



HOUCARD AÎNÉ & FILS

WINEMAKER'S

# Hot news from Beaune

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Autumn 2004

## news

THE BEAUJOLAIS NOUVEAU  
WILL SOON ARRIVE !!

Celebrations for Bouchard Aîné & Fils Beaujolais Nouveau wines will take place in France, Luxembourg, Germany, The Czech Republic, Austria, Island, The Netherlands, Poland, Japan, Canada, The United States and Taiwan etc. the **18th November** in an establishment near you!



For the 2004 vintage Bouchard Aîné & Fils has acquired an exceptional barrel, which is unique in the world, from the Rousseau cooperage. This barrel holds 380 litres (the usual Burgundy barrel holds 228 litres) and is a true work of art. Made for the 'Concours du Meilleur Ouvrier de France 2004' (Best craftsman in France competition), it was the winner of its section and thus presented this summer at the Palais de l'Elysée to President Chirac. Laurent Mairet has chosen it to house part of our Meursault 1<sup>er</sup> Cru 'Porusot' Cuvée Signature 2004.



### COLLECTION 2004

The greater part of the 2004 harvest will make up our "Collection 2004" of the Cuvée Signature, a vintage which promises to be very fruity with lovely concentration and acidic structure and assertive tannins. These will be charming and very accessible wines.



At the moment, we are wrapping up sales of the 2002s, regretfully, because we really enjoyed these wines, both red and white, all worthy of the reputation of this exceptional vintage.

The Cuvée Signature 2003 wines, including our latest arrivals Savigny-lès-Beaune "Aux Petits Picotins" and Clos de la Roche, are ready and are astoundingly concentrated, long, rich and bursting with powerful aromas – all this embellished with elegant complexity. A few lucky souls will be able to taste it "en primeur" at Bouchard Aîné & Fils, over the Hospices de Beaune charity wine auction weekend, next 20th and 21st November.

*Cuvée Signature*

#### Wine Spectator - Sept 2004 (USA)

Chassagne-Montrachet 1er Cru "Morgeots" Cuvée Signature 2002 – **87** points

#### Wine Enthusiast - Sept 2004 (USA)

Beaune 1er Cru "Clos du Roi" Cuvée Signature 2002 – **87** points

Cuvée Signature 2002 – **87** points

#### Vinalies Nationales 2004 (France)

Official Selection of the (Enologues de France Fixin "La Mazière" Cuvée Signature 2002 Prix de Vinalies

#### Mundus Vini 2004 (Germany)

Savigny-lès-Beaune 1er Cru "Les Peuillets" Cuvée Signature 2002 – **Silver Medal**

#### Gilbert & Gaillard 2005 (France)

Nuits Saint Georges 1er Cru "Les Chaboeufs" Cuvée Signature 2001 – **89** points  
Vosne Romanée 2001 – **87** points

#### Japan Wine Challenge 2004 (Japan)

Beaune 1er Cru "Clos du Roi" Cuvée Signature 2002 – **Silver Medal**

#### Le Guide Hachette 2005 (France)

Beaune 1er Cru "Clos du Roi" Cuvée Signature 2002\*  
Echézeaux Grand Cru Cuvée Signature 2002\*  
Bourgogne La Marche 2002\*\*

awards

### VINTAGE 2004!

On 10th October we turned the page on the 2004 harvest! Now follow the long weeks



Laurent Mairet, Viticulteur / Winemaker

of maceration and alcoholic fermentation in wooden vats for our Pinot Noirs and in casks for the Chardonnays.

The 2004 harvest was the tardiest of the past ten years. However, our 2003 vintage wines were bottled last summer, that is to say between 6 and 8 months earlier than usual. As a result, our cellars were empty on the eve of the 2004 harvest, and thus more than ready for the new arrivals. When all was said and done, there were nearly 130 tons of Pinot Noir and Chardonnay from around twenty Village, 1er Cru and Grand Cru appellations, from the Côte de Beaune and Côte de Nuits. This is the equivalent of about thirty hectares vinified for the vintage 2004, that is now settling in over 350 oak barrels.

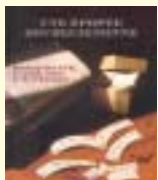
*Laurent Mairet*

## quote of the season

In the August/September 2004 issue of 'Bourgogne Aujourd'hui' concerning our Volnay 2002, which received 17/20 points, or the best Volnay tasted:

"This house has been making and maturing wines for 250 years. Here it has signed several cuvées made from purchased grapes. This house is showing its mettle, because this is the second time in a very short period (after Savigny-lès-Beaune) they have presented such a high quality wine."

### BOOK " A LEGEND IN BURGUNDY "



This splendid book is available at our visitor's center in Beaune, and by mail order via email at: [magasin@bouchard-aine.fr](mailto:magasin@bouchard-aine.fr) or via the Bouchard Family web site at: [www.bouchard-family.com](http://www.bouchard-family.com) and at :

### LIVEN UP YOUR POINT OF SALE!

Designed to simply 'clip' onto a carton, our new case card shows off Pinossimo's cheerfulness and colours at their best.



A new Bouchard Aîné & Fils case card is also now available.



In addition, we are delighted to announce two new Canadian markets for Pinossimo - British Columbia (Vancouver) and Nova Scotia (Halifax) monopolies, thanks to our friends at The *Bacchus Group* and *Trafton Agencies*.

Pinossimo