

www.bouchard-aine.fr

Editorial



After the incredible but so atypical year in 2003, every one was curious to see how our Pinot Noirs and Chardonnays 2004 were going to behave in the cellar, after the wine making process. The vine had been generous; but a very rainy August had made the year a little more difficult than envisaged, delaying maturity. Fortunately, ten days of superb weather in the Côtes de Beaune and Côtes de Nuits at the beginning of September compensate the lack of maturity that risked appearing.

The grape harvest began on September 25 - that is to say one month later than in 2003 and within the average for the last 10 years. The whole of our fellow wine growers practised pre-tri (selective picking) at the time of the harvest in order to eliminate any trace of rot - followed by a very selective sorting at reception in the fermenting room before transferring to the vats to enable them to work the "éraflage", the hot prefermentary macerations and the temperature controls... During spring 2005, the conditioning continues for the score of "appellations" vinified in 2004 in the fermenting room of Bouchard Aîné & Fils of Beaune. Malolactic fermentations are in process, and the wines as much red as white still need time in order to affirm themselves. The majority will receive the label « Cuvée Signature » for bottling which will go on from summer until next January, before being offered as "Primeur" in spring 2006. It is envisaged to start tasting and evaluating them with our partner distributors and their customers from May onwards at the time of our demonstrations "Cavistes for the day" in Beaune, and of course in London for "The London Wine Fair" and Bordeaux in June at the time of Vinexpo.

Laurent Mairet, Viniculteur / Wine-Maker

Pinot Noir in all its states



On the eve of summer and the occasion of the arrival of the year 2004, Pinossimo de Bouchard Aîné & Fils adapt to new consumer tendencies .

This wine, the extreme expression of the type of vine known as the King of the Red Wines of Burgundy, is found in the mosaic soil of the Country of Oc, having intense notes which echo with the smoothness of this type of vine in its native soil.

An ideal wine to take anywhere, and discover with friends try the pino pack: 4 half bottles of Pinossimo in appealing packaging! A small format, practically sized and aesthetic - enhancing your pleasure in sharing this wine on festive occasions.

And for those unforgettable summer picnics, the pino bag is an isothermal bag which holds

4 half bottles (or 1 bottle of 75 Cl) for a guaranteed icy freshness of 4 hours! On sale in the boutique and by fax, mail or email order.

Wine shows its true colours!"

After the success of the poster of the colors of wine, Bouchard & Fils offer a voyage of discovery around the 84 flavours specific to the world of wine. A single new poster illustrates this aromatic pallet and allows you to appreciate in an entertaining and educational way the fascinating aromatic universe of wine.



Millésime 2003 conquers the United States

For the second year, and what a mythical vintage year, 2003! Stephan Oudar and Laurent Mairet along with Boisset America and in partnership with our US distributors set off on a 10 day circuit taking them along to Miami, Tampa, Washington, New York and Norwalk in Connecticut. On the program of the marathon for this year, 11 white and red wines of this extraordinary 2003 vintage offered as "Primeur", for delivery next June. A beautiful assortment of wines coming exclusively from the Côtes de Beaune and Côtes de Nuits, villages, first vintages and great vintages, selected among the ranges "Cuvée Signature" and "Terroirs de Bourgogne". An itinerary of presentations in prestige establishments, restaurants and stores, dinners with wine tasting - commented on by Laurent Mairet, and designed for an informed public of professional and enlightened consumers.



Laurent Mairet, Bouchard Aîné & Fils, autographing dozens of « the Colors of Wine » posters after the pre-sell tasting in Miami, Florida.



Scott and Amy, STEW LEONARD Wines and Fresh foods Store Managers in Norwalk Connecticut, with Stéphane Oudar (Bouchard Aîné) and Mark Grabert (Boisset America)

Competitions

CONCOURS DE MACON 2005-04-22

Gold medal

- Monthélie 1^{er} Cru Le Meix Bataille *Cuvée Signature* 2003
- Clos de La Roche *Cuvée Signature* 2003

Silver medal

- Fixin La Mazière *Cuvée Signature* 2003
- Pommard 1^{er} Cru Les Charmots *Cuvée Signature* 2003
- Savigny Les Beaune 1^{er} Cru Les Peuillets *Cuvée Signature* 2003

Bronze Medal

- Bourgogne Blanc *Cuvée Signature* 2003
- Mercurey 1^{er} Cru Clos L'Evêque 2003

BURGONDIA D'OR 2005

- Pommard 1^{er} Cru "Les Charmots" *Cuvée Signature* 2003
- Bourgogne Pinot Noir *Cuvée Signature* 2003
- Savigny-Les-Beaune "Aux Petits Picotins" 2003 *Cuvée Signature*
- Mercurey 1^{er} CRU "Clos L'Evêque" 2003

CONCOURS GENERAL AGRICOLE 2005 28-02

Silver medal

- Beaune 1^{er} Cru «Clos du Roi» 2002
- Nuits-Saint-Georges 1^{er} Cru «Les Chaboeufs» 2002

CONCOURS CHARDONNAY DU MONDE 2005 15-03

Bronze Medal

- Puligny-Montrachet 1^{er} Cru Champ Gain *Cuvée Signature* 2003

CONCOURS MONDIAL DE BRUXELLES 2005 11-04

Silver medal

- Savigny Les Beaune *Cuvée Signature* 2003

CONCOURS VINALIES NATIONALES 2005 PRIX DES VINALIES

- Meursault 1^{er} Cru "Le Porusot" *Cuvée Signature* 2003

Cuvée Signature
celebrates its
fifth birthday!

These "microcuvées" of exception express with intensity and smoothness the richness of the best soils of Burgundy. On the 20, 21 & 22 of June, at the Bouchard Aîné & Fils stand in Vinexpo, an exceptional tasting with Laurent Mairet, Viniculteur / Winemaker, will take place uninterrupted throughout the day. The theme will be based upon a 5 year anthology beginning with the first historical vintage: BEAUNE 1er CRU "Clos du Roi" de 2000 (le premier millésime) following successively to 2004 (sur fût) to which Bouchard & Fils would appreciate your participation and of course extend their invitation.

Partnership

For July
special visits
accompanied
by baroque music!



This summer the House Bouchard & Fils in Beaune proposes 13 "special previews" of tasting of its high-class wines for the lovers of baroque music, during the 5 weekends of the Festival de Musique Baroque de Beaune. Programmed in July this constitutes one of the major artistic and cultural major events of the Burgundian wine capital, and a musical meeting of international scale.

On the occasion of this musical summer, Bouchard & Fils are proud to propose to music lovers a pre-concert "aperitif dînatoire" of high quality and specially prepared for them! This "pre-concert" - tasting will take place every evening of the concert cycle at 6.30 pm finishing at 8pm, within two paces of the Basilique Notre-Dame and the Hôtel Dieu (Les Hospices de Beaune) where the renditions will take place.

Your hosts will accompany you for the visit to the arched cellars, and the « Parcours des Cinq Sens » (Tour of the Five senses), a sensory discovery of the wines, unique to Beaune. After you will be able to refresh yourself around cocktails, accompanied by a commented selection of 5 High-class wines of Burgundy, 1st and Great Vintages. Your evening concert can only be enhanced and rendered more emotional and unforgettable by it... At the time of these exceptional openings of our cellars, only thirty privileged guests will be able to profit from this original and exclusive demonstration.

Bouchard & Fils at the top of the basket!



The house of Bouchard & Fils and its distribution partner for the traditional circuit of France, Laurent-Perrier Diffusion, has entered into a partnership with the renowned Dijon basketball club, **JDA**. This agreement includes the supply of two prestige vintages of the House for receptions and JDA's club partner, restaurant and JDA VIP lodge... the 2 wines in question are, the Whites "Bourgogne Hautes Côtes de Nuits "Les Clôîtres" and the Reds Santenay 1er Cru Clos Rousseau, each one with its personalized label "JDA". An association which engages in a more than ever dynamic way, the House Bouchard Aîné & Fils in its regional implication in Burgundy.

Press

BOURGOGNE AUJOURD'HUI

August-Septembre 2004

Volnay, Villages et 1^{er} Crus, 2001 & 2002

Volnay 1^{er} Cru «Santenots» 2002 :

La meilleure note 17/20

The House of Bouchard & Fils proves its dynamism and constant reinvention as for the second time in a short while (since Savigny-les-Beaune) it produces wines of such quality. It is awarded the best marks for its vintage Volnay 1er Cru "Santenots" for 2002. "a wine showing a superb aspect worthy of a great vintage", affirmed the tasters.



DECANTER

February 2005

Meursault 1^{er} Cru « Le Porusot » 2002

Recommended * * * 16/20

« Complex, charming, with notes of honeysuckle and white flowers. Good concentration. Almond notes play in mouth. Beautiful complex structure, Laying down potential of 3 to 10 years. »



LA REVUE DU VIN DE FRANCE

February 2005

The spirit of Bourgogne for under 15 €

*** Bourgogne Hautes Côtes de Nuits Blanc

«Les Clîtres» 2003

« A pleasant surprise. Good body, but also a beautiful elegance. A rich wine, with exotic fruity notes »

**(*) Bourgogne Hautes Côtes du Beaune Rouge

« Les Prieurés » 2002

« A stylish, supple wine with fruity tones and full palate to be appreciated immediately at its fruitiest moment »



WINE IRELAND

February 2005

Helen Coburn, John Wilson

****Pinossimo Pinot Noir - Vin de Pays d'Oc 2002

Selected outlets 10,99€



SHELFLIFE (Ireland)

February 2005

Helen Coburn, John Wilson

Pinossimo Pinot Noir - Vin de Pays d'Oc 2002

Cassidy Wines 81€

HC: Warm summer fruit nose, hints of baked strawberry; warm strawberry pie feel to the flavours with a spicy at the end; a good Pinot for meats and casseroles.

JW: Light, perfumed nose summer fruits; very pleasant, light, easy summer fruits, slightly jammy, but nice ripeness and a touch of spice.

