

20.02.2020: a major date for the Crus Bourgeois du Médoc Official unveiling of the new classification

This Thursday, 20.02.2020, a page will turn for the Crus Bourgeois du Médoc and their annual quality assessment procedure. The new classification will now be awarded for five years and consist of three categories: Cru Bourgeois, Cru Bourgeois Supérieur and Cru Bourgeois Exceptionnel. A clear, impartial, objective classification which will enable consumers to buy Crus Bourgeois with complete confidence.

A hierarchical, five-year classification

This first classification will feature on the labels of the 2018, 2019, 2020, 2021 and 2022 vintages. The classification also reintroduces a hierarchical structure with three levels: Cru Bourgeois, Cru Bourgeois Supérieur and Cru Bourgeois Exceptionnel. The Cru Bourgeois family will now be ranked every five years.

249 Châteaux ranked

179 Crus Bourgeois
56 Crus Bourgeois Supérieurs
14 Crus Bourgeois Exceptionnels

The new classification: an approach that rewards properties and reassures consumers

Almost 10 years of preparation and consultation were necessary to obtain consent from the public authorities for the creation of this new classification, which recognizes the quality of winegrowers' work and gives them a longer-term view of their property's wine, thereby facilitating projects and investments. For consumers, the classification is a guarantee of quality that enables them to choose a Cru Bourgeois in complete confidence.

An objective, impartial classification

Based on a schedule of requirements and a rigorous verification procedure, the entire classification process is overseen by an independent verification body to ensure a fair and honest ranking. This body ensures impartiality at all stages.

Wine quality & additional criteria

Blind tasting of five vintages is the first criteria on which properties applying for classification are judged, with different requirements for each level. The higher categories of "Cru Bourgeois Supérieur" and "Cru Bourgeois Exceptionnel" are assessed on two main additional sets of criteria: the technical management of the vineyard and the marketing and promotion of the property.

Recognition of environmentally-friendly winegrowing practices

The classification also includes environmental criteria: depending on the classification level, properties must have or be in the process of obtaining level 2 High Environmental Value certification.

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