

PRIMEURS Les Crus Bourgeois du Médoc

Review

229 properties from 7 prestigious appellations in the Médoc (Médoc, Haut-Médoc, Margaux, Moulis, Listrac-Médoc, Pauillac and Saint-Estèphe) presented their Primeurs wines at Château d'Arsac.

Organized by the Crus Bourgeois du Médoc, the tasting was held on 31 March, 1 & 2 April 2015.

There was a **28% increase in the number of pre-registrations** compared to last year.

More than 800 professionals came to the tasting over the three days **and nearly 30 journalists** also sampled wines in the dedicated press area.

13 nationalities were present. **The top 5 countries represented were:** Belgium - Germany - United Kingdom - Japan - China. This is the first year that China has been among the top 5.

Concerning the profile of attendees, the top 5 professions represented were, in descending order: Merchants - Brokers - Press - Distributors - Retailers

New this year: The "Cantine Bourgeoise"

Our "canteen" proved to be a great success! Serving hot food every day at a large table, professionals and château owners were able to chat over lunch in a convivial atmosphere.



Photos available on request,

Press contacts

Frédéric de Luze - President

Frédérique de Lamothe - Director