



L'ÉCOLE
DU VIN DE
BORDEAUX

SELLING BORDEAUX

JESSE BECKER

Master Sommelier & Bordeaux Accredited Tutor

Roadmap



Key Facts & Recent Vintages



Bordeaux Categories & How to Sell Them



Bordeaux Today



Q&A



The Bordeaux Wine Region



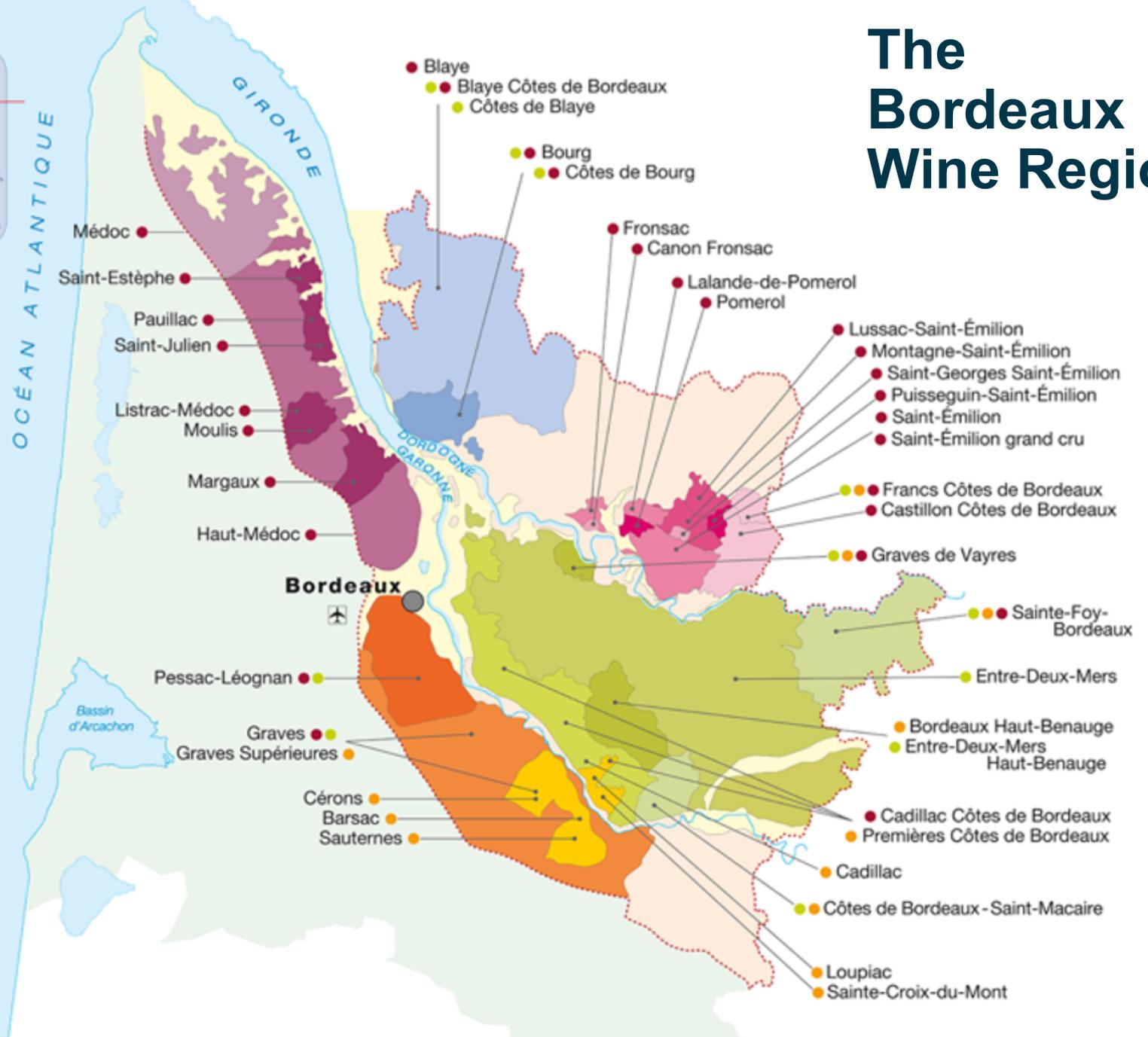
Les appellations suivantes peuvent être produites sur l'ensemble du vignoble bordelais:

- Bordeaux
- Bordeaux Clair et
- Bordeaux Rosé
- Bordeaux Supérieur
- Crémant de Bordeaux

- Rouge
- Rosé
- Blanc sec
- Blanc doux

0 10 km

Océan Atlantique



Bordeaux Today



Over 55,000 jobs
5,660 winegrowers
300 merchants
77 brokers
29 cooperatives &
3 unions



553 million

Bottles produced in 2019



CIVB / Source: French Customs 2019

65AOCs
**Appellations d'Origine Contrôlée
(protected designation of origin)*

*The largest
French A.O.C.* vineyard region*

The terroirs

- 110,800 hectares of vines
- A temperate maritime climate, crossed by the 45th parallel and bathed by the Atlantic Ocean
- 3 out of 4 farms in the Gironde have vines
- ¼ of the area of French AOC wines
- 75% of vineyard area with a certified environmental approach



18

bottles of Bordeaux are
sold every second
somewhere in the world...

A Range of Grape Varieties

- 89% red varieties / 11% white varieties



+ 3% COMPLEMENTARY VARIETIES
Carménère / Malbec / Petit Verdot



+ 3% COMPLEMENTARY VARIETIES
Sauvignon Gris / Colombard / Merlot Blanc / Ugni Blanc

- **Malbec: +119% growth** in 10 years
- **Petit Verdot: +117% growth** in 10 years

- **Sauvignon Gris: +62% growth** in 10 years
- **Colombard: +169% growth** in 10 years

Production in All Colors (volumes produced in 2019)

85%



Red

4%



Claret

9%



Rosé

9%



White
Dry

1%



White
Sweet

1%



Crémant



Crémant
rosé



2020 Vintage - Five Conditions Met for an Excellent Vintage



Early and quick flowering & fruit set



Warm, dry weather during flowering and fruit set



Gradual onset of water stress (warm, dry July)



Warm, dry (but not excessive) August and September



Dry and warm-ish weather during the harvest



RECENT VINTAGES



2019: A “classic” vintage, ripe with higher acidity than 2018, concentrated, structured



2018: Hot and dry, ripe, powerful, tannic, wines should be long-lived



2017: Frost reduced yields, high malic acids and lower phenolics, variable ripeness



2016: Lauded vintage, warm, dry (but not excessive), cool nights, fragrant, thick-skinned



2015: A great overall vintage, warm, dry, uniform quality, Right Bank especially good



Bordeaux Categories & How to Sell Them



Bordeaux Categories - A Diverse Range Of Wines




**BORDEAUX
/
BORDEAUX
SUPÉRIEUR**




**THE
MÉDOC**




Welcome to
**CÔTES DE
BORDEAUX**




**SAINT-
ÉMILION-
POMEROL-
FRONSAC**




**DRY
WHITE
BORDEAUX**




**GRAVES &
SAUTERNES**

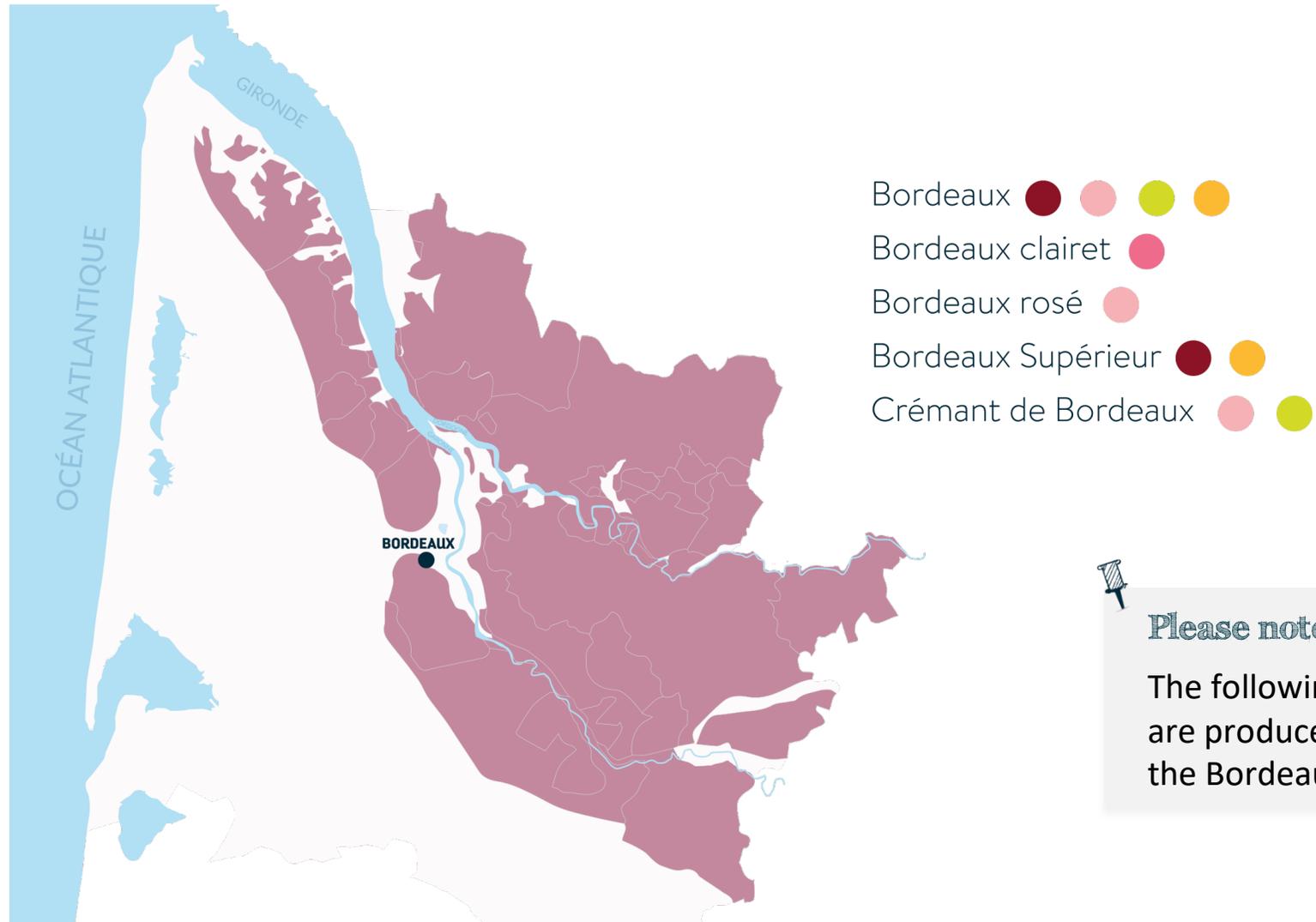



**SWEET
WHITE
BORDEAUX**

Bordeaux & Bordeaux Supérieur



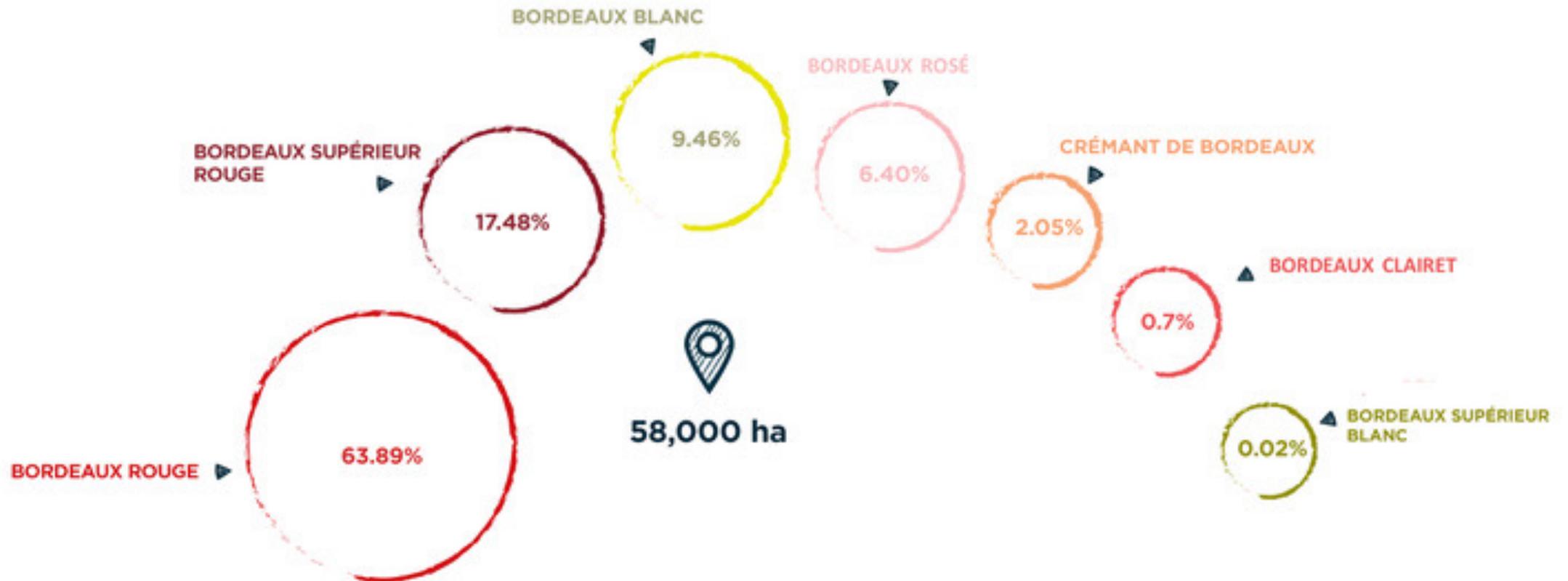
Bordeaux & Bordeaux Supérieur vineyard map



Please note:
The following appellations are produced throughout the Bordeaux region



Breakdown of appellations (production by volume)



Key figures



A geological patchwork



LEFT BANK

Consists mainly of **gravelly** soil of varying thickness. Soils consisting of river stones, gravel, and sand that retains heat and is highly permeable

On the **western side**, the Médoc, Graves, and Sauternes regions occupy a vast plateau and former marshland separated from the Atlantic Ocean by the Landes forest



RIGHT BANK

Soils of variable composition, comprised of **clay, limestone, sand, and gravel**. Consisting of particularly fine particles, these soils store rainwater, and preserve freshness

To the east of the Gironde estuary, the vines are planted at varying gradients on a range of limestone hills and plateaus crossed by numerous rivers and streams



A range of red grape varieties

- 89% red varieties / 11% white varieties

MERLOT (66%)



- Relatively **high alcohol**
- **Aromatic** red fruit and **soft tannins**
- Likes **cool limestone or clayey soils**

CABERNET SAUVIGNON (22%)



- **Good acidity and structure**
- Adds **tannin** and **aging capacity**
- Likes **gravel soils**

CABERNET FRANC (9%)



- **Elegant tannins**
- Fresh with **good acidity**
- Adapted to **clay-limestone soils**

MALBEC (2%)



- **New interest** due to **climate change**
- Good **aging potential**
- **+85% growth** from 2000 to 2019

PETIT VERDOT (1%)



- Relatively **high alcohol**
- **Fine tannin structure**
- Likes **gravelly soils**
- **+213% growth** from 2000 to 2019

CARMÉNÈRE



- **Historic Bordeaux variety** which has practically disappeared in Europe

Characteristics of main white grape varieties

SAUVIGNON BLANC



- Relatively **high acidity**.
- Intensely **aromatic**.
- Likes **cool limestone or clayey** soils.

SÉMILLON



- Less acidity than Sauvignon Blanc.
- Adds **mouthfeel** and **texture**.
- Likes well-drained **clay gravel or limestone** soils.

MUSCADELLE



- **Delicate aromas** (floral, grapey with hints of muscat).
- Less planted due to its viticultural challenges.
- Likes **gravel** soils.

SAUVIGNON GRIS



- **Elegant aromas** of flowers and muscat.
- Lower acidity than Sauvignon Blanc.
- Likes **cool limestone or clayey** soils.

New Varieties 'of interest for adapting to climate change'

ARINARNOA

CASTETS

MARSELAN

TOURIGA NACIONAL

ALVARINH O

LILIORILA

Terms of use

- Bordeaux/Bordeaux Supérieur
 - Limited to 5% of the planted vineyard area
- Cannot account for more than 10% of the final blend of any given color.
 - Not authorized to appear on the label per legal regulations.



A Historical Overview

1911

1st departmental delimitation of the Bordeaux appellation

1943

Official recognition granted to the **Bordeaux Supérieur appellation**



2016

ISO 9001 Certification version 2008 for all of the ODG's activities



1936

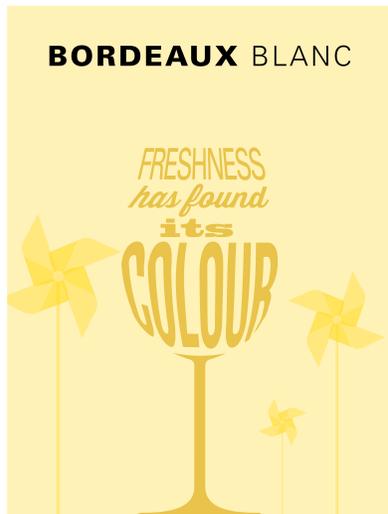
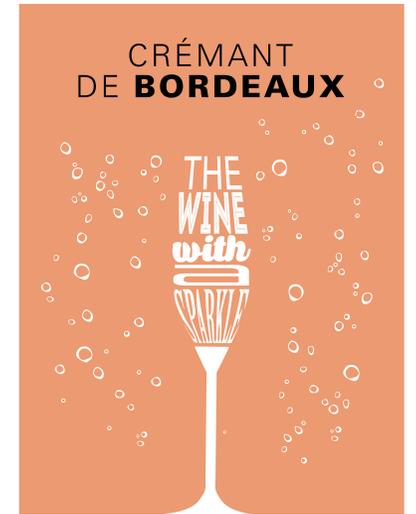
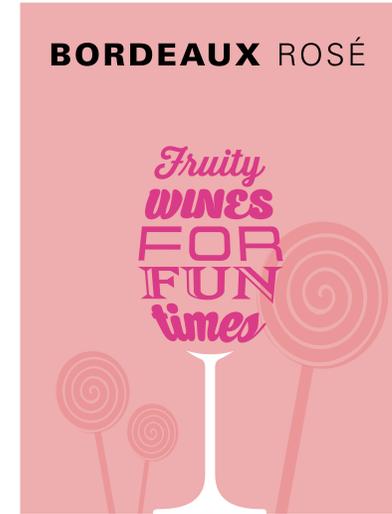
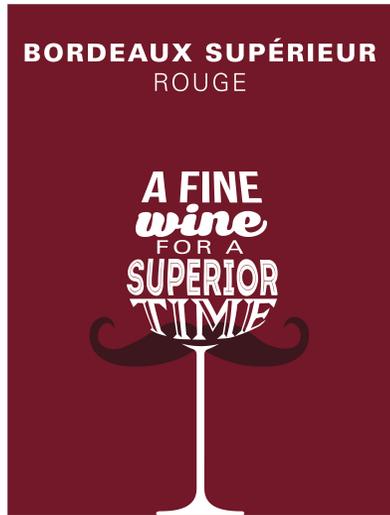
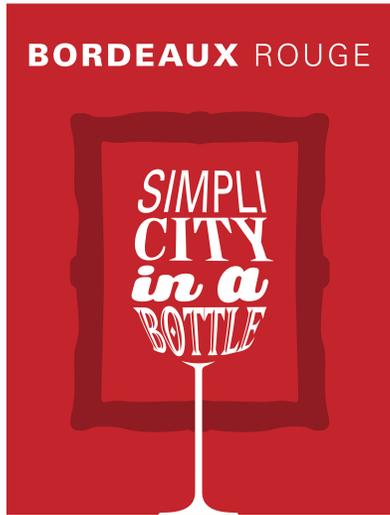
Creation of the **AOC (Appellation d'Origine Contrôlée) Bordeaux**

1967

Creation of the **AOC Bordeaux & Bordeaux Supérieur Regional Winegrowers' Syndicate**



Snapshot of styles...



Final Takeaways



A young and dynamic generation
exciting new cuvées, modern packaging,
and innovative wine tourism initiatives



Quality is of prime importance
during production, logistical follow-
up,
marketing, and communication



Modern wines, with a
price/quality ratio in keeping
with current **consumer**
demands



Key Takeaways: Bordeaux / Bordeaux Supérieur

- All encompassing appellation
- Red, white, rosé, sweet, sparkling
- Key selling points:
 - The Bordeaux we drink everyday
 - Understanding the individual terroir



The Médoc



Generalizations of the Left Bank

- **1855 (set in stone) - Source of most of Bordeaux's most famous classified growths**
- **Gravel soils – low lying gravelly hills - wines predominantly from Cabernet Sauvignon**
- **Near the Atlantic - struggling a little more to ripen given the proximity to the Atlantic Ocean**
- **Wetter, cooler summers and milder winters**
- **Wines:**
 - **More linear, tannic, tighter, needing more time before being ready to drink**
 - **Darker, black fruit profile and especially notes of cassis, cedar and lead pencil**

A Historical Overview (Médoc)



17th century

Draining of marshland and reorganisation of production with an emphasis on **quality**. 1st "château" wine

1855

1855
classification



Early Middle Ages

Spread of winegrowing by religious communities and feudal lords in the southern Médoc (Claret)

18th century

Improvements in winemaking techniques– "New French Claret"

By 1760, virtually all of the present-day Médoc vineyards had been established

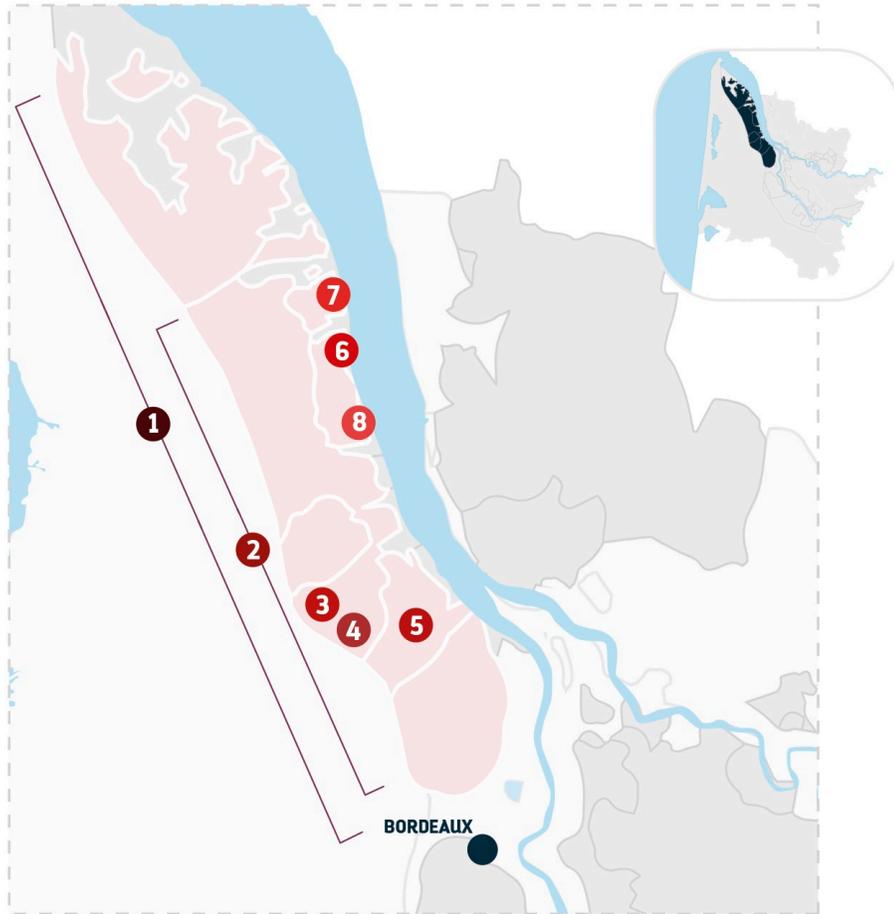
Late 20th century

An upsurge in modern and innovative winemaking techniques in the Médoc

1983: Robert Parker acclaimed the 1982 vintage



Vineyard map



Regional appellations

1 Médoc

2 Haut-Médoc

Communal appellations

3 Listrac-Médoc

4 Moulis-en-Médoc

5 Margaux

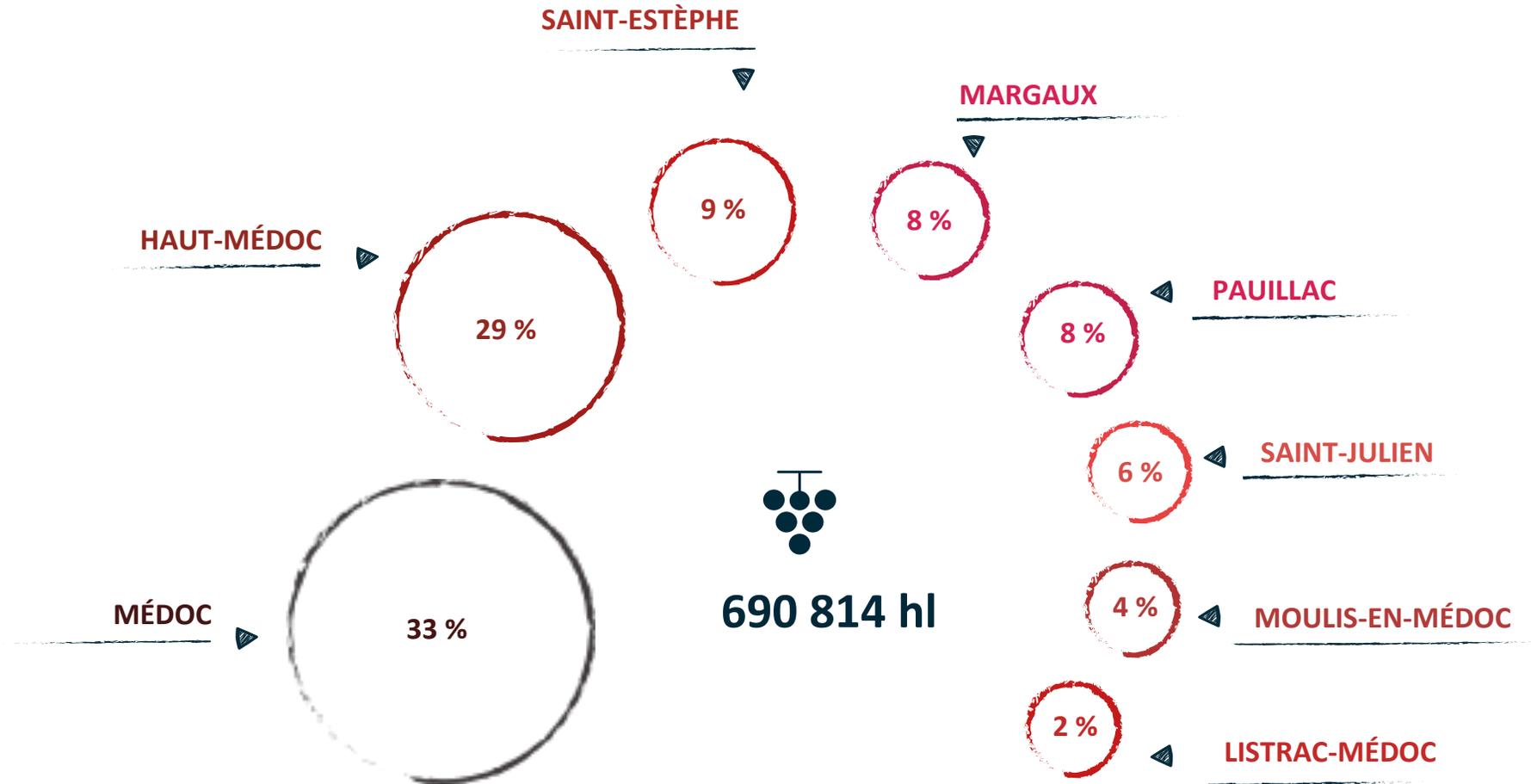
6 Pauillac

7 Saint-Estèphe

8 Saint-Julien



Breakdown of appellations (production by volume/Group Médoc)



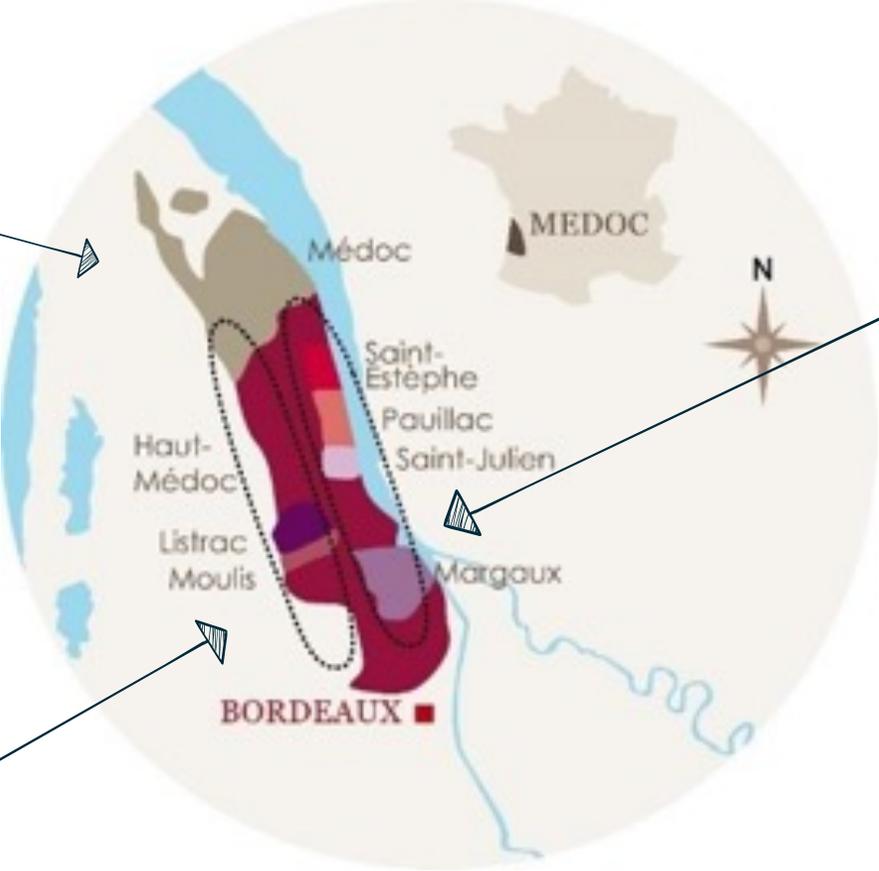
Key Figures



Types of Soil in the Médoc

CLAY-LIMESTONE

A mixture of stones and clay



GARONNE GRAVEL

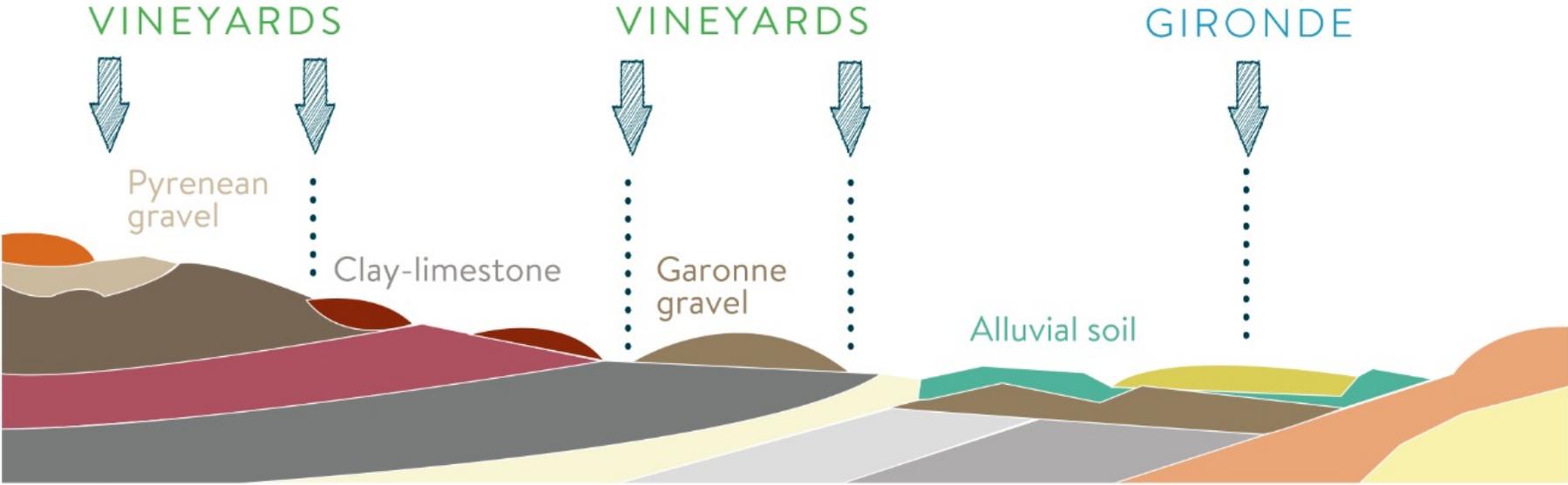
Deposits left after flooding by the Garonne and Dordogne Rivers, and the Gironde Estuary

PYRENEAN GRAVEL

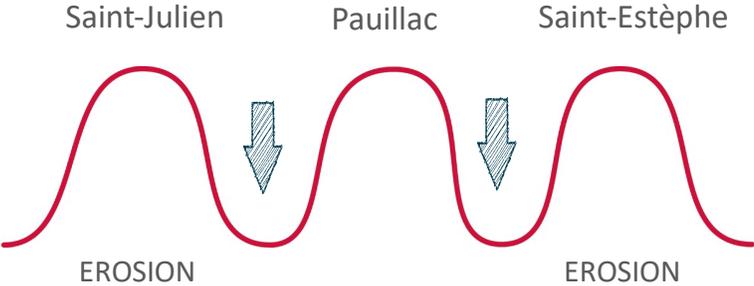
The oldest gravel soil, consisting of deposits left by rivers flowing down from the mountains



Types of Soil in the Médoc



- Landes sand
- Sandy and pebbly soil on slopes
- Sandy subsoil
- Pyrenean gravel
- Garonne gravel
- Rupelian marl
- Alluvial soil
- Stampian limestone
- Saint-Estèphe limestone
- Cretaceous limestone
- Saint-Estèphe upper clay soil
- Saint-Estèphe lower clay soil
- Plassac clay, marl, and limestone



Main grape varieties



CABERNET SAUVIGNON (MÉDOC: 47%)

- No.1 grape variety in the Médoc
- Late-ripening compared with Merlot
- Suited to warm gravelly soil
- Wine: intense colour
- Aromas of blackcurrant, blackberry, musk, and spices
- Good acidity and structure, fruity
- Fine tannic structure
- Excellent ageing potential



PETIT VERDOT (MÉDOC: 3%)

- Late-ripening variety
- Suited to gravelly soil
- Wine: intense colour
- Aromas of black fruit, flowers, and spices
- High alcohol with fine tannic structure



CABERNET FRANC (MÉDOC: 3%)

- Late-ripening variety compared with Merlot
- Adapted to clay-limestone soils
- Wine: paler colour with brilliant highlights
- Raspberry and floral aromas
- Soft tannins
- Fresh, with good acidity



MERLOT (MÉDOC: 47%)

- The most early-maturing variety
- Adapted to cooler clay-limestone soils
- Wine: deep colour
- Aromas of cherry, blackberry, plum, forest floor, and leather
- High alcohol with soft tannin



Part of the famous 1855 Classification

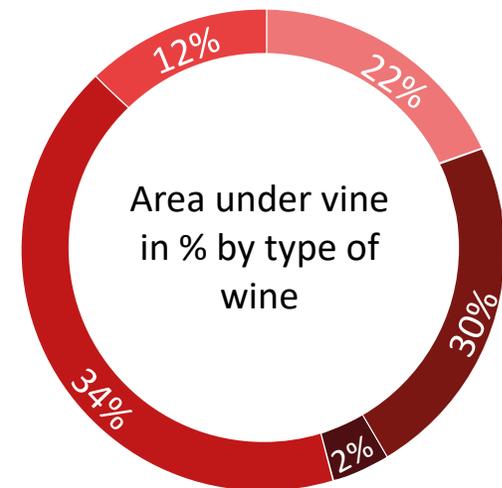
- Dating from the Grand Exposition de Paris May-November 1855
- 61 red wine estates rewarded
- Today these are 5 1st Growths, 14 2nd Growths, 14 3rd Growths, 10 4th Growths and 18 5th Growths
- Margaux has the most classified growths of all the Médoc AOCs, with 21 chateaux (at least one at every level, also the only AOC to have this).



The Médoc – exceptional wines



- ▶ **Both small and large estates:** less than 15% of estates have between 5 and 15 hectares of vines, whereas more than 20% have more than 30 hectares
- ▶ **A significant economic impact**
- ▶ **A wide variety of estates:** a huge range of high-end, yet affordable wines
- ▶ A combination of **traditional** and **state-of-the-art production** techniques
- ▶ **Prestigious names**
- ▶ **Remarkable terroir**



- 395 miscellaneous estates
- 9 cooperatives
- 60 crus classés
- 249 crus bourgeois
- 36 crus artisans



Key Takeaways: Médoc

- The classic appellations of gravel soils and Cabernet
- Known for famous communes and classified wines
- Source of several “sleeper” (value) AOCs and châteaux
- Key Selling Point:
 - Leverage the fame



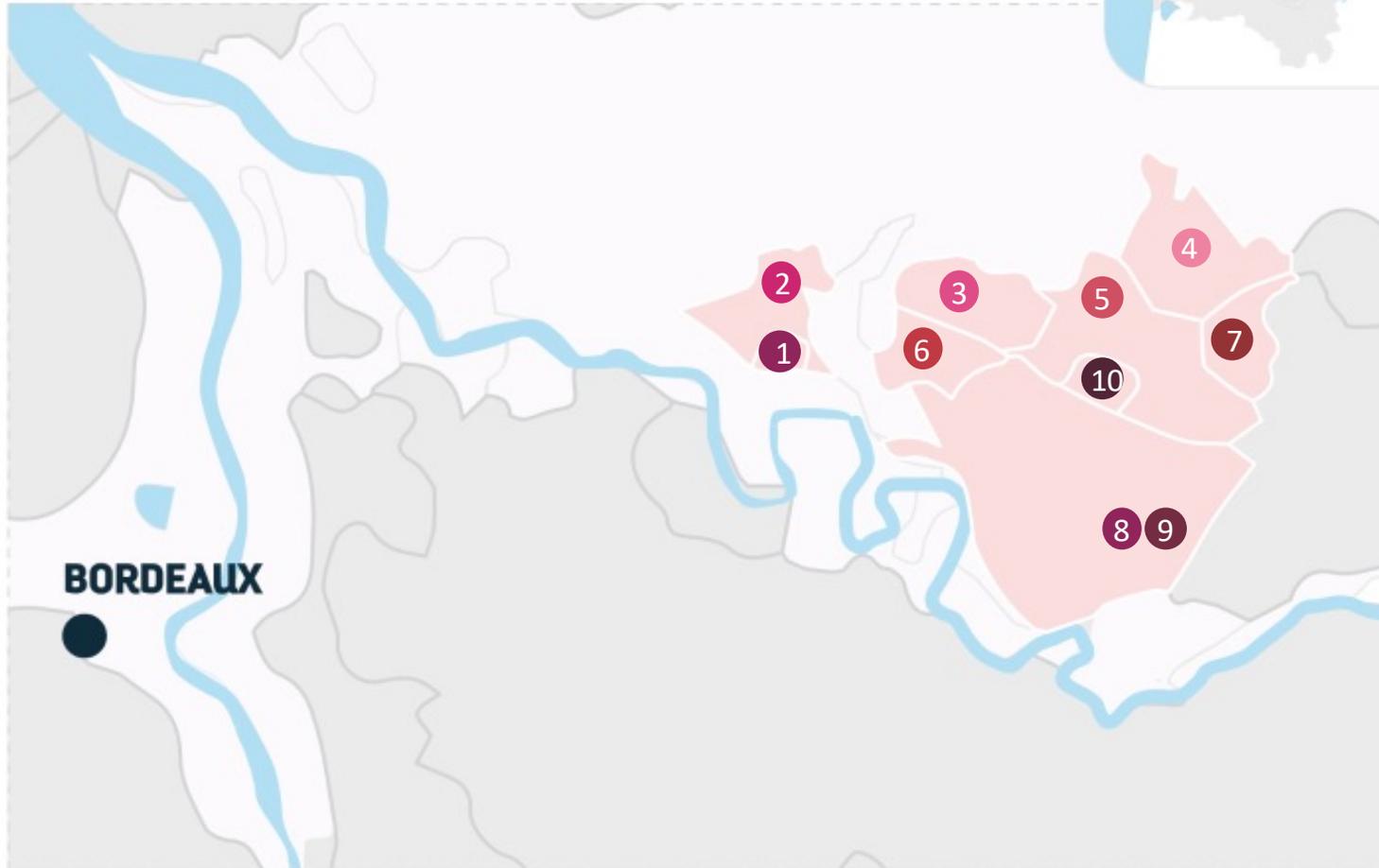
Saint-Émilion – Pomerol - Fronsac



Generalizations of the Right Bank

- Cult wines / 'garragiste' movement (mid-1990's)
- Moveable classification of Saint-Émilion and home to such non-classified greats as - Pétrus and Le Pin in Pomerol
- Clay, limestone soils – with some sand and gravel (higher plateau and slopes)
– wines predominantly from Merlot
- Drier, warmer summers & cooler winters
- Wines:
 - Fleshier, plusher and more voluptuous with rounder tannins - ready to enjoy earlier
- More plummy, red fruit profile, black tea and tobacco leaf

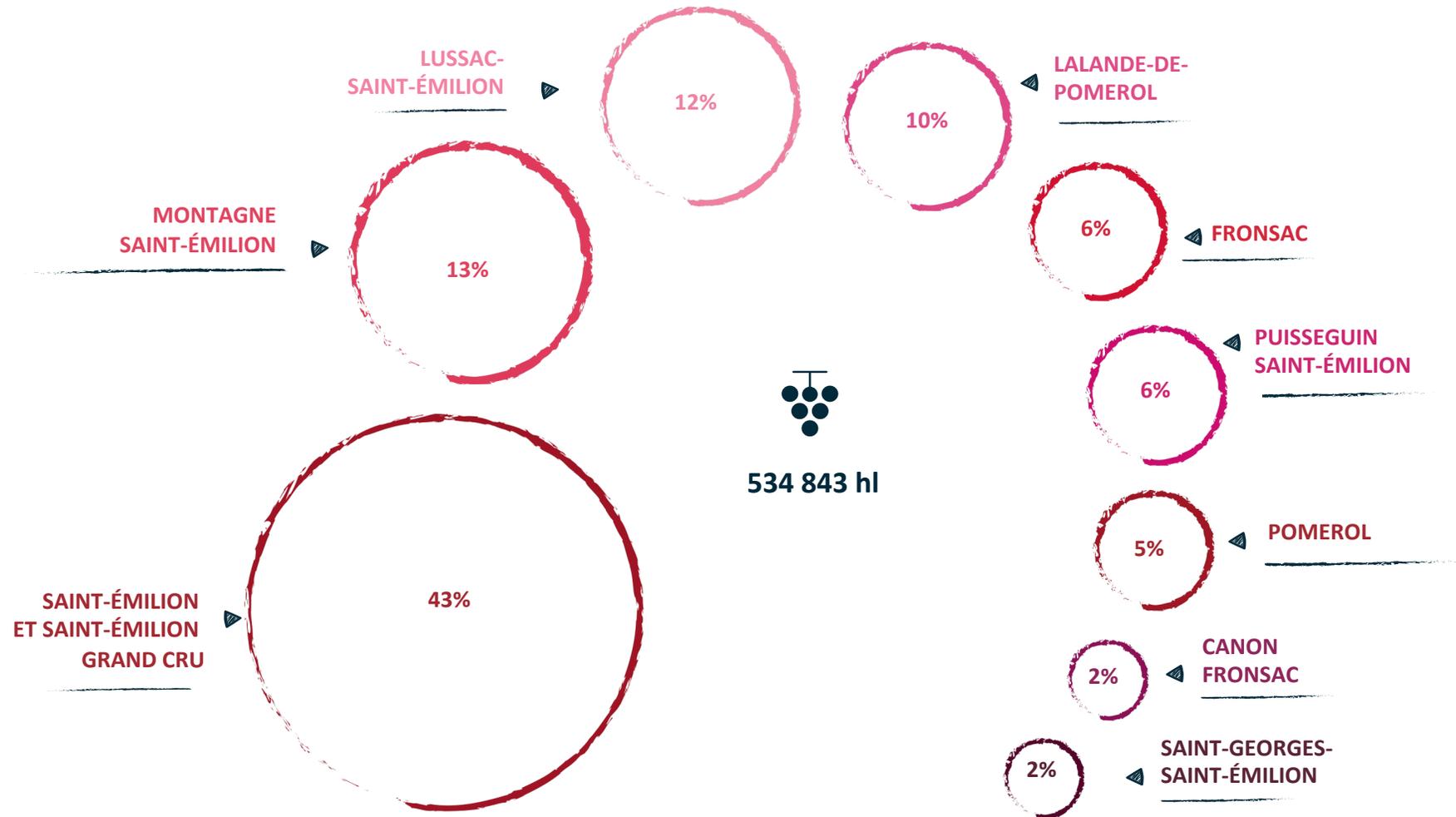
Vineyard map



- 1 Canon Fronsac
- 2 Fronsac
- 3 Lalande-de-Pomerol
- 4 Lussac Saint-Émilion
- 5 Montagne-Saint-Émilion
- 6 Pomerol
- 7 Puisseguin Saint-Émilion
- 8 Saint-Émilion
- 9 Saint-Émilion grand cru
- 10 Saint-Georges-Saint-Émilion



Breakdown of appellations (production by volume/Group SEPF)



Key Figures



A wonderful diversity of terroirs



In Saint-Émilion, Pomerol, and Fronsac, the terroir consists of a **slightly hilly topography**, alternating **plateaux** and **slopes**, a highly favourable **microclimate**, and **excellent geological diversity**.

The geological specificity of terroirs in Saint-Émilion, Pomerol and Fronsac accounts for the richness and complexity of their wines.



The soils can vary greatly even within the same estate, consisting of highly individual combinations of **limestone**, **clay**, **gravel**, and **sand**.



Main grape varieties



MERLOT: 60 - 80 %

- Early-maturing grape variety
- Cool, damp, clay soil
- Very elegant wines with fruity aromas and a round, smooth structure



CABERNET FRANC: 20 - 30%

- Great speciality of Saint-Émilion - Pomerol - Fronsac wines
- Slightly warm limestone soil
- Tannic structure with highly expressive fruity aromas



CABERNET SAUVIGNON: 10%

- Late-ripening variety
- Warm, dry soil with good sun exposure
- Good tannic structure with intense aromas of blackcurrant and spices



MALBEC **(/Pressac/Cot/Auxerrois)**

- New interest has been sparked in this grape variety as a result of climate change
- Dark, dense, and tannic, with excellent ageing potential



CARMÉNÈRE

- Historic Bordeaux grape variety which has practically disappeared in Europe
- Produces smooth, full-bodied, and deeply-coloured wines

PETIT VERDOT (complementary grape variety)



Dynamic but controversial Saint-Émilion classification – updated every decade

- 1855 remains unchanged (more or less), Saint-Émilion in theory is democratic, and rewards terroir
- **82 châteaux** in all, as of the last round of classifications in 2012:
 - 4 Premier Grand Cru Classé A (PGCC-A) - 14 Premier Grand Cru Classé B (PGGC-B) - 64 Grand Cru Classé (GCC)
- **First classification was in 1955** (12 PGCC and 66 GCC)
- **Re-classifications** in: 1959, '69, '86, '96, 2006 and 2012
- 30% of score awarded to terroir
- Cannot expand in the same way as 1855:
 - Angelus 27ha/39
 - La Gaffeliere 22/38
 - La Fleur Morange 2/3.8
 - Laroque 27/61
- **Next one 2022!!**



What's new?

➡ New contemporary architecture



Château La Croizille



Château Faugères



Château Cheval Blanc



Château La Dominique

Saint-Émilion – Pomerol – Fronsac: "The hill with a thousand châteaux"



- ▶ The **world-famous** Right Bank
- ▶ Elegant **wines** with legendary appellations
- ▶ Predominantly **small family estates**
- ▶ A rich **diversity of terroirs**
- ▶ **Merlot wines**: silky, feminine, refined, and delicate
- ▶ A **strong identity** rooted in history
- ▶ **Winemakers respectful of their environment** and heritage
- ▶ Attractive **wine tourism** opportunities



Sales pitch



Wide variety of soils: The range of aromatic expression in Saint-Émilion, Pomerol, and Fronsac wines reflects the diversity of soils. These wines vary from full-bodied, with generous tannins to ones that are more elegant and aromatic



Merlot (the main grape variety): Merlot accounts for the wines' excellent aromatic richness, colour, suppleness, and crunchiness

The bouquet features aromas of red and black fruit, as well as floral notes, gradually revealing fig and prune overtones with age

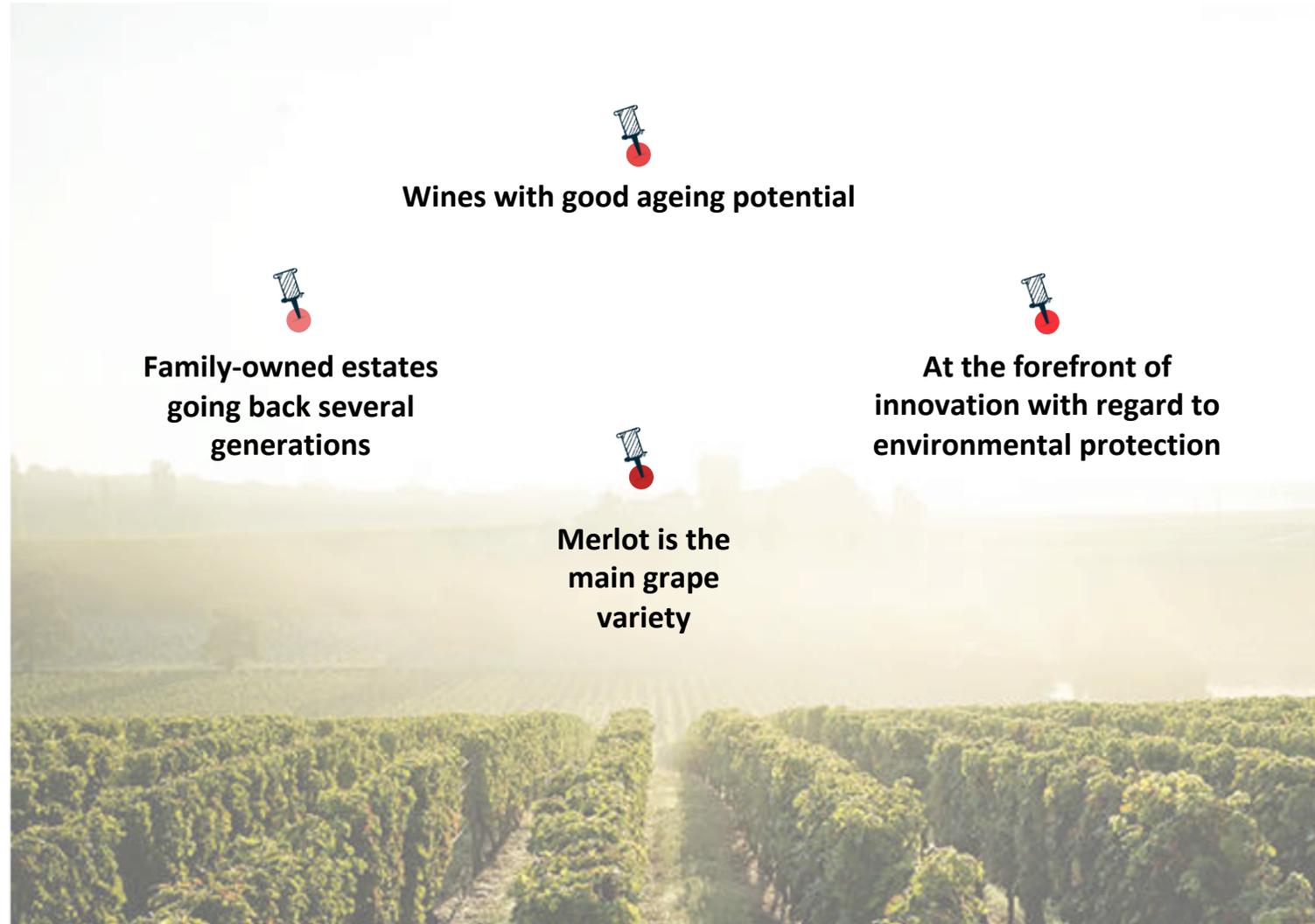
Cabernet Franc produces wines with good tannic structure and ageing potential. Cabernet Sauvignon is suited to warm, dry soils, and produces wines with spicy notes, tannic richness, and good ageing potential



International reputation: Wide range of very affordable wines



Four key factors



Wines with good ageing potential

**Family-owned estates
going back several
generations**

**At the forefront of
innovation with regard to
environmental protection**

**Merlot is the
main grape
variety**



Key Takeaways: Saint-Émilion – Pomerol - Fronsac

- The classic appellation of the right bank
- One of the oldest parts of Bordeaux
- Merlot dominates (because of the soil!)
- Home to many famous classified Châteaux and small producers



Bordeaux Today



Bordeaux Frais (fresh)

Modern Styles

- **Reds** - more supple, fruity, expressive with less influence of oak. Ready to drink young but can age
- **Dry Whites** – liveliness & natural fruitiness, more diverse & exciting than ever
- **Sweet Whites** – break the idea of dessert wine, especially 2nd label and fresher styles as aperitif
- **Crémants & Rosés** – intentional, unique and characterful

What's driving the change?

- **New generation** – young talent reinventing with a touch of modernity. Avant-garde approach
- **Health & Sustainability** – collectively anticipating & adapting to climate change to preserve freshness & Bordeaux “style” - lower ABV
- **Shift in gastronomy** - pure flavors, lighter weight, vegetarian/vegan. Importance of aperitif time



Trending in Bordeaux

- Sustainability on the rise:
 - Organic, Biodynamic, HVE Certification (Haute Valeur Environnementale)
- Newly approved varieties:
 - Arinarnoa, Castets, Marselan, Touriga Nacional, Alvarinho and Lillorila
- Youth movement, innovation



Q&A



Bordeauxwines



Bordeauxwine



• Appellation resources
@bordeauxwine



École du Vin de Bordeaux - CIVB

#BORDEAUXWINES



Join the EDV Community!

Access resources for Bordeaux Wines

- Webinars
- Meet the experts
- Learning tools
- Appellation resources
- And more!

SCAN NOW!





Biodiversity: a win-win strategy

Biodiversity? "A buzzword coined in the 1980s to designate the diversity of living things... from the molecular level to entire ecosystems. It's..."

[> Read the article](#)



Combining the traditional method with a modern approach to sparkling wine

It is one of the newest Bordeaux appellations (1990) and comes with a very strict set of specifications, including manual harvesting and...

[> Read the article](#)



The new grape varieties adapted to climate change

Last April, the INAO (French National Institute of Origin and Quality) approved the introduction of six new grape varieties for climatic and...

[> Read the article](#)

POPULAR TRAINING COURSES

A photograph of a sommelier in a blue shirt and dark apron pouring red wine from a bottle into a glass.

CONNOISSEURS

Step inside the shoes of a sommelier!

Pratique & astucieux



Ecole du vin



Discover