

PUBLICATION OF THE OFFICIAL SELECTION 2008 OF THE CRUS BOURGEOIS DU MEDOC

L'Alliance des Crus Bourgeois just unveiled the Official Selection of Crus Bourgeois du Médoc from the 2008 vintage. The Official Selection 2008 comprises 243 Châteaux.

2008 is the first vintage to be judged under the new "Reconnaissance" system set up this year by the Alliance des Crus Bourgeois du Médoc in conjunction with Bureau Véritas.

A totally innovative approach for the wine industry, the procedure gained government support in late 2009 with official approval in the Decree of 20 October 2009 and the Order of 16 November 2009.

Main Principles & Innovations

The "Cru Bourgeois" Reconnaissance judges the wine's quality in the context of the volume produced and guarantees this to the consumer.

The "Cru Bourgeois" Reconnaissance is based on a Schedule of Requirements which is complemented by a Procedure of Verification. Observance of the Schedule of Requirements and the Procedure of Verification by each property is audited by an independent organisation.

The "Cru Bourgeois" Reconnaissance is an annual examination open to all Médoc properties that are authorized to produce wine in one of the eight Médoc AOCs: Médoc, Haut-Médoc, Listrac-Médoc, Moulis en Médoc, Margaux, Saint Julien, Pauillac and Saint Estèphe.

The "Cru Bourgeois" Reconnaissance judges the wines two years after the harvest (the 2008 vintage was assessed in 2010, the 2009 vintage will be done in 2011 . . .).

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The "Cru Bourgeois" Reconnaissance involves the verification through an audit of the facilities of each property applying, and of the quality of its wine by an annual blind tasting.

Independence & Intransigence. The secrets of the "Cru Bourgeois" quality

Each step required to acquire « Cru Bourgeois » status is controlled by an independent organisation, Bureau VERITAS.

Each year, the Alliance sets that vintage's basic level of required quality to qualify as « Cru Bourgeois ».

The examination of the wine consists of a blind tasting of samples, carried out by an expert panel of professional tasters recognized by the industry and approved every year by Bureau Veritas. The organization of the tasting, revealing of the identity of the wines and the results of the organoleptic assessment are the responsibility of an independent body. The tasting is on an individual basis, with no conferring.

Attribution of the "Cru Bourgeois" Reconnaissance is based on an arithmetical average of the scores from each taster on a panel. If the wine obtains a score that is higher or equal to the representative sample it is qualified « Cru Bourgeois ».

Key figures of the Official Selection 2008

243 châteaux recognised for the 2008 vintage : 96 Crus Bourgeois in Médoc, 81 Crus Bourgeois in Haut-Médoc, 12 Crus Bourgeois in Listrac, 12 Crus Bourgeois in Moulis, 13 Crus Bourgeois in Margaux, 2 Crus Bourgeois in Saint-Julien, 5 Crus Bourgeois in Pauillac, 22 Crus Bourgeois in Saint-Estèphe.

Covering about 3,500 hectares & Producing over 25 million bottles for the 2008 vintage.

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