

PRIMEURS Les Crus Bourgeois du Médoc

Positive results after our three day tasting event

235 properties from 7 prestigious appellations in the Médoc (Médoc, Haut-Médoc, Margaux, Moulis, Listrac-Médoc, Pauillac and Saint-Estèphe) presented samples of their wines at the Primeurs tasting organised by the Alliance des Crus Bourgeois du Médoc at Château d'Agassac.

More than 1000 professionals came to the tasting and **67 journalists** covered the event and/or tasted the samples in the dedicated press area.

18 nationalities were represented and there was a tie for the **Top 5 countries** with: Switzerland - Germany - Belgium - Netherlands - Great Britain & the USA!

The American and Dutch markets are new entries to the Top 5. This is the fruit of promotional initiatives for the Crus Bourgeois du Médoc that were launched in the USA at the beginning of the year.

The ratio between French visitors and visitors from abroad was: 33% French & 67% from abroad; a slight increase in foreign visitors compared to last year (up 7%).

Concerning the profile of attendees, the Top 5 professions represented were, in descending order: Wholesale wine merchants - Brokers - Importers - Buyers/Distributors and retail wine merchants.



The slightly higher attendance than last year illustrates the tremendous enthusiasm for the Crus Bourgeois du Médoc and their commercial potential.

Reminder of figures for the Primeurs 2011 Tasting in April 2012:

210 Wines presented - 980 professionals attended - 74% French & 26% from abroad - 50 journalists

Photos available on request,

Press contacts

Frédéric de Luze - President

Frédérique de Lamothe - Director

Alliance des Crus Bourgeois du Médoc