

NEWSLETTER NEWS LETTER NEWSLETTER

JUNE 2005



LOUIS BERNARD

VINICULTEUR - ÉLEVEUR

2004 CHARTREUSE DE BONPAS BIDES ITS TIME

Once maceration was complete, the best-structured cuvées of La Chartreuse began ageing in oak barrels last November. For these red wines, the main difference from the 2003 vintage is that the malolactic fermentation took place in barriques.

The technique aims to optimise the marriage of wine and oak. At tastings the result is already tangible: this is a creamy wine with elegant, well-integrated tannins.

For the time being it is quietly developing its personality, sheltered from changes in climate, but is allowed out to take part in competitions.

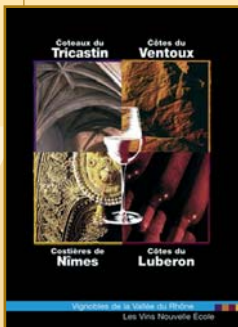
On one of its most recent "excursions", it was rewarded with a gold medal and the congratulations of the jury at the Concours des Vins d'Orange.

An encouraging showing, which augurs well for the future of this vintage...



NEWCOMERS SHOW ITS COLOURS

A wind of change is blowing through the Rhône Valley...



Newcomers", a term promoted by Inter Rhône (the valley's vine & wine trade body), conjures up the idea of a new wave, a new mindset, a new form of self-expression...

Unity is strength – which is why four Rhône Valley

AOCs have joined forces to communicate together in France and the international market ("Newcomers")

The appellations of Côtes-du-Ventoux, Costières-de-Nîmes, Côtes-du-Luberon and Coteaux-du-Tricastin are launching a "cluster" concept – an initiative that to date is unique in the Rhône Valley.



NEWCOMERS À LA LOUIS BERNARD

To stand out from the communication codes typically used in the wine world, while safeguarding our brand identity, Louis Bernard has a new proposition for the 2004 vintage: a range with colour packaging more specifically aimed at new consumers.

These wines – vinified to protect all their fruitiness, together with rounded and appealing tannins – have been made to delight buffs but also impress less savvy palates.

As a result, the 2004 vintage Newcomers à la Louis Bernard is a refreshed range comprising:



Rosé Costières-de-Nîmes • Red Coteaux-du-Tricastin
Red Côtes-du-Luberon • White Côtes-du-Luberon
Red Côtes-du-Ventoux • Red Costières-de-Nîmes

PRESS REVIEW

**Rewriting the rules
of the Rhone
Tradition tangles with innovation
in southern France**
Jon Bonné
Oct 15, 2004



Other big names are showing up. The Boisset family, which controls France's third-largest wine company, is renovating the 13th-century Chartreuse de Bonpas monastery outside Avignon as a headquarters for its Louis Bernard subsidiary, and buying grapes throughout the Rhone to produce value-minded wines for the international market.

"The opportunity we have is to use the wine of the best areas," says general manager Caroline de Beaulieu, who has brought some revolutionary thinking from the Languedoc region to the east, which has upended the French wine market in recent years.

With a new winemaker hired from Chapoutier, a major northern Rhone negotiant and grower, Bernard's managers want to produce fruitier, earlier-drinking styles wine that appeals to global, not French, palates. "We don't make wine to drink in 10 years," Caroline de Beaulieu says. "We like that people drink, and buy again."

Source : <http://www.msnbc.msn.com>

**Playhouse Bets On French Theme for
2006 Anthony Gismondini**
March 28, 2005



The Louis Bernard Cotes du Rhone Villages 2003 blends grenache, syrah and mourvedre grapes, giving you black raspberry/cherry notes with gamey, rootsy aromas and spicy, peppery, mineral, kirsch flavours.

It's certainly good value and it will get better over the next year in the bottle.

Try with grilled ham or cassoulet.

Wine:

Louis Bernard Cotes du Rhone Villages 2003,
Rhone Valley 2003, Notast

Price: \$14.90

Score: 87/100

Comments:

Ripe, smooth and supple with
lots of black cherry.

Good value.



Source : <http://www.gismondionwine.com>

Cuisine et Vins de France
April-May 2005 issue

**Cuisine et Vins
de France**

Lirac is making constant progress and is definitely worth a detour – and Louis Bernard's 2003 effort magnificently illustrates this. For the wine's generosity, certainly, but also for its outstanding wild notes of black fruit and garrigue, which would go down a treat with our steaming, fragrant chanterelle mushrooms.

Rayons Boissons
April 2005



Rhône Valley brands searching for the right price

These ranges are the work of Rhône Valley negociants (e.g. Louis Bernard) who are heavily involved upstream in the process. They offer the chance to make a mark without betting on a single product reference. In addition, this approach is proving particularly flexible for retailers, who can pick out the wines they want to complete their assortment. With their Côtes du Ventoux, Châteauneuf-du-Pape and Côtes du Rhône, the negociants are playing the range game in order to gain space on the shelves.

COMPETITIONS AND GUIDES

CONCOURS DES GRANDS VINS DE FRANCE MÂCON 2005



SILVER MEDAL

- Côte du Rhône Villages 2004
- Gigondas 2003
- Côte du Rhône Rosé 2004

BRONZE MEDAL

- Côtes du Rhône 2004

FOIRE AUX VINS D'ORANGE 2005



GOLD MEDAL WITH CONGRATULATIONS OF THE JURY

- Chartreuse de Bonpas AOC Côtes du Rhône Red 2004

SILVER MEDAL

- Côte du Rhône Red 2004

CONCOURS GENERAL AGRICOLE DE PARIS 2005



GOLD MEDAL

- Côte du Rhône Red 2004



LOUIS BERNARD

VINICULTEUR - ÉLEVEUR

ROUTE DE SÉRIGNAN
84100 ORANGE - FRANCE
TEL. +33 (0)4 90 11 86 86 - FAX +33 (0)4 90 54 87 30
louisbernard@sldb.fr
Design: Terre Neuve.