



L'ÉCOLE  
DU VIN DE  
**BORDEAUX**

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L'ÉCOLE DU VIN DE BORDEAUX

**PRESENTING BORDEAUX**

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# ROADMAP



An historical overview



Bordeaux today



Bordeaux wines



Tasting





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PRESENTING BORDEAUX

**AN HISTORICAL OVERVIEW**

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# An ancient vineyard



**1152**

Marriage of Eleanor of Aquitaine to Henry Plantagenet Substantial trade with England, the golden age of Claret!

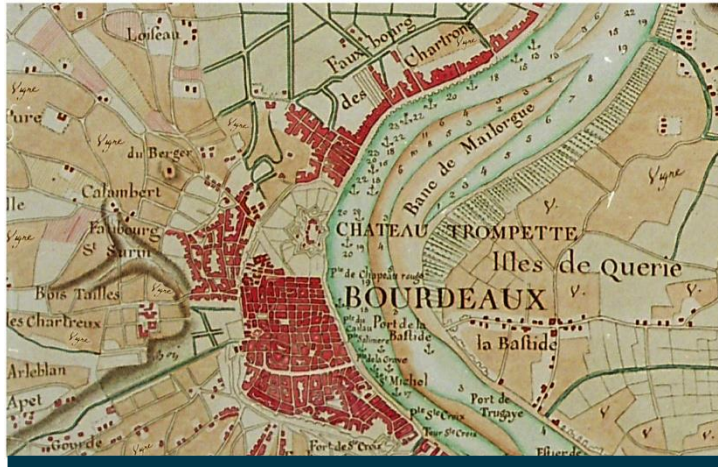


**15th century**

Aquitaine recaptured by France.  
The end of trade with England



# An ancient vineyard



## 17th century

Holland, the Hanseatic cities  
and Brittany Main markets  
for Bordeaux wines



## 18th century

Development of exports thanks to trade  
with the Caribbean



# An ancient vineyard



## 19th century

Major investments in favour of quality vine growing, techniques to fight off vine diseases: powdery mildew (oidium), phylloxera, mildew



## 20th century

**1935 /** Foundation of the INAO (Institut National des Appellations d'Origine)  
**1948 /** Foundation of the CIVB (Conseil Interprofessionnel du Vin de Bordeaux)





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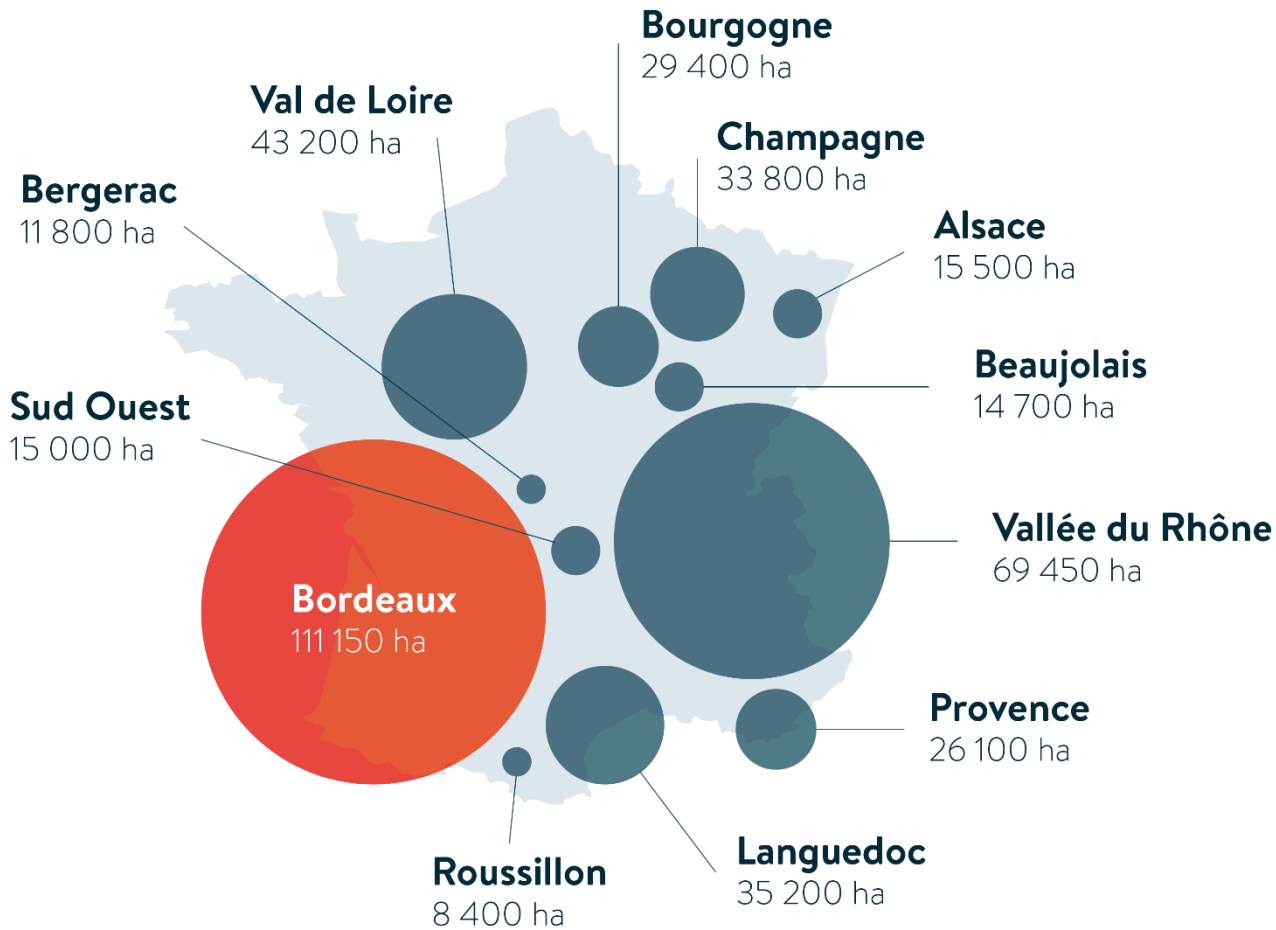
PRESENTING BORDEAUX

**BORDEAUX TODAY**

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# The largest AOC vineyard in France

+ video ▶



**Bordeaux today**  
=  
**11,150 ha**  
  
**65 AOC**  
  
**1,5 %**  
of the world vineyard  
  
**5 millions hl**  
of quality wine  
produced per year



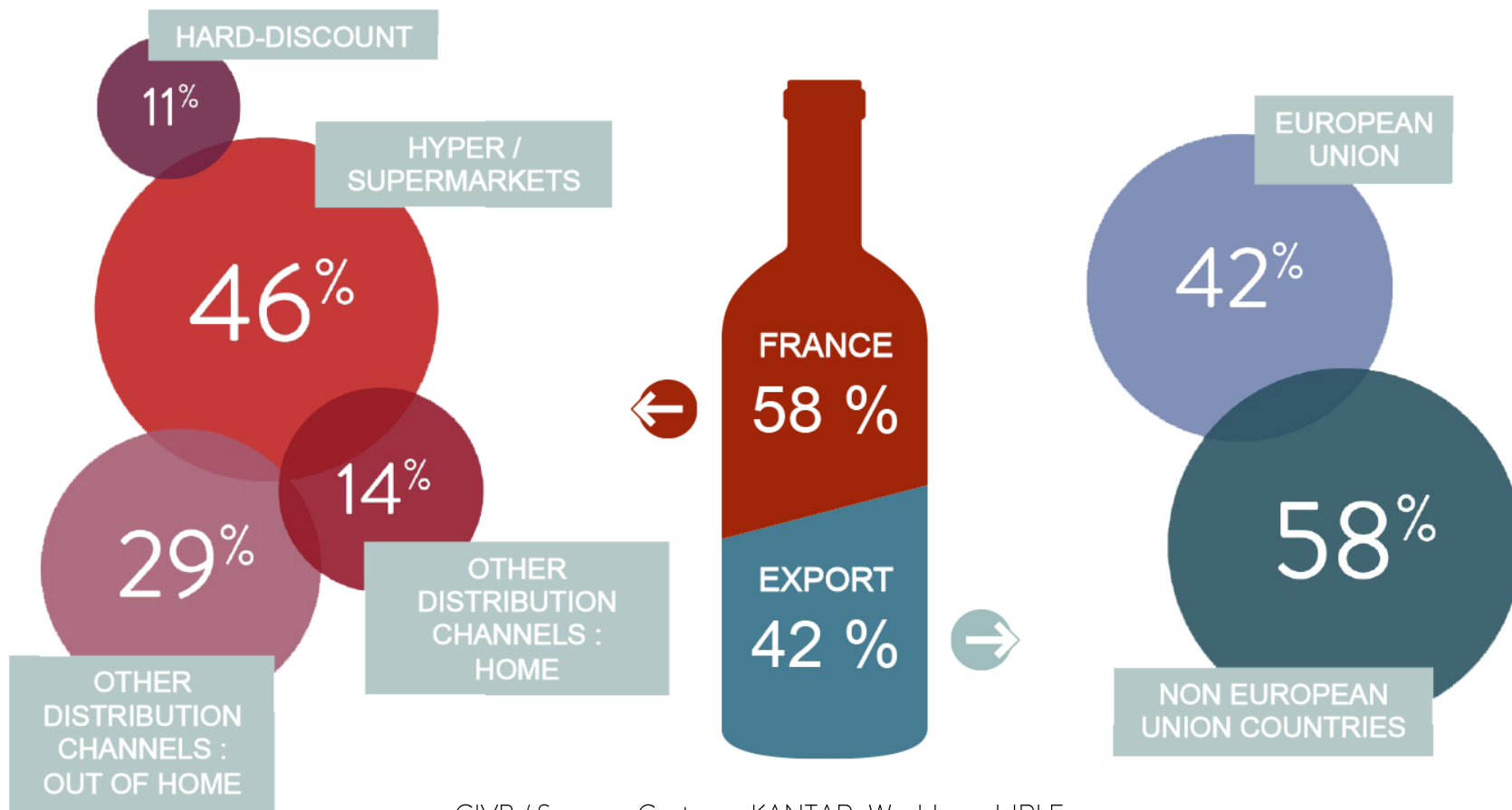


# Bordeaux today



# Sales

SALES 2014-15: 5,1 MHL



CIVB / Source: Customs, KANTAR- Worldpanel, IRI France





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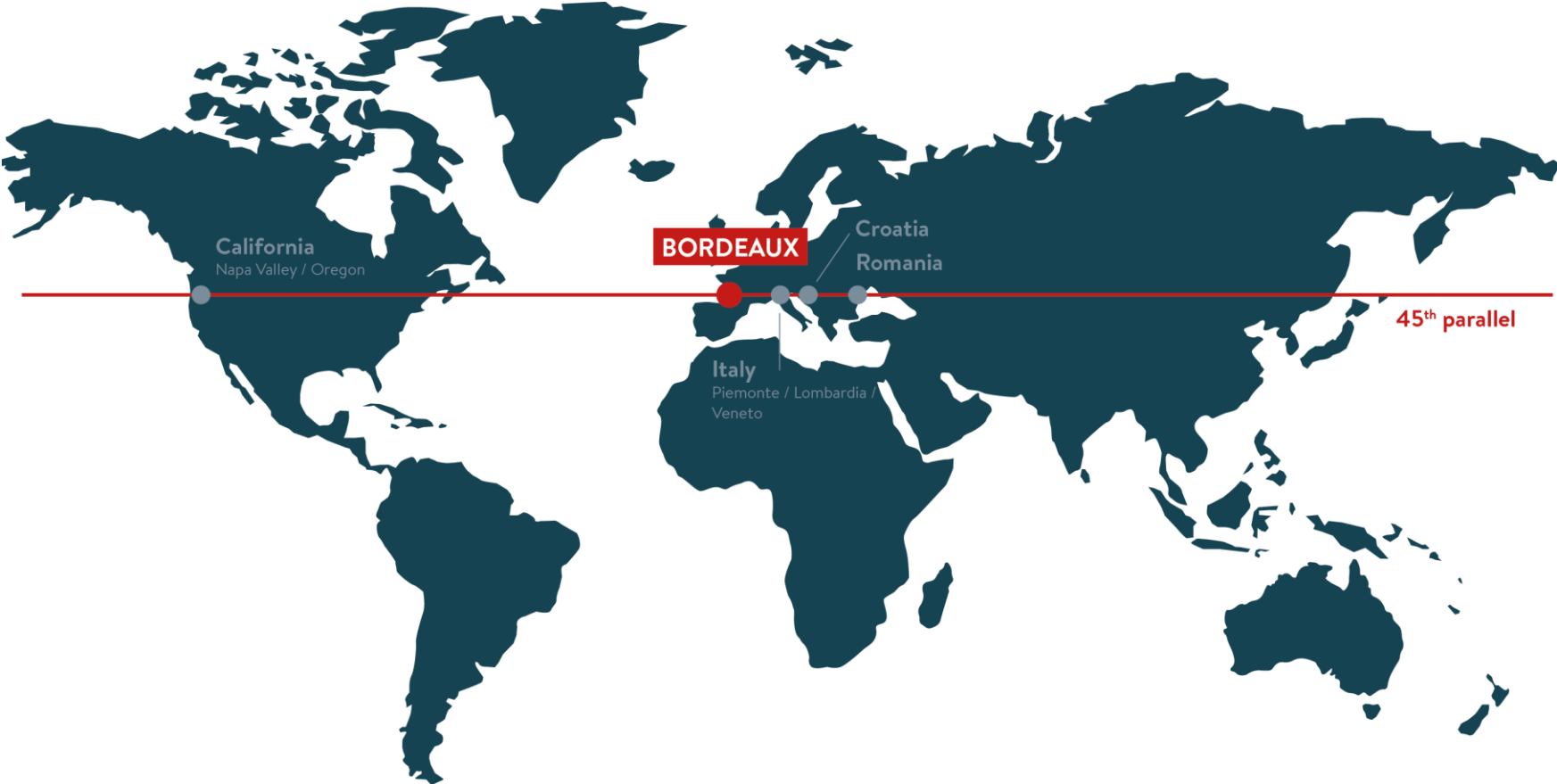
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PRESENTING BORDEAUX

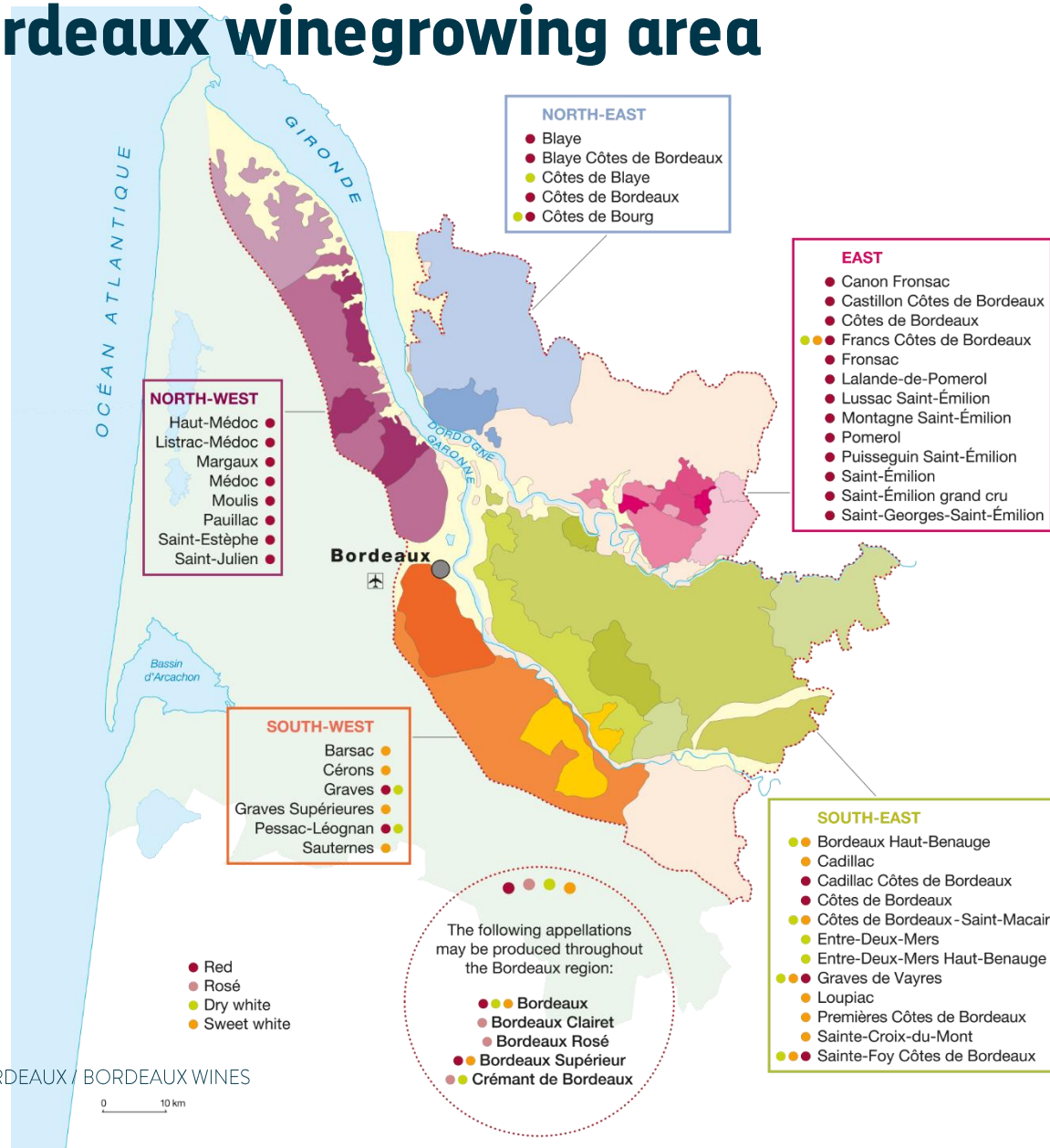
**BORDEAUX WINES**

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# The geographical location



# The Bordeaux winegrowing area



# The 6 families of Bordeaux wines



Red



Clairet



Rosé



Dry white



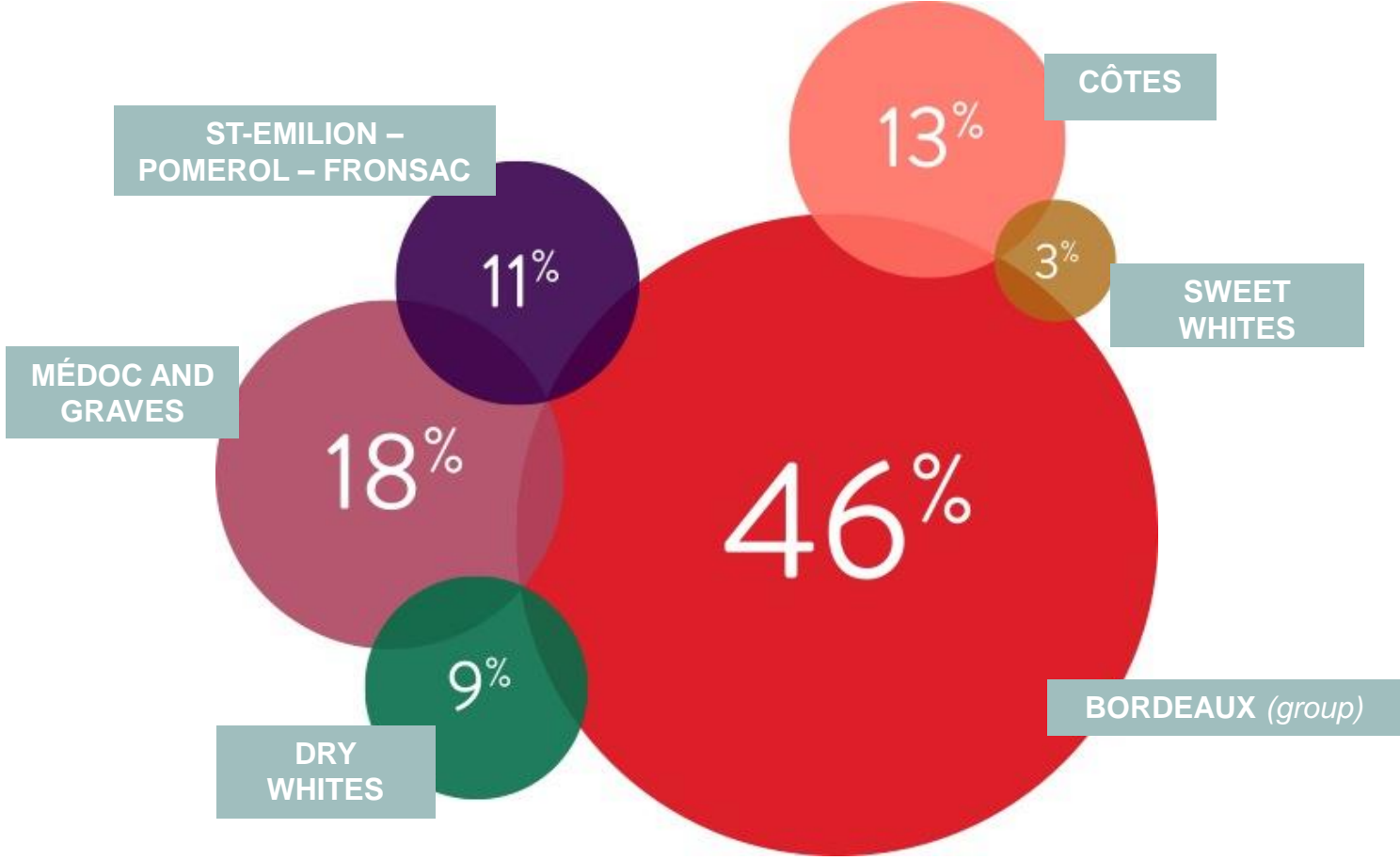
Sweet white



Crémant



# An overview of the wine families in Bordeaux



CIVB / Source: Customs 2015



# Bordeaux Today

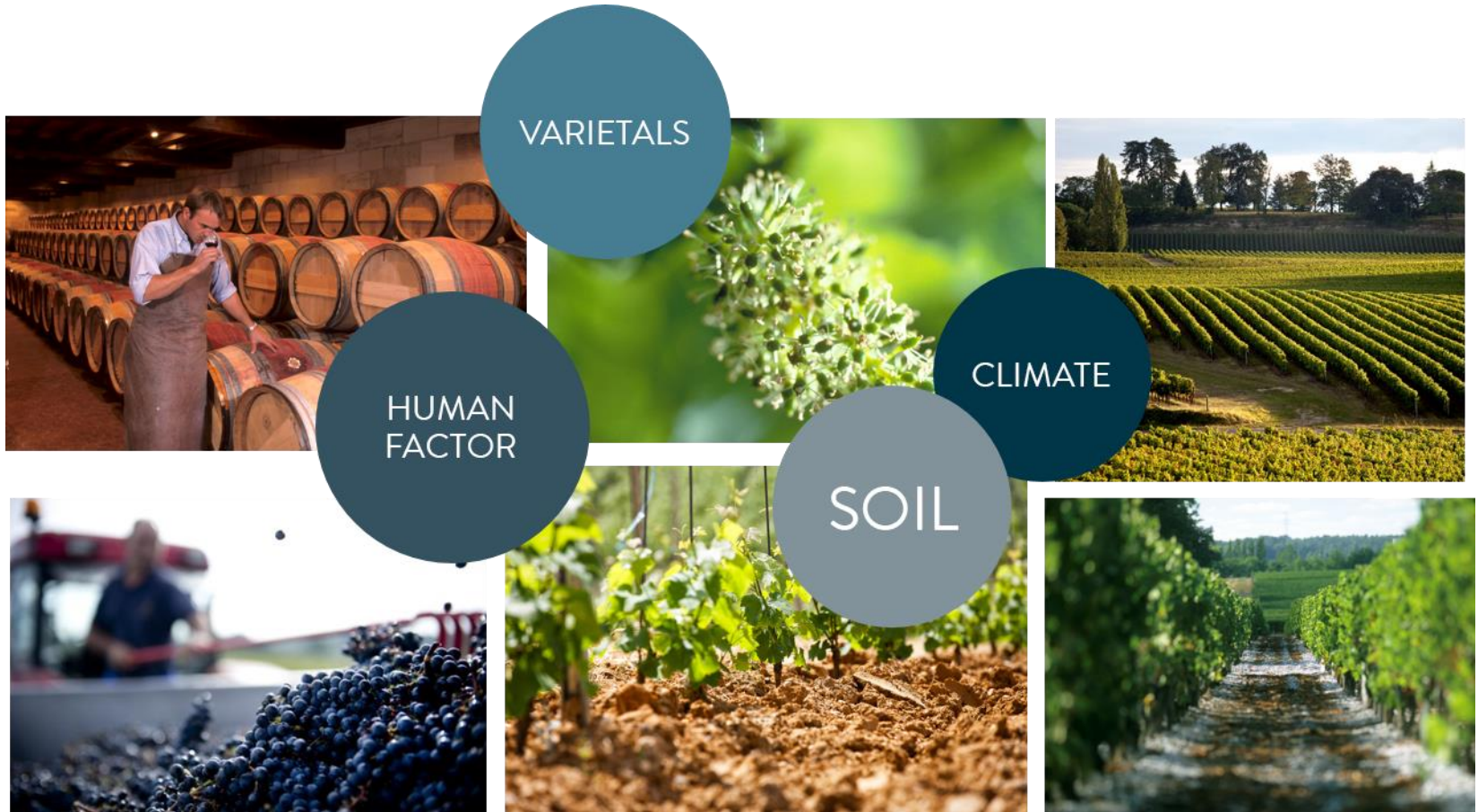
## The 65 AOC

- Barsac ●
- Blaye ●
- Blaye-Côtes de Bordeaux ● ●
- Bordeaux ● ● ● ●
- Bordeaux Clairet ●
- Bordeaux Haut-Benauge ● ●
- Bordeaux Supérieur ● ●
- Cadillac ●
- Cadillac-Côtes de Bordeaux ●
- Canon-Fronsac ●
- Castillon-Côtes de Bordeaux ●
- Cérons ●
- Côtes-de-Blaye ●
- Côtes de Bordeaux ●
- Côtes de Bordeaux-St-Macaire ●
- Côtes de Bordeaux-St-Macaire (semi sweet) ● ●
- Côtes de Bordeaux-St-Macaire (sweet) ● ●
- Côtes de Bourg ● ●
- Crémant de Bordeaux ● ●
- Entre-Deux-Mers ●
- Entre-Deux-Mers-Haut-Benauge ● ●
- Francs-Côtes de Bordeaux ● ● ●
- Fronsac ●
- Graves ● ●
- Graves-de-Vayres ● ● ●
- Graves Supérieures ● ●
- Haut-Médoc ●
- Lalande-de-Pomerol ●
- Listrac-Médoc ●
- Loupiac ●
- Lussac Saint-Émilion ●
- Margaux ●
- Médoc ●
- Montagne Saint-Émilion ●
- Moulis ●
- Pauillac ●
- Pessac-Léognan ● ●
- Pomerol ●
- Premières Côtes de Bordeaux ● ●
- Puisseguin Saint-Émilion ●
- Sainte-Croix-du-Mont ●
- Saint-Émilion ●
- Saint-Émilion Grand Cru ●
- Saint-Estèphe ●
- Saint-Georges Saint-Emilion ●
- Saint-Julien ●
- Sainte-Foy-Côtes de Bordeaux ● ●
- Sainte-Foy-Côtes de Bordeaux (semi sweet) ● ●
- Sainte-Foy-Côtes de Bordeaux (sweet) ● ●
- Sauternes ●





# Bordeaux's magical equation



# A favourable climate



- ✓ **Hot sunny summers**
- ✓ **Fine autumns**
- ✓ **Winters with rare frosts**
- ✓ **Damp springs**
- ✓ **The Gulf Stream** warms and regulates temperatures
- ✓ **Pine forest barrier** protects the vineyard from Atlantic winds and storms



# A great diversity of soils



## LEFT BANK OF THE GARONNE RIVER

Gravel soils



## BETWEEN THE GARONNE AND DORDOGNE RIVERS

Clay-limestone soils



## RIGHT BANK OF THE DORDOGNE RIVER

Clay, limestone, sandy  
and gravelly soils



# Characteristics of red grape varieties

## MERLOT

66 %



Early ripening  
Supple & Round  
Rapid aromatic evolution

## CABERNET SAUVIGNON

22,5 %



Late ripening  
Powerful  
Good ageing potential

## CABERNET FRANC

9,5 %



Late ripening  
Elegant  
Good ageing potential

**MAIN VARIETALS / 98 %**

**SECONDARY VARIETALS / 2 %**



**CARMENÈRE**



**MALBEC**

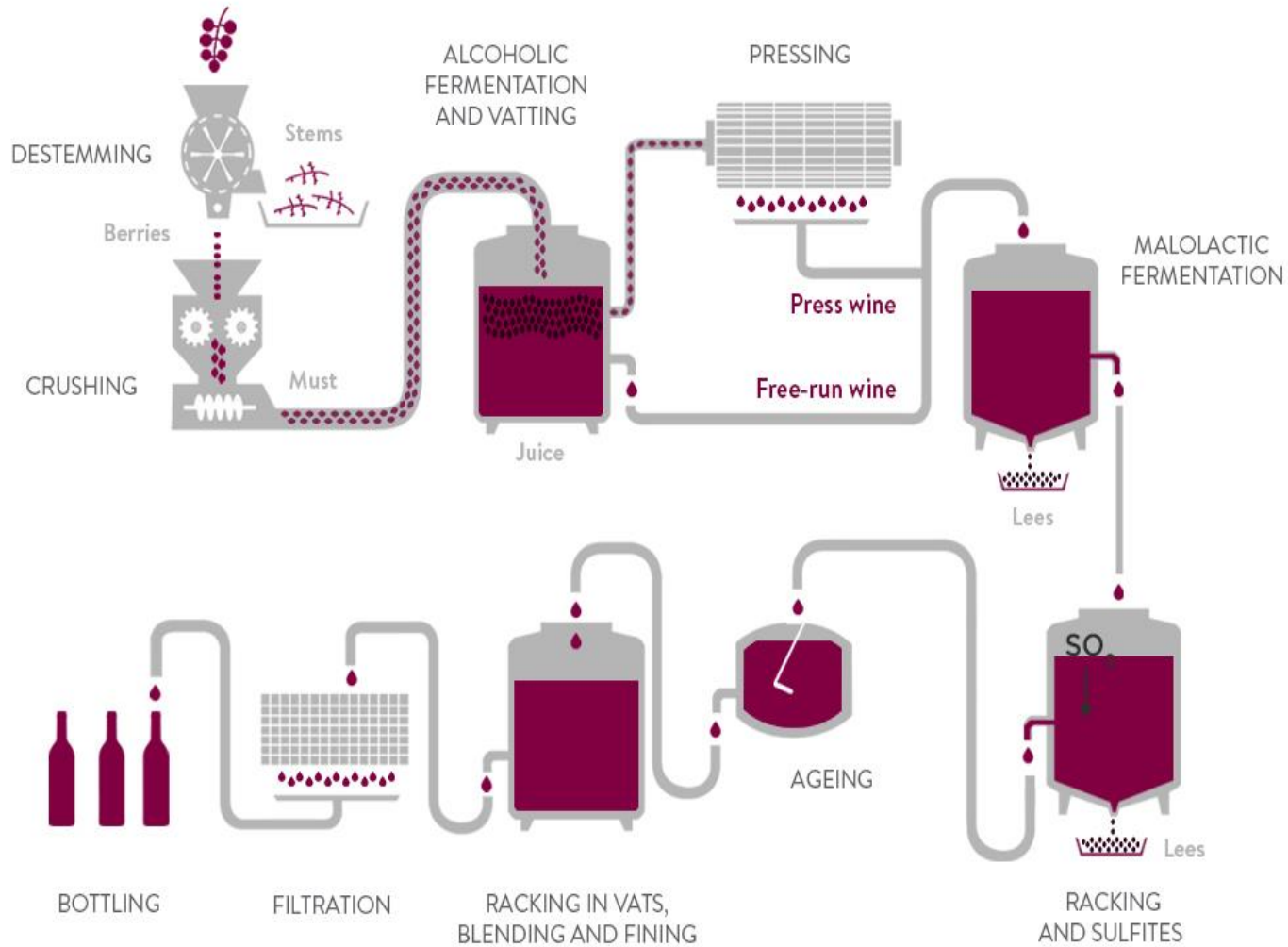


**PETIT VERDOT**

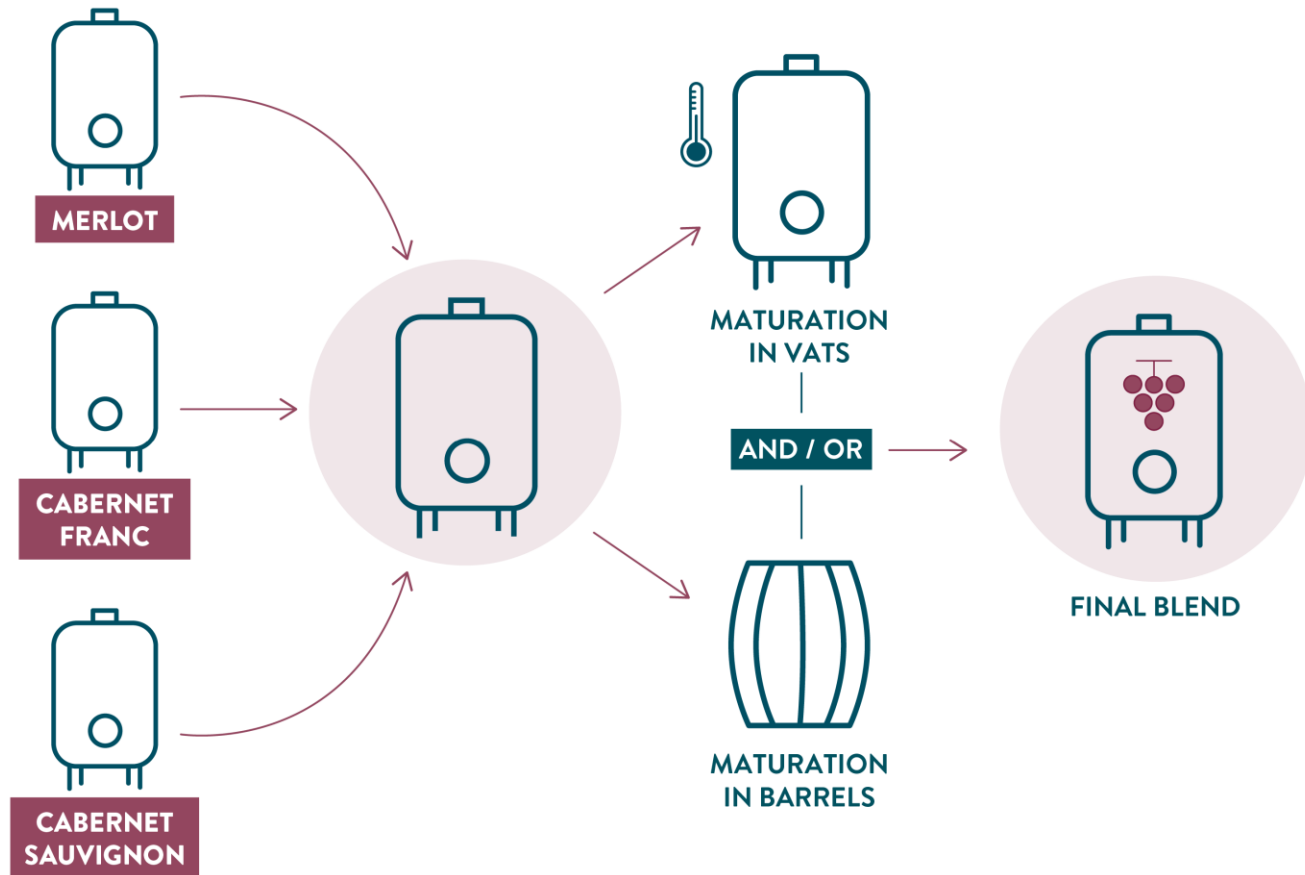




# Red winemaking



# Blending in red



# Characteristics of white grape varieties

## SÉMILLON

47 %



Rather late ripening  
Rich & Character  
Good ageing potential

## SAUVIGNON BLANC

45 %



Early ripening  
Freshness & finesse  
Good ageing potential

## MUSCADELLE

6 %



Early ripening (noble rot)  
Smooth & fruity  
Long finish

**MAIN VARIETALS / 98 %**

**SECONDARY VARIETALS / 2 %**



**SAUVIGNON  
GRIS**



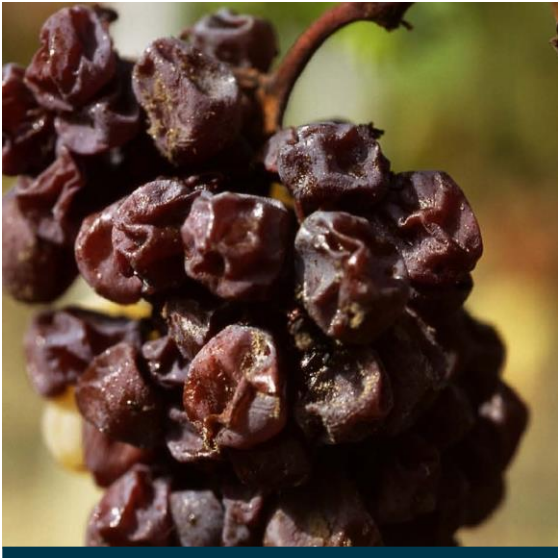
**COLOMBARD**



**UGNI BLANC**

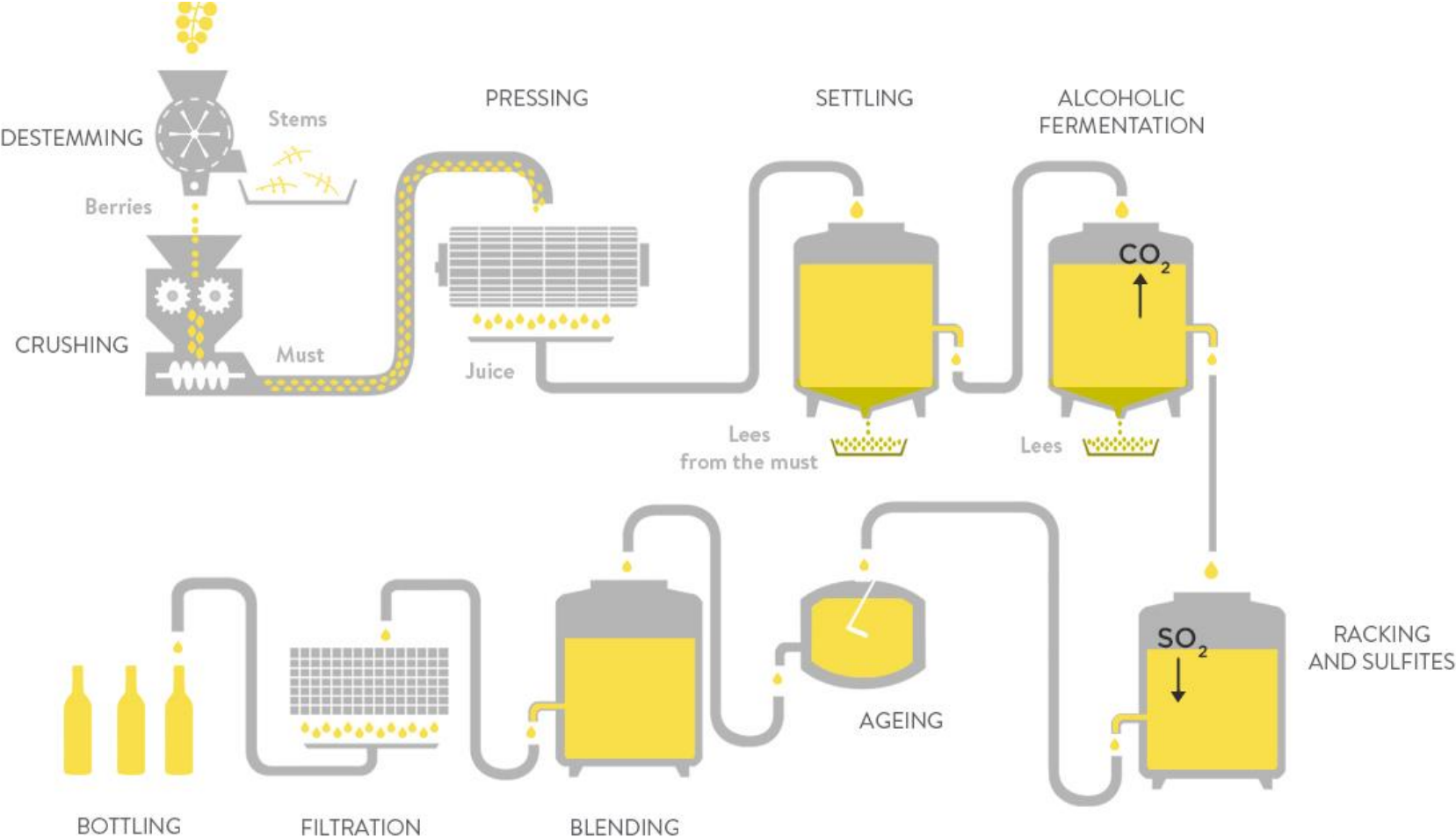


# Botrytis: the evolution (for sweet wines)

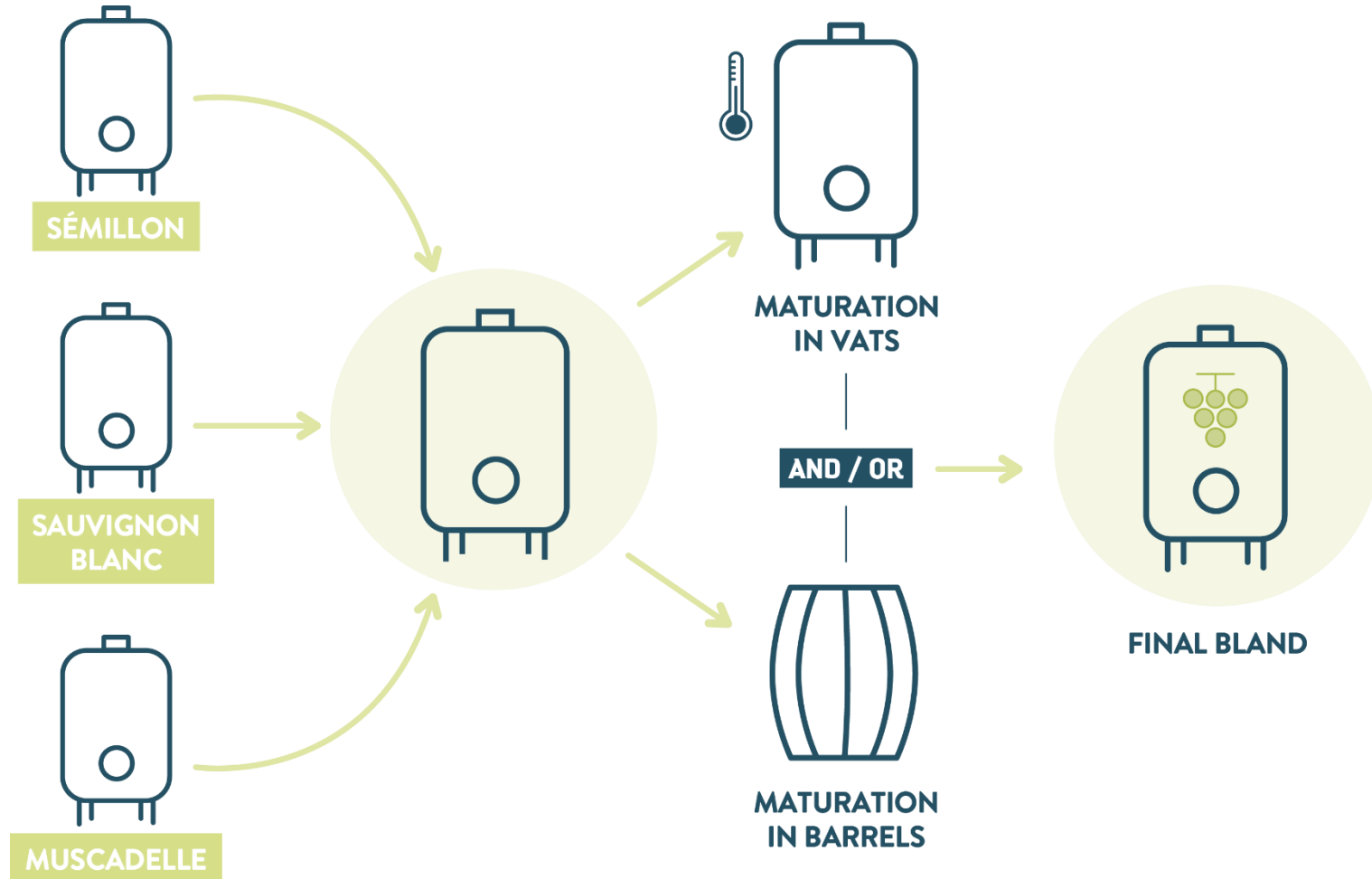




# White winemaking



# Blending in white





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PRESENTING BORDEAUX

**TASTING**

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# Senses and sensations

STEP 1



SIGHT

Intensity  
Brightness  
Clarity  
Shade & Highlights

STEP 2



SMELL - FIRST NOSE  
SMELL - SECOND NOSE

Openness  
Sharpness  
Intensity  
Complexity  
Elegance  
Aromas & bouquet

STEP 3



TASTE  
RETONASAL OLFACTION  
SENSATIONS

Astringency  
Effervescence  
Consistency  
Unctuousness  
Temperature



# Sight



## 1. Observe the wine

Intensity  
Brightness  
Clarity



## 2. Observe the colour

Shades & highlights



# Sight



Applies to red, rosé  
and white wines

## + INTENSITY



BOLD

DARK

DEEP

AVERAGE

LIGHT

PALE

-

## + BRIGHTNESS



CRYSTALLINE

BRILLIANT

LUMINOUS

MATT

DULL

-

## + CLARITY



LIMPID

HAZY (blurry)

MURKY

TURBID/MILKY

-



# Colours

## DRY WHITE WINES



**GREENISH YELLOW**  
1 - 2 years



**PALE YELLOW**  
3 - 5 years



**PALE GOLD**  
6 - 10 years



**STRAW YELLOW**  
over 10 years

## SWEET WHITE WINES



**PALE GOLD YELLOW**  
1 - 2 years



**GOLDEN STRAW YELLOW**  
3 - 7 years



**BRIGHT GOLD YELLOW**  
7 - 15 years



**LIGHT COPPER**  
15 - 25 years



**AMBER YELLOW**  
over 25 years

## ROSÉ WINES



**PALE PINK**  
up to 1 year



**RASPBERRY PINK**  
up to 3 years



**SALMON PINK**  
up to 5 years



**ONION SKIN**  
over 5 years

## CLAIRET WINES



**CHERRY RED**  
1 - 2 years



**RASPBERRY RED**  
2 - 3 years



**SALMON PINK**  
3 - 5 years



**ONION SKIN**  
over 5 years

## RED WINES



**PURPLISH RED**  
1 - 2 years



**GARNET RED**  
3 - 5 years



**RUBY RED**  
5 - 10 years



**COPPER ORANGE**  
10 - 20 years



**AMBER RED**  
over 20 years



# Smell



## 1. Smell the wine before swirling

Notice the most volatile  
aromas of the wine

Openness  
Sharpness  
Intensity



## 2. Swirl the wine



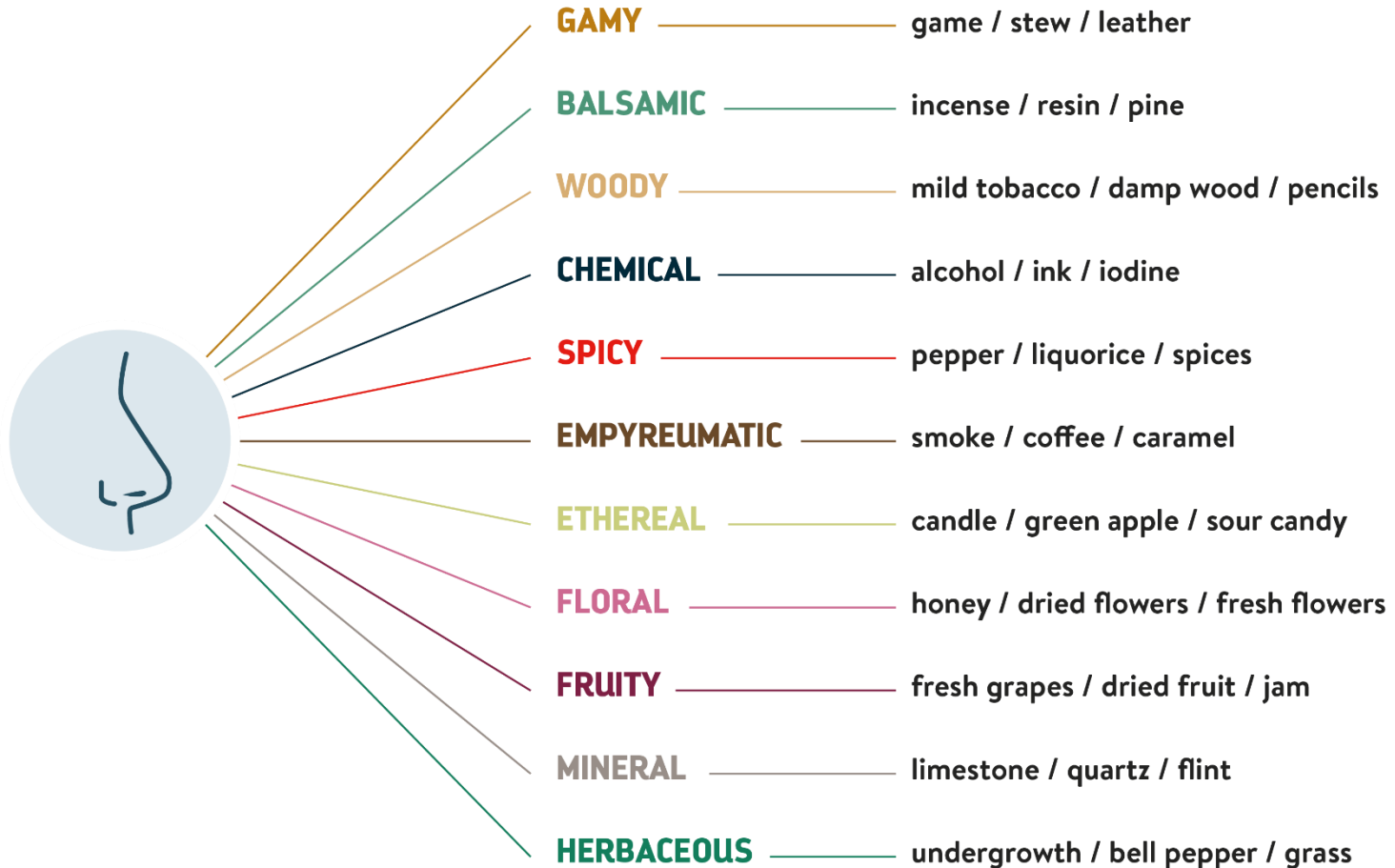
## 3. Smell the wine again after swirling

Complexity  
Elegance  
Aromas & bouquet





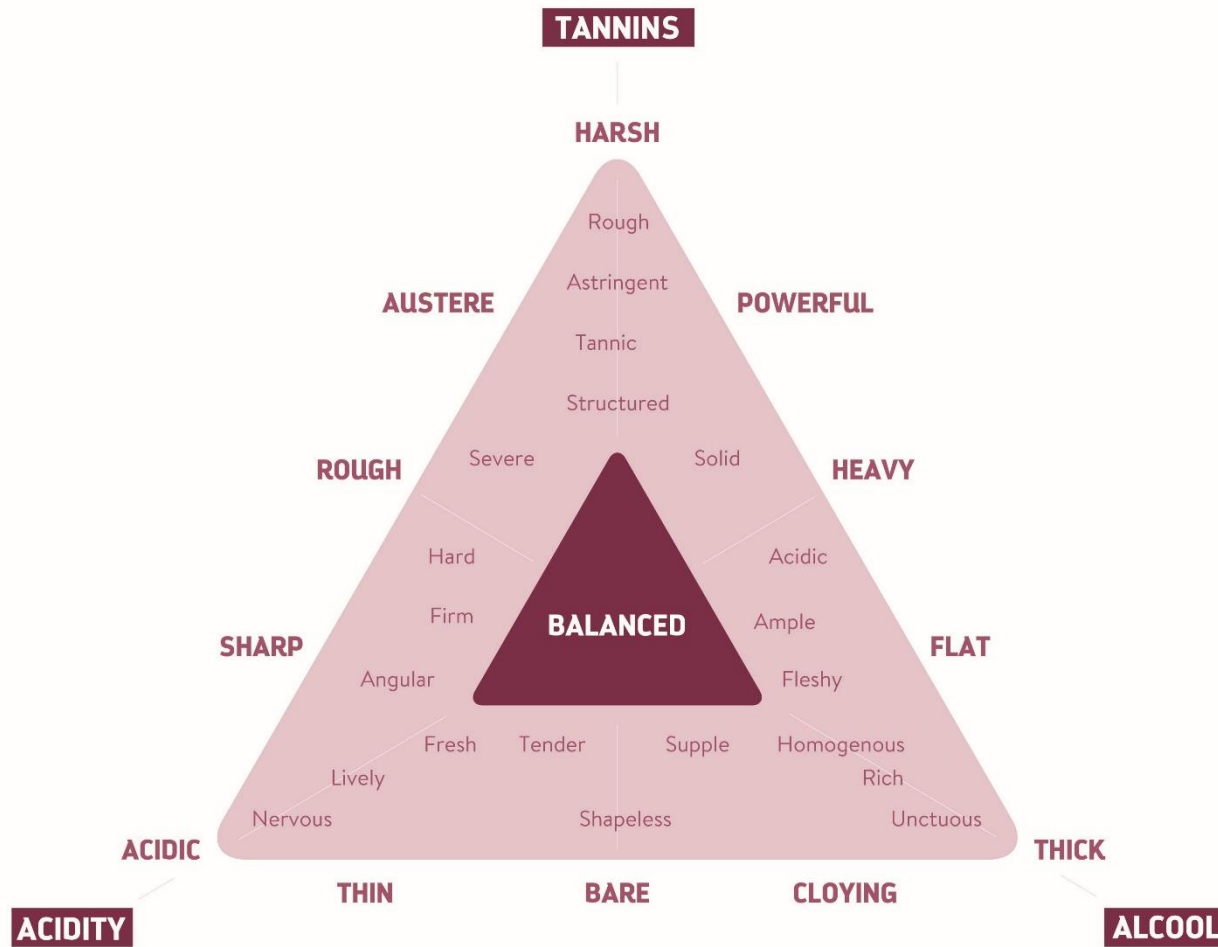
# The 11 categories of aromas



# Taste



# Balance in red wines



# Balance in white and rosé wines



Applies to dry white, sweet white and rosé wines.





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[ecoleduvindebordeaux.com](http://ecoleduvindebordeaux.com)



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Excessive consumption of alcohol can damage your health – drink aware.