

Press Release /17 September 2012

New Official Selection of the Crus Bourgeois du Médoc

The Alliance is preparing to unveil the 2010 Official Selection of the Crus Bourgeois du Médoc.

Preview presentation of the 2010 Official Selection, 19 September, in Bordeaux:

- Almost 80% of the wines making up the 2010 Official Selection will be presented at the tasting,
- 7 prestigious appellations will be represented: Médoc, Haut-Médoc, Listrac-Médoc, Moulis, Margaux, Pauillac and Saint-Estèphe
- Tasting for the Press, Brokers and Merchants,
- Virginie Saint-Jeannet, the artist chosen to illustrate the new 2010 Official Selection will be present,

Exclusive Presentation at the 110 de Taillevent restaurant, in Paris:

- Food and wine pairing with 7 Crus Bourgeois du Médoc,
- Lunch reserved to wine, gastronomy and art de vivre bloggers

New in London, about the 2010 Official Selection:

- Masterclass with Stephen Brook - on invitation only
- 75% of the wines making up the 2010 Official Selection will be presented at the tasting following the Masterclass,

Animation with the connection to the new Crus Bourgeois du Médoc website site via the sticker attached to all bottles in the 2010 Official Selection.

Press contacts
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