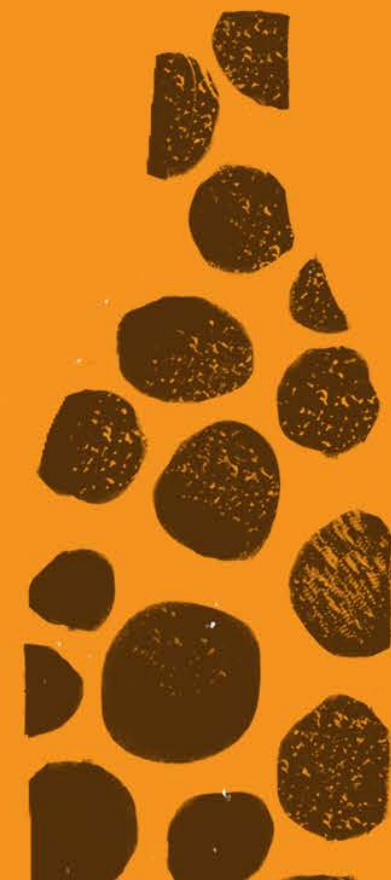
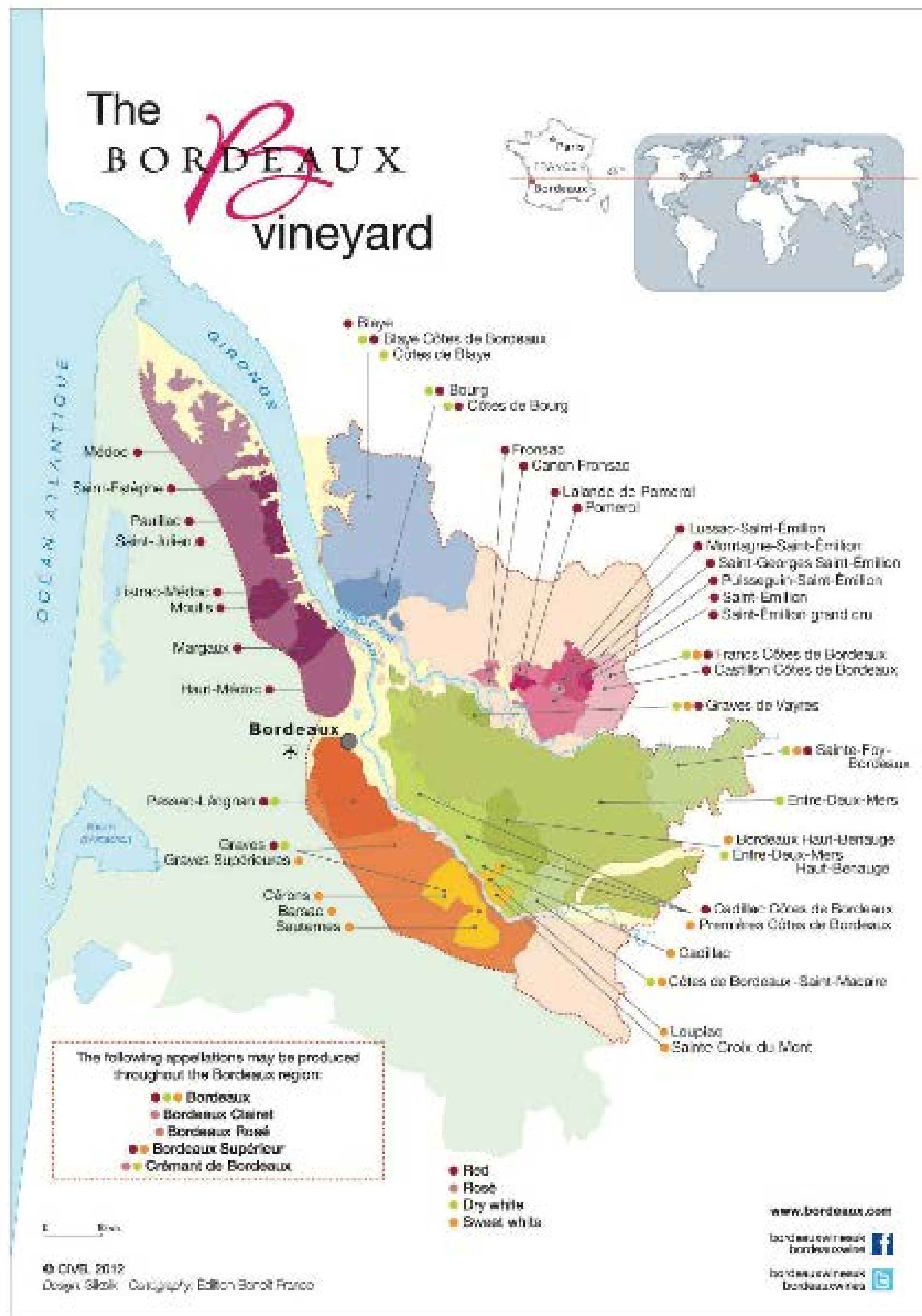


Bordeaux Classifications

“Navigating and Understanding the Movable ones”

Mary Gorman-McAdams, MW
Linda Lawry, CWE, DWS





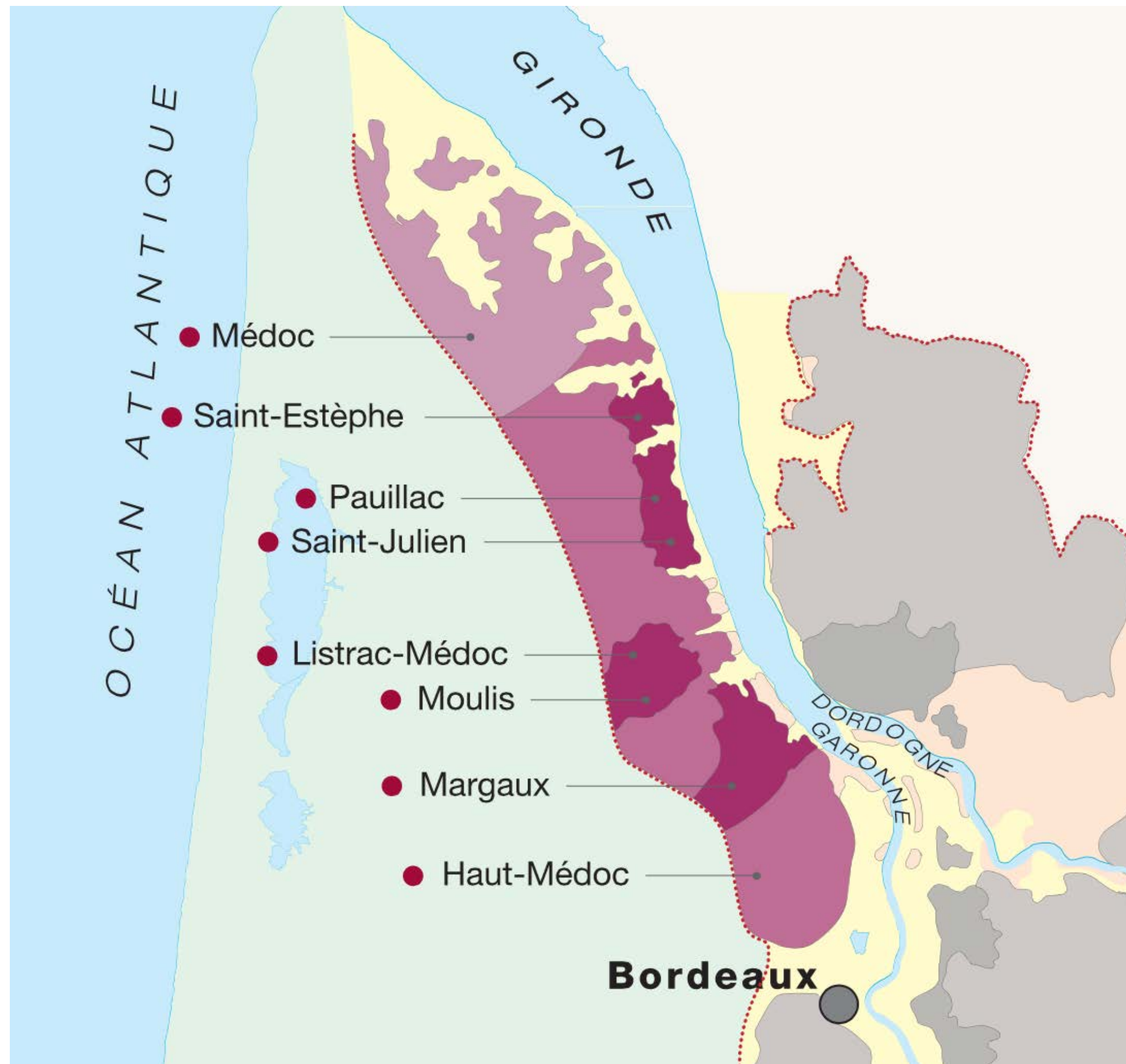
- **65 Appellations**
- **277,000 acres**
- **6300 Winegrowers**
- **300 Négociants**
- **34 Co-operatives**
- **5.3 million hl (707 million bottles) / yr (10 yr avg)**

BORDEAUX – FIVE MAIN CLASSIFICATIONS

- 1855 Classification – Médoc & Sauternes
- Graves Classification (1953 – updated 1955)
- **Saint Emilion Classification (1955)**
- **Crus Bourgeois de Médoc**
- Crus Artisans du Médoc

No classification in Pomerol

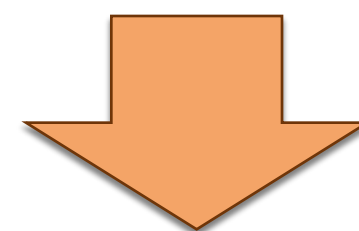
Crus Bourgeois du Médoc



- North of the city of Bordeaux
- Triangular peninsula stretching along the Gironde Estuary.
- Cover some 37,000 acres
- Stretches south to north over about 50 miles
- 8 Communes

CRU BOURGEOIS

- **Quality Classification** term for a group of red wines produced in the Médoc
- 'Bourgeoisie' concept dates back to the Middle Ages - when Bordeaux was under English rule
- 'Bourgeoisie' = a sort of merchant class who were granted certain tax exemptions on wine sales in France and for export - afforded them opportunities to buy chateaux & vineyards
- Cru Bourgeois list (of sorts) existed way back around the time of the Medoc Classification - 248 specific wines were listed in 1858 in a book published by Mr. d'Armailhac
- Wines played an important role in the development of the Medoc's export market



- Hard times - End of 19th and early 20th Century until WW1 and The Great Depression

CRU BOURGEOIS- NEXT PHASE

- **1932** – First ‘official’ Crus Bourgeois classification by the Bordeaux brokers
 - Brokers developed a list of 444 properties with the designation Cru Bourgeois – list was registered but *never ratified / submitted for Ministerial approval*
- **1962** – A Union of Cru Bourgeois members/properties was created
 - Managed by a 4 member board of directors - Jean Nony, Jean Mialhe, Philippe Gasqueton and Max Cuvelier.
 - Purpose = to defend the interests of the owners
- **1966** and **1978** - original 1932 classification were revised – but you had to be a member of the ‘club’ to be considered
- **1979** – the *European Community Labelling Regulations* approved term "Cru Bourgeois" provided that the conditions for its use were specified by French law.

CRU BOURGEOIS- NEXT PHASE

Things moved slowly !

- **2000** – EU insists they need to ‘tidy up their act’ AND that
 - The classification be *open to any AOC wine from any of the 8 Medoc communes*
 - It be distinguished by three levels
 - *Les Crus Bourgeois Exceptionnels, Les Crus Bourgeois Supérieurs et les Crus Bourgeois.*
 - Classification was carried out by a jury of 18 wine professionals –
 - *“reconnus sur la Place de Bordeaux” !*
 - Classification based on evaluation of 7 criteria (terroir, grape varieties, viti,-vini, quality consistency, reputation of the property, tasting the wine)
- **2003** - This ‘new’ classification was announced

CRU BOURGEOIS- NEXT PHASES

HOWEVER

- **2003** Classification – 490 châteaux applied for Cru Bourgeois status BUT the Alliance accepted only 247 = **UPROAR**
- 9 Crus Bourgeois Exceptionnels, 87 Crus Bourgeois Supérieurs and 151 Crus Bourgeois.
- **2007** - **the 2003 classification was annulled** by French court and the French Fraud Office banned the use of the term ‘Cru Bourgeois’
- Alliance responded - saying Cru Bourgeois = symbol of wine quality and NOT a classification
- **2008 - 2009** : Agreement to develop a new ‘fair’ system - **La Sélection Officielle de ces Crus Bourgeois**

CRU BOURGEOIS – 2010 TO 2015

- **2010** – Cru Bourgeois re-introduced as the **La Sélection Officielle de ces Crus Bourgeois** (announcing the 2008 selection) – only one level of classification – Reconnaissance Cru Bourgeois.
- Under the new system – many changes
 - It is the wine of a specific vintage that is ‘certified’ not ‘classified’ - only the Grand Vin
 - Finished wines assessed on a yearly basis (2 two years after the harvest) and assessed by an external independent body VERITAS
 - Strict production rules – including min aging 18 months
 - Having the ‘reconnaissance one year is non guarantee for the next’
 - Official sticker on each bottle

THE FUTURE

- **2015** – Members of the **Alliance des Cru Bourgeois** voted to create a two-tier system that will see its members' wines split into Cru Bourgeois and Cru Bourgeois Supérieur
- Back to a more 'real' classification system
- New system will be introduced in 2020 with the 2018 vintage

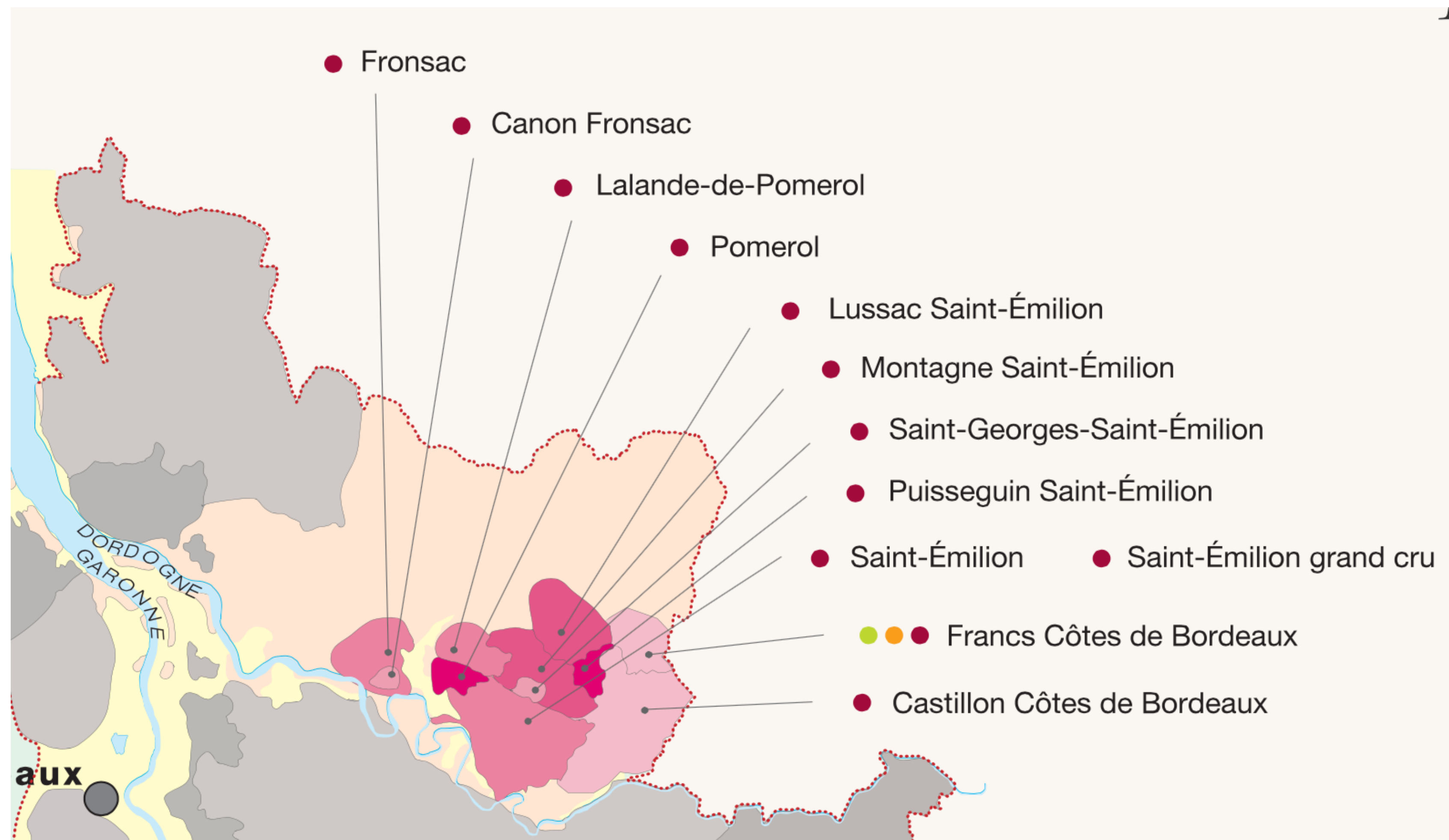
CRU BOURGEOIS – NUMBER OF WINES

- 2014 – includes 278 wines
- 2013 – includes 251 wins
- 2012 - includes 267 wines
- 2011 - includes 253 wines
- 2010 - includes 260 wines
- 2009 - includes 246 wines
- 2008 - includes 243 wines

TASTING – PART A

- Château Greysac, 2012, Cru Bourgeois Médoc
- Château du Moulin Rouge, 2012, Cru Bourgeois Haut- Médoc
- Château La Tour de Mons, 2012, Cru Bourgeois Margaux
- Château Tour de Pez, 2012, Cru Bourgeois Saint-Estèphe

Saint Emilion Classification



SAINT EMILION - WHAT IS AND WHAT IS NOT A CLASSIFICATION

- Saint Emilion Grand Cru is **NOT** a classification – it is an AOC/AOP appellation
- Saint Emilion Grand *Crus Classé* and Premier *Grands Crus Classé* are classifications within the Saint Emilion Grand Cru Appellation
- So to be eligible for classification, vineyards must adhere to and be within this higher appellation.

SAINT EMILION CLASSIFICATION

- Saint Emilion – compared to the Medoc tardy in instigating a classification (lack of sufficient support back in 1855)
- Syndicat viticole started planning for one back in 1930)
- Principles for the classification established in 1954 -INAO taking responsibility for the classification
- **1955** - First attempt published on June 16th, 1955
- Original list contained 12 *Premier grands crus classés* and 63 *Grands crus classés* and unlike the 1855 Classifications is renewable ever ten years (or so)
- **1958** - 1955 Classification amended Creating and A and B ranking - upgrading châteaux Ausone and Cheval Blanc to premiers grands crus classes (A)

SAINT EMILION CLASSIFICATION - TIMELINE

- **1969** – Full revision of the classification – Premiers Grands Crus Classés stayed intact but number of Grands Crus Classés upped to 72.
- No new classification in 1979
- **1986** – New revision - one demotion from PGCC (Chateau Beau-Séjour Bécot) and GCC reduced back to 63
- **1996** – Beau-Séjour Bécot reinstated as a PGCC and Angéhus promoted to Premier Grands Crus Classé, making the PGCC 13. Also the # of GCCs reduced to 55.
- **2006** – Pavie Macquin and Troplong Mondot promoted to PGCC. Now we have 15. Plus there were 11 demotions at GCC level reducing the number to 44.



UPROAR ENSUED !!!

SAINT EMILION CLASSIFICATION – TIMELINE (2006 TO 2011)

- String of litigations & court rulings = **2006 Classification annulled.**
- 2009 – new ruling – interim compromise
 - 1996 classification to be reinstated BUT keeping the 2006 promotions
 - So **15 PGCC** and **57 GCC** (55 from 1996 and 2 that were promoted in 2006)
 - Compromise classification –binding up to 2011 vintage

SAINT EMILION CLASSIFICATION – TIMELINE 2012

- **2012** – New system (thoroughly revised in 2011) - that included
 - Ministry of Agriculture and INAO now oversee the Classification
 - Commission of non-Bordeaux wine professionals* to taste the wines**
 - Independent testing bodies - VERITAS and Qualisud
- 96 candidates, and 82 were accepted
 - 18 as premiers grands crus classés and 64 as grands crus classés, the latter including 16 newly promoted estates
 - Châteaux Angélu and Château Pavie elevated to PGCC A,
 - Elevations to PGCC B
 - Chateau Valandraud
 - Château Canon-la-Gaffelière
 - Château Larcis Ducasse and
 - La Mondotte

SCORING – RANKING SYSTEM – SAINT EMILION GRAND CRU CLASSE

- Ten vintages tasted
- 50% for wine tasting notes
- 20% for Estate's Reputation
- 20% for vineyards & terroir
- 10% for how the vineyard is managed
- Must score 14/20 to receive classification

SCORING – RANKING SYSTEM – SAINT EMILION PREMIER GRAND CRU CLASSE

- 15 vintages tasted
- 35% for wine tasting notes
- 35% for Estate's Reputation
- 20% for vineyards & terroir
- 5% for how the vineyard is managed
- Must score 16 / 20 to receive classification

SAINT EMILION CLASSIFICATION – WHAT MAKES IT DIFFERENT

- Unlike the 1855 Classification it has an official mechanism / a process for qualification and a set of criteria by which the wine and property is independently judged.
- The initiative must come from the Chateau/winegrower (and not the broker)
- Once classified Chateaux cannot augment size of holding for 10 years (or duration of classification)



SAINT EMILION – PREMIERS GRANDS CRUS CLASSEES

CLASSE A

- Château Ausone
- Château Cheval Blanc
- Château Angélus*
- Château Pavie*

CLASSE B

- Château Beauséjour (héritiers Duffau-Lagarrosse)
- Château Beau-Séjour-Bécot
- Château Bélair-Monange
- Château Canon

CLASSE B

- Château Canon la Gaffelière*
- Château Figeac
- Clos Fourtet
- Château la Gaffelière
- Château Larcis Ducasse*
- La Mondotte*
- Château Pavie Macquin
- Château Troplong Mondot
- Château Trottevieille
- Château Valandraud*

* Denotes properties promoted for 2012

TASTING B

- Château Barde-Haut ,2012, Saint-Emilion Grand Cru Classé (2012)
- Château Fleur Cardinale, 2012, Saint-Emilion Grand Cru Classé (2012, 2006)
- Château La Clotte, 2012, Saint-Emilion Grand Cru Classé (since the beginning)
- Château Faugères, 2012, Saint-Emilion Grand Cru Classé (2012)

THANK YOU!

Questions

