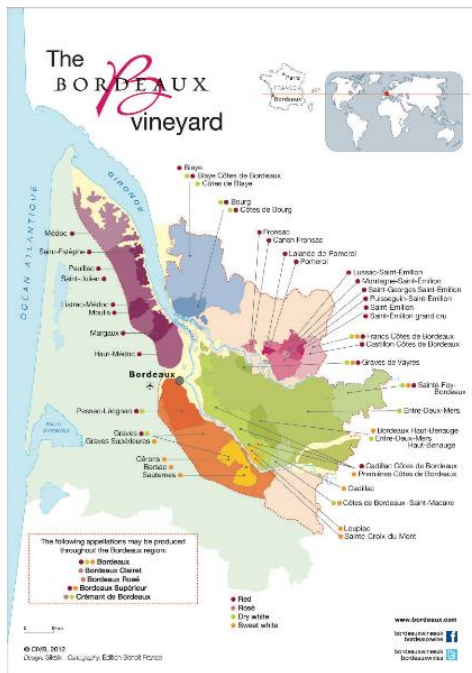


Next Generation of Bordeaux

Society of Wine Educators Annual Conference, 2016

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BORDEAUX AT A GLANCE

Largest
AOC vineyard region in France
(area under vine)

Bordeaux is exported
to over **170** countries

65
appellations

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

275,000
acres of vines

6,460
winegrowers

84
wine brokers

26%
of total surface area of
French AOC vineyards

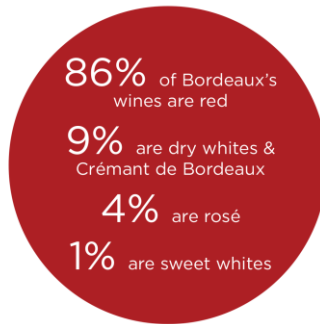
300
négociants (who sell 70%
of Bordeaux's production)

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

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WINES

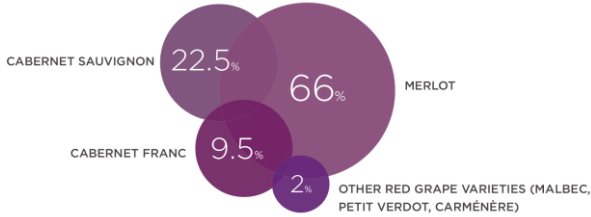


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VARIETIES

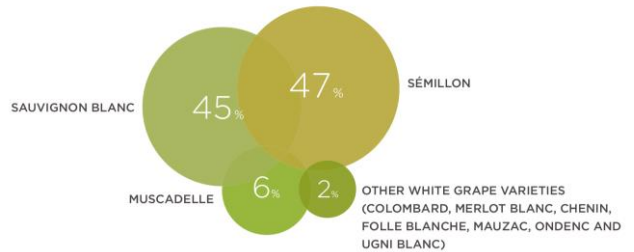
Bordeaux is the leading producer of Merlot worldwide.

SURFACE AREA BY RED GRAPE VARIETY:



Diversity & Changes in the Vineyard

SURFACE AREA BY WHITE GRAPE VARIETY:



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BORDEAUX IN THE US

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

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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*

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NEXT GENERATION'S INNOVATIONS

TASTE IN THE GLASS:

More purity, precision and sense of place - a return to elegance,
with more ready-to-drink wines

DIFFERENT APPROACH:

wines made for earlier and more casual consumption, expanded pairings with a broad range of cuisines

TRAVELING GLOBALLY:

bringing back their experiences and techniques from working in other wine regions

ADAPTING GRAPE VARIETIES & COLORS:

expanding grape varieties and color choices - dry whites, rosés, sparkling
and the rebirth of Petit Verdot and Malbec

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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

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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 wife 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

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VINS DE
BORDEAUX

B

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.

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VINS DE
BORDEAUX

B

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)

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VINS DE
BORDEAUX

B

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

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VINS DE
BORDEAUX

B

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.

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6. CHÂTEAU LA GRAVE, PAUL BARRE, 2011 FRONSAC

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

PROPERTY: Biodynamic estate (Ecocert/Demeter) since 1990. Family owned – Paul Barre. Situated on clay/limestone soils. Owned and run by Paul, his wife Pascale, son Gabriel and daughter-in-law Edith

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

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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 Aunev changed the name to Aunev 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

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