



Press Release / August 2011

Guess where the The Crus Bourgeois du Médoc are spending summer...

This August a delegation from the Crus Bourgeois du Médoc will be setting off to conquer the Chinese market.

Tastings of 90 Crus Bourgeois du Médoc from the **2008 Official Selection** and presentation seminars will be held in three cities:

Shanghai: 23 August from 1pm to 5pm at **1933 Shanghai, Art & Culture Place**

Canton: 25 August from 1pm to 5pm at the **White Swan Hotel**

Beijing: 26 August from 1pm to 5pm at the Beijing **Crowne Plaza Hotel**

A special delegation of 30 owners, led by the President of the Alliance des Crus Bourgeois du Médoc, the Vice President and the Director will meet journalists and trade guests.

The President will give interviews to the main media representatives.

The logistical organisation of these events has been entrusted to SOPEXA which has several offices in mainland China.

Dinners at which older vintages will be served will be organized by some châteaux with their merchants and distributors based in China.

Press Contact

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