

Press Release / September 2012

The Crus Bourgeois du Médoc return from China and confirm a consolidation of last year's trend

Four large tastings of **110 Crus Bourgeois du Médoc** from the 2009 Official Selection attracted more than **2200 wine professionals** (importers, distributors, wholesalers, wine merchants, sommeliers, educators, and restaurant managers):

- **Beijing** - 4 September - Beijing Crowne Plaza Hotel: **590 professionals**
- **Chengdu** - 6 September - Crowne Plaza Hotel: **400 professionals**
- **Shenzhen** - 7 September – Westin Nashan Hotel: **600 professionals**
- **Shanghai** - 10 September - 1933: **650 professionals**

Corresponding to an increase in attendance of 18% in Beijing and 20% in Shanghai, both of which were visited last year.

During these 4 tastings, members of the delegation met potential customers, saw their buyers, and negotiated contracts with importers and distributors who were present.

Some had taken advantage of the Crus Bourgeois du Médoc tasting at Vinexpo Asia Pacific in last May to prepare their trip and organize further meetings.



Chinese buyers appreciate the historical aspect of the Crus Bourgeois du Médoc, their engagement to guarantee the quality of wines brought to market and the fact that every bottle can be authenticated. Furthermore, being present in 7 AOCs that are among the most prestigious in the world (Médoc, Haut-Médoc, Listrac-Médoc, Moulis, Margaux, Pauillac and Saint Estephe) and with more than 30 millions of bottles, the Crus Bourgeois du Médoc present many attractions for this large market.

This second week of joint promotion in China has confirmed the Crus Bourgeois du Médoc as a significant trend in this market.

Photos on request

Press contacts
Frédéric de Luze - President
Frédérique de Lamothe - Director