 October 2009
  - to pool promotional resources,
  - to segment supply and
  - create an export image that is easier to understand.

The Côtes de Bordeaux AOC can appear after the name of a commune to designate more premium products or specific terroirs:

- Premières Côtes de Blaye => Blaye Côtes de Bordeaux
- Côtes de Castillon => Castillon Côtes de Bordeaux
- Bordeaux Côtes de Francs => Francs Côtes de Bordeaux
- Premières Côtes de Bordeaux => Cadillac Côtes de Bordeaux
A simpler message since vintage 2009:

1 unified group called «Côtes de Bordeaux»
- Bordeaux = strong association with quality wine
- Côtes = similar geographical areas united
Côtes de Bordeaux, Blaye Côtes de Bordeaux, Côtes de Bourg, Francs Côtes de Bordeaux, Castillon Côtes de Bordeaux, Graves de Vayres, Cadillac Côtes de Bordeaux, Ste-Foy-Bordeaux & Blaye

4 member appellations
- Blaye Cotes de Bordeaux
- Cadillac Cotes de Bordeaux
- Castillon Cotes de Bordeaux
- Francs Cotes de Bordeaux

Simpler=
Easier consumer understanding.
Adoption made easier for all consumers especially those new to wine.
Where is it within the Bordeaux region?

4 sub regions
Blaye
Cadillac
Castillon
Francs

All Right
Bank of rivers
Garonne & Dordogne

970 winegrowers
A new AOC

New labels

A single appellation that enables the names of the communes to be retained
2010 Château Les Grands Maréchaux Blaye, Côtes de Bordeaux

Price: $22.00
Cepage: 84% Merlot, 9% Cabernet Franc, 7% Cabernet Sauvignon

Etienne Barre and Christophe Reboul-Salze bought this exceptional vineyard near the village of Gainiquet in 1997. The mature vines are planted in clay, limestone, and sandy soils. With the help of famed consultant Stephane Derenoncourt.
Blaye Côtes de Bordeaux

- **Right bank** of the Gironde estuary, 50km to the north of Bordeaux.
- **5 218 hectares** – 408 winegrowers and 5 wine cooperatives
- A particularly varied undulating terrain comprised of low-lying areas, **hillsides** and high plateaus.
- **Air circulates** almost permanently here thanks to proximity to the estuary.
The Figures of the Cotes
Economic aspects

- Bordeaux sweet whites: 8%
- Bordeaux dry whites: 3%
- Saint-Émilion, Pomerol, Fronsac: 11%
- Médoc and Graves: 47%
- Côtes de Bordeaux: 18%
- Bordeaux reds and rosés, Bordeaux Supérieurs: 13%

• 641 930 hl = 85.5 million bottles
• Sales turnover: €368 million in 2013
**Sales (2013)**

Volume 1000 HL

<table>
<thead>
<tr>
<th>Category</th>
<th>Volume</th>
<th>Change</th>
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<td>-1%</td>
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<td>Trade destocking</td>
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<td>Total</td>
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**Sales** 685

- **French market**: 82%
- **Export**: 18%

Sources: CIVB – Economics & Research department 2013
Economic aspects (2013)

Exports: a developing market

8 leading export destinations for Côtes de Bordeaux wines (%vol)

- Canada: 6%
- USA: 8%
- UK: 5%
- DK: 2%
- Belgium: 21%
- Switzerland: 2%
- Germany: 6%
- China: 20%
- Japan: 8%
- HK: 5%
- Ste Foy: 11%
- Graves de Vayres: 17%
- Cadillac: 83%
- Côtes de BX ss précision: 5%
- Castillon: 20%
- Blaye - CdBx: 33%

Relative importance of the AOC (% of vol.)
### Economic aspects (2012)

#### The Côtes group

<table>
<thead>
<tr>
<th>Relative importance of the AOC (% of vol.)</th>
<th>Blaye - CdBX</th>
<th>Castillon - CdBX</th>
<th>Cadillac - CdBX</th>
<th>Côtes de BX ss précision</th>
<th>Graves de Vayres</th>
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#### The leading destinations for the AOC Côtes de Bordeaux

<table>
<thead>
<tr>
<th>Destination</th>
<th>Blaye-CdBX 40.378 hl (+ 12%)</th>
<th>Castillon CdBX 24.107 hl (- 1%)</th>
<th>Côtes de Bourg 20.193 hl (+26%)</th>
<th>Cadillac-CdBX 9.824 hl (-33%)</th>
<th>Côtes de Bordeaux 17.623 hl (+ 18%)</th>
<th>Francs-CdBX 6.488 hl (+ 29%)</th>
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<tr>
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<td>Bel. 31% Chi. 18% Jap. 8% Can. 7%</td>
<td>Ch. 12% UKB 11% Bel. 1% Jap. 8%</td>
<td>Ch. 20% Bel. 20% USA 13% Jap. 10%</td>
<td>Ch. DK 27% Bel. 16% Chi. 14% USA 16% Jap. 12%</td>
<td>Ch. 22% Bel. 16% Chi. 14% USA 12%</td>
<td>Ch. Can 42% Bel. 24%</td>
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Economic Aspects

Take Away Points:
France is the dominant market.
USA barely registers as a market.
Belgium & China are the big winners.
Oz Clarke on the Cotes "affordable, exciting discoveries in Bordeaux? It looks like it. And not a moment too soon..."
Sept 2012 decanter.
Why are we not promoting this region?
2012 La Cuvée Bistrot de Puy Arnaud Côtes de Bordeaux

Price: $25.00
Cepage: 70% Merlot, 30% Cabernet Franc
Extensive knowledge about the winegrowing area
Production conditions

- Undulating terrain with hills facing south or south-west.
- Lots of sunshine, air circulates well.
- Good drainage on the slopes.
- Mainly clay-limestone and some gravelly soils
  (Graves de Vayres, hilltops in the other appellation area).
From vines...

- Production: 97% in red and 3% in white
- Red grape varieties:
  Merlot (70%) / Cabernet Sauvignon / Cabernet Franc / Malbec
- White grape varieties:
  Mainly Sauvignon Blanc / Sémillon
... to wines

• Family estates of about 10 hectares (25 acres).

• Traditional winemaking techniques:
  De-stemming, crushing
  Alcoholic and malo-lactic fermentations
  Maturation in vats or in barrels
  Blending
  Creating cuvées

• A skilled craft combining tradition with modern techniques.
2010 Château Puygueraud Francs, Côtes de Bordeaux

Price: $20

Cepage: 55% Merlot, 25% Cabernet Franc, 15% Cabernet Sauvignon, 5%

Owned by Nicolas Thienpont, say no more:
Château Pavie Macquin
Château Larcis Ducasse
Château Les Charmes Godard
Château La Prade
A small appellation, 15 miles East of St Emilion on the **Right bank** of the Dordogne river, just above Castillon

**525 hectares** – 50 winegrowers & 2 coops.

The most *continental* zone of the Gironde department. Spared the hail and rain following the valleys of the Isle and Dordogne rivers.
2011 Château Robin
Castillon, Côtes de Bordeaux
Price: $22
Cepage: 60% Merlot, 30% Cabernet Franc 10% Cabernet Sauvignon
• Right bank of the Dordogne river.
• 1 850 hectares – 193 winegrowers and 2 wine cooperatives.
• Diverse terrain of dales and hillsides.
• Sandy-gravelly soils at the foot of hillsides, clayey-silt at the bottom of slopes and clay-limestone on hillsides and plateaus.
• Generous, concentrated wines, possessing tremendous delicacy.
A journey across the appellations
Relative size of the appellations (2013)

- Blaye Côtes de Bordeaux: 36%
- Côtes de Bourg: 26%
- Castillon Côtes de Bordeaux: 13%
- Francs Côtes de Bordeaux: 3%
- Sainte-Foy-Bordeaux: 1%
- Graves de Vayres: 7%
- Cadillac Côtes de Bordeaux: 12%

Blaye, Bourg and Castillon = 75%
Blaye Côtes de Bordeaux

- **Right bank** of the Gironde estuary, 50km to the north of Bordeaux.

- **5 218 hectares** – 408 winegrowers and 5 wine cooperatives

- A particularly varied undulating terrain comprised of low-lying areas, *hillsides* and high plateaus.

- **Air circulates** almost permanently here thanks to proximity to the estuary.
Soils: clay-limestone / gravel / silicious and clay. Basement is composed of "d'alios ferrugineux".

Grapes: Red (95% of production): 70% merlot, 10% malbec, 20% cabernet-sauvignon.

Powerful, fruity wines, supple on the palate, presenting delicate tannic structure.
Côtes de Bourg

15 communes located on hillsides overlooking the Dordogne and Gironde rivers.

Situated between Blaye & Fronsac

3,950 ha’s of red grapes & 29 ha’s of white

Sales: 1/3 sold in bulk, 1/3 bottled by the wine merchants, and 1/3 bottled at the estate

85% of production is sold in France (mostly to the on trade and supermarkets)

400 Producers
354 Independent winegrowers;
1/3 Coop Members
4 wine cooperatives.
Côtes de Bourg

A **mild** climate, considerably influenced by the Atlantic ocean and temperatures regulated by the estuary’s mass of water.

“Bordeaux’s little Switzerland”

This name reflects the appellation’s hilly topography, since the French word côtes means “slopes”.

Well-balanced, **elegant** wines possessing delicate tannic structure. Less powerful and tannic than Blaye.
There are 3 major soil types:

SOIL ON QUATERNARY SIL

• Very specific to the Côtes de Bourg, this soil type is found on rises due to its origin: hydro-eolian silt from the Würm glaciation. It is easily recognisable thank to its sienna-red colour.

SOIL ON SAND AND CLAY

• This is the predominant soil in the Côtes de Bourg.

CLAY-LIMESTONE SOIL

• This type of soil is fairly widespread due to the parent rock called Molasse du Fronsadais, recognisable thanks to asteriated limestone from the Stampian Age. Found in Pomerol & St Emilion.
• Right bank of the Dordogne river.
• 1 850 hectares – 193 winegrowers and 2 wine cooperatives.
• Diverse terrain of dales and hillsides.
• Sandy-gravelly soils at the foot of hillsides, clayey-silt at the bottom of slopes and clay-limestone on hillsides and plateaus.
• Generous, concentrated wines, possessing tremendous delicacy.
2010 Château Cap De Faugères  Castillon, Côtes de Bordeaux

Price: $28.00
Cepage: 85% Merlot, 10% Cabernet Franc, 5% Cabernet Sauvignon

Also owned by Silvio Denz:
Château Lafaurie-Peyraguey
Château Péby Faugères
Château Faugères, Château Rocheyron
Clos d'Agon, Montepeloso
Cadillac Côtes de Bordeaux

- A narrow strip of land 60km long and 5km wide, located to the south of Bordeaux on the Right bank of the Garonne river.
- 963 hectares – 300 winegrowers and 2 wine cooperatives.
- A diverse terrain of hills interspersed by dales.
- Very good exposure to the sun.
- Soils comprised of pebbly gravel, clay-limestone or gravelly clay.
- These wines possess delicious aromas of red fruit and spices, with suppleness and roundness on the palate.
2010 "B" de Biac Cadillac, Côtes de Bordeaux

Price: $46
Cepage: 66% Merlot, 19% Cabernet Franc, 15% Cabernet Sauvignon

All the instruments (plots) of our vineyard are of equal quality, the wine which makes up the B de Biac blend stems from the same plots as for Château Biac, it is only a different music to be listened to (consumed) on a different occasion.
A small appellation, 15 miles East of St Emilion on the Right bank of the Dordogne river, just above Castillon

**525 hectares** – 50 winegrowers & 2 coops.

The most continental zone of the Gironde department. Spared the hail and rain following the valleys of the Isle and Dordogne rivers.
Soils: Limestone molasses called "agenais" and the rest of the appellation of limestone molasses called "the fronsadais". These contain “"crasses de fer" (iron rich sandstone), which are famous in Pomerol!!

These are wines that possess powerful aromas of red fruits and spices. They are full-bodied and generous on the palate with delicate tannin.
Graves de Vayres

Left bank of the Dordogne river.

550 hectares – 31 winegrowers and 1 wine cooperative.

Soils are mostly gravelly or sandy-gravel.

Fruity and supple with delightful tannic structure.

Grape Varieties planted:
- Cabernet Sauvignon: 70%
- Merlot: 20%
- Cabernet Franc: 10%
A little-known appellation, situated along the edge of the Left bank of the Dordogne river.

183 hectares – 22 winegrowers and 2 wine cooperatives.

Soils are mostly clay-limestone here and there are also sandy, gravelly soils.

Powerful, fleshy wines possessing good tannic structure.
Take Away

Great Quality
Great Taste
Affordable Bordeaux
Can Compete with other Regions in the USA Market Head to Head on Price
Take Another Look at Bordeaux outside of Medoc and St Emilion
The Union has less members than the AOP Cotes.
The Côtes wines on show
• Excellent value for money. Châteaux wines retail at prices between 5€ and 10€ including VAT, in France.

• Young winegrowers with renewed energy are coming onto the scene as new players – investors, new generations, etc.

• Red wines are fruity, round and tasty with blackcurrant and blackberry aromas.

• Elegant, delicate body makes them delicious young, but they also have good ageing potential.

• Laying down:
  - 3 to 7 years when the wine has been matured in vats
  - 5 to 10 years when the wine has been matured in barrels
Two main types of pairing:

• Fresh, fruity wines that have been matured in wood: *Roast or casserole white meats...*

• More tannic, vivid-coloured wines that have been matured in wood:
  *Red meats, stews, coq au vin, game, cheese...*
Key words

- Right banks of the Garonne, Dordogne and Gironde rivers.
- Sunny, well-drained hills.
- Mainly clay-limestone soils.
- Merlot is the dominant variety
- Family estates.
- Terroir wines.
- The Côtes de Bordeaux is an AOC.
- Excellent value for money!