

IT'S OFFICIAL—THE MEDOC CRUS BOURGEOIS ARE BACK!

Today the Alliance des Crus Bourgeois du Médoc announced the official launch of the «Cru Bourgeois» Reconnaissance at a press conference given by the organisation's President, Thierry Gardinier, and its Board of Directors.

The ministerial order of November 16, 2009 which was published in the Journal Officiel on November 24, 2009, signaled the return of the Crus Bourgeois to the Bordeaux scene.

Since the annulation of the previous Crus Bourgeois classification in February 2007, the Alliance des Crus Bourgeois du Médoc has sought to create a solid organisational framework to give new life to the term Cru Bourgeois. In collaboration with the Ministries of Agriculture and Consumption, over a year ago the Alliance chose to develop the «Cru Bourgeois» Reconnaissance.

Any château in the Médoc may participate in this completely original process based on a schedule of requirements, where adherence to the criteria is subject to verification by an independent organisation. Each year a property's new vintage is submitted to a jury of Bordeaux wine professionals for a blind tasting which is overseen by the accredited organisation.

Throughout the project's creation particular thought was given to develop an impartial and representative process aimed at restoring the Crus Bourgeois' stature—a centuries-old stature earned by the quality and authenticity of their wines.

Châteaux may continue to submit their applications until December 8. This deadline is fixed to ensure that the term "Cru Bourgeois" may be used for the 2008 vintage, thus returning the title to market by 2010.

Any question, any further information or need for a press kit, please contact l'Alliance des Crus Bourgeois du Médoc.

Press contacts :
Frédérique Dutheillet de Lamothe – Director
Thierry Gardinier - President

L'ALLIANCE DES CRUS BOURGEOIS DU MEDOC

12, rue d'Enghien
33000 Bordeaux
Tél. : +33(0)5.56.79.04.11 – Fax : +33(0)5.56.79.32.73
www.crus-bourgeois.com
alliance@crus-bourgeois.com