Next Generation of Bordeaux
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BORDEAUX AT A GLANCE

Largest AOC vineyard region in France (area under vine)
65 appellations

275,000 acres of vines

26% of total surface area of French AOC vineyards

5.3 million hectoliters (707 million bottles) of Bordeaux wine produced annually on a 10 year average

225,000 acres of vines

6,460 winegrowers

84 wine brokers

300 négociants (who sell 70% of Bordeaux’s production)

34 cooperative cellars and 4 unions (1/4 of Bordeaux production)

Bordeaux is exported to over 170 countries

WINES

RED & ROSE
54% - Bordeaux & Bordeaux Supérieur
14% - Côtes
20% - Médoc + Graves
12% - St. Emilion/ Pomerol/ Fronsac

86% of Bordeaux’s wines are red
9% are dry whites & Crémant de Bordeaux
4% are rosé
1% are sweet whites

INCREASINGLY DIVERSE

WHITE
71% - Bordeaux Blanc
16.3% - Entre-Deux-Mers
6.5% - Graves
4.2% - Côtes
2% - Pessac-Léognan
**US Sales**

- US is the 5th largest export market by volume, 4th by value
- In 2015, 4.7 million gallons of Bordeaux wine were exported to the US
- Shipments of Bordeaux to the US remain at one of the highest levels since the early 2000’s
NEXT GENERATION OF BORDEAUX IS...

- Emerging generation of 30-40 something, passionate young winegrowers
- Curious and forward thinking, using latest technology and innovation while still respecting the tradition and heritage of Bordeaux
- More International - traveled widely, embracing new techniques and know-how from other wine regions
- Expanding usability - producing reasonably priced wines that are suitable for casual, everyday consumption as well as special occasions
- Environmentally conscious – exploring, experimenting and implementing more sustainable practices
- Collaborative: United to help each other and exchange news and ideas through youth associations like Bordeaux Oxygène and Arômes de Jeunesse

NEXT GENERATION’S INNOVATIONS

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<th>TASTE IN THE GLASS:</th>
<th>More purity, precision and sense of place - a return to elegance, with more ready-to-drink wines</th>
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<td>DIFFERENT APPROACH:</td>
<td>wines made for earlier and more casual consumption, expanded pairings with a broad range of cuisines</td>
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<td>TRAVELING GLOBALLY:</td>
<td>bringing back their experiences and techniques from working in other wine regions</td>
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<td>ADAPTING GRAPE VARIETIES &amp; COLORS:</td>
<td>expanding grape varieties and color choices - dry whites, rosés, sparkling and the rebirth of Petit Verdot and Malbec</td>
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NEXT GENERATION’S INNOVATIONS

STRONGER VINEYARD FOCUS:
Plot-by-plot viticulture, better matching of rootstock, varieties to soils, more preventative approach to disease management. More confidence in letting their terroir speak more clearly through the wines.

EXPERIMENTATION - DISEASE RESISTANT GRAPE VARIETIES:
Non-Vinifera – with natural resistance to key diseases (mildew, black rot) but faithful to Bordeaux profile, Objective: huge reduction in sprayed chemicals.

ENVIRONMENT:
Very strong movement towards sustainability, organic and biodynamic farming, polyculture and bio-diversity in the vineyards.

OPEN COMMUNICATION:
More connected - using social media to better connect with their customers and consumers.

GROUP SPIRIT:
exchanging news, ideas and techniques with each other freely and in organized youth groups.

1: LE ROSÉ DE FLORIDENE, 2014, BORDEAUX ROSÉ

VARIETIES: 92% Merlot, 7% Cabernet Sauvignon, 1% Malbec

PROPERTY: Organically farmed estate owned by the late Prof. Denis Dubourdieu and his wine Florence. Created from scratch in 1982, Graves region - clayey sands over limestone soils.

DIFFERENT APPROACH: Organic vineyards, pale direct press rosé, hand harvested, wines made for more casual consumption, pairing with a broad range of cuisines.
2. LA CUVÉE BISTROT DE PUY ARNAUD, 2013, BORDEAUX ROUGE

VARIETIES: 70% Merlot, 30% Cabernet Franc

PROPERTY: Biodynamic estate located in Castillon, owned by Thierry Valette. Soils sandy clay & loam over limestone

DIFFERENT APPROACH: Biodynamic since 2004, and certified by Biodyvin. Vineyards abundant with biodiversity. La Cuvée Bistrot – innovative wine, made in a ‘young, fresh, fruity style - cement vats, no oak, bottled after 3 months.

3. CHÂTEAU JEAN FAUX, 2011, BORDEAUX SUPÉRIEUR

VARIETIES: 80% Merlot, 20% Cabernet Franc

PROPERTY: Biodynamic estate located in Entre-Deux-Mers in Sainte Radogonde near St. Emilion & Castillon, owned by Pascal Colette. Only 11.5 ha planted out of 45 ha estate. Soils over limestone with a South/Southwest orientation

DIFFERENT APPROACH: Biodynamic viticulture (certified organic), bio-diveristy high density planting (7400 vines / ha. Gentle extraction (mix cement and INOX)
4. L’ATYPIC DE PEYBONHOMME, 2010, VIN DE FRANCE

**VARIETIES:** 50% Malbec, 50% Cabernet Franc

**PROPERTY:** Largest biodynamic estate in Bordeaux = 65 hectares. Certified BD in 2000. Located in Bourg (village of Cars) owned by Hubert family. Brother and sister duo Rachel & Guillaume. Clay-limestone soils

**DIFFERENT APPROACH:** Atypical blend, Biodynamic viticulture, bio-diversity, very low yields (30hl/ha), natural fermentation, low sulfur, since 2014 only use amphorae and no oak for aging. Experimenting with different varieties to combat ‘climate change’ – e.g. Touriga Nacional

5. CHÂTEAU LE PUY, FRANCS, 2011, CÔTES DE BORDEAUX

**VARIETIES:** 85% Merlot, 7% Cabernet Sauvignon, 6% Cabernet Franc, 1% Malbec, 1% Carménère

**PROPERTY:** Biodynamic estate (Ecocert/Demeter). Family owned – same family since 1610. Situated on same geological plateau as Saint-Emilion and Pommerol. Brothers Jean-Pierre, Françoise and Pascal Amoreau are the 15th generation. 35 ha on three plots. Soils clay, limestone and silica

**DIFFERENT APPROACH:** Biodynamic viticulture, bio-diversity, very low yields, natural fermentation, very short maceration, low sulfur, older/large oak casks for aging on lees (24 months). No sulfur added during aging.
6. CHÂTEAU LA GRAVE, PAUL BARRE, 2011 FRONSAC

VARIETIES: 66% Merlot, 26% Cabernet Franc, 8% Malbec,


DIFFERENT APPROACH: Biodynamic viticulture, bio-diversity, use horses rather than tractors since 2013, low yields, natural fermentation, gentle extraction, low sulfur, older/large oak casks for aging on lees (24 months). Minimal sulfur added during aging.

Certifié par le Vigneron

CHÂTEAU AUNEY L’HERMITAGE “CUVÉE CANA” ROUGE, 2011, GRAVES

VARIETIES: 60% Cabernet Sauvignon, 40% Merlot,

PROPERTY: Known as Chateau Le Chec until 2012, when long-time owners, Sylvie and Christien Auney changed the name to Auney l’Hermitage. Small 8.5ha property in La Brède (Graves)

DIFFERENT APPROACH: “Old Fashioned Farmer” – Small scale farmer, vineyard parcels situated in small clearings in the woods, organic viticulture (pending certification), bio-diversity, low yields, plot-by-plot viti, manual harvest over several ‘tries’, gentle extraction, mix of old and new oak for maturation (15 months). Ages on lees to reduce need for sulfur.

4500 bottles produced/year
CLOS DU JAUGUEYRON, 2012, HAUT MEDOC

VARIETIES: 66% Merlot, 26% Cabernet Franc, 8% Malbec,

PROPERTY: Biodynamic (not yet certified) estate with vineyards (4 ha in 16 parcels) in Margaux and Haut Medoc. Owned and cultivated by Michel Theron (from Languedoc) and Stéphanie Destruhaut. Soils of fine / small gravels


THANK YOU!

Questions

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