

Press Release / 31 May 2011

The 2011 Crus Bourgeois Cup at Vinexpo

The Alliance des Crus Bourgeois du Médoc will be awarding the first Crus Bourgeois du Médoc Cup in partnership with Le Point magazine. Organized by Jacques Dupont, a journalist with the weekly magazine Le Point, the event will take place on 19 June at Vinexpo. The patron for this first cup will be Hermet Michel, president of the Union de la Sommellerie Française.

A panel of distinguished figures from the wine world (sommeliers, oenologists, journalists...) will have the task of deciding between the Cru Bourgeois Médoc candidates in a blind tasting of the 2008 vintage.

More than 150 Crus Bourgeois du Médoc from the 2008 Official Selection will be competing, from which the specially selected jury will identify ten top wines. A super jury will then hold another blind tasting to determine the overall winner.

The Crus Bourgeois du Médoc Vinexpo programme – 19 June:

1pm: Publication of the results of the Crus Bourgeois du Médoc Cup

10am-6pm: Tasting of more than 150 Crus Bourgeois du Médoc

Vinexpo - Palais des Congrès - Tasting Lounge 2

Reminder: The Crus Bourgeois Cup was a popular annual event between 1985 and 1999. In yet another celebration of the revival of the Crus Bourgeois, the Alliance has reinstated the award with a new version in partnership with Le Point magazine.

Press contacts

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