

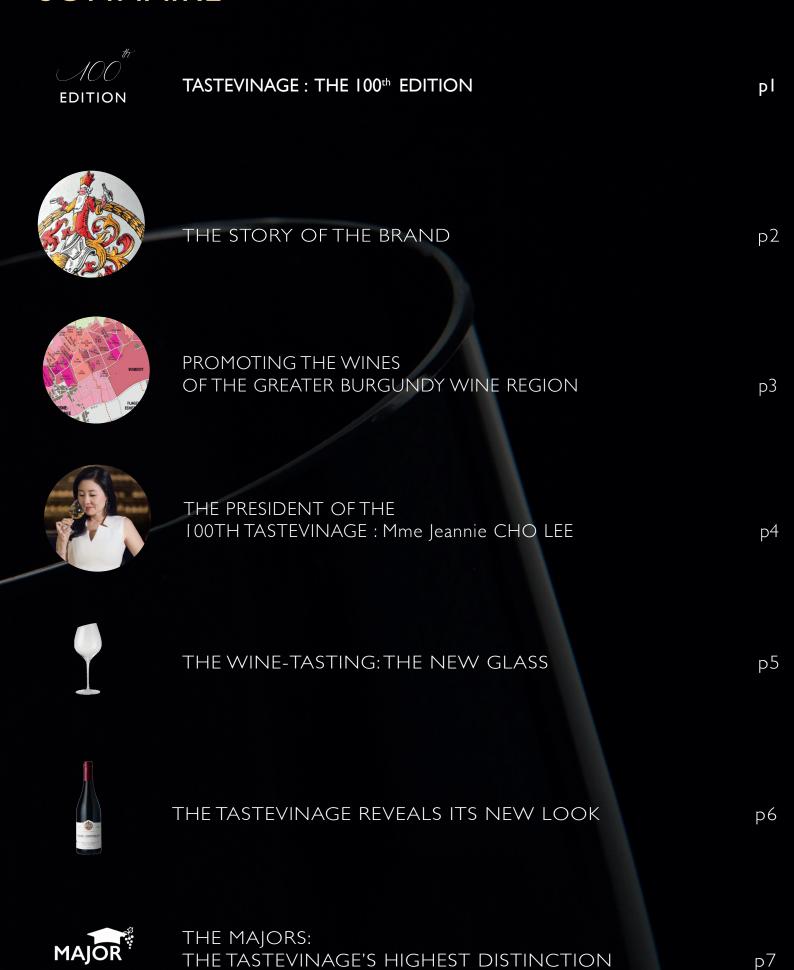


29th of September 2017

TASTEVINAGE®



SOMMAIRE



The 100 EDITION



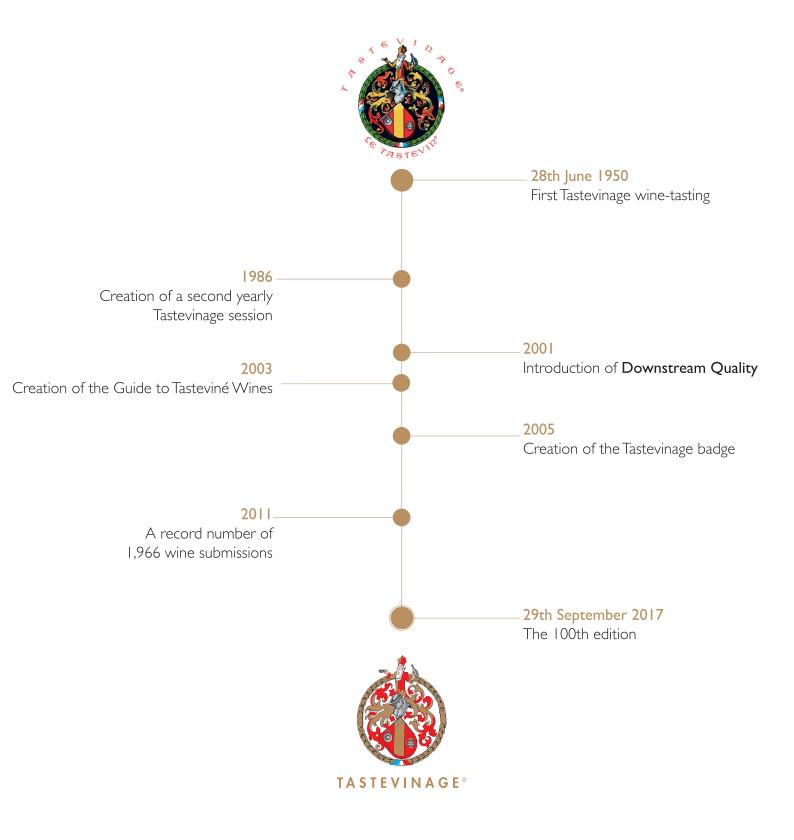
After more than sixty years of selecting wines from Burgundy's vineyards, the Tastevinage seal of quality has been given a new visual identity; one more vibrant and dynamic but still remaining true to its core values of conviviality, authenticity and tradition.

The Tastevinage evolves and adapts in line with the changing expectations of Producer and Consumer, but always preserving the initial motive behind the brand: the guarantee that a wine from Burgundy means a moment of discovery and pleasure.

With each session, more than 250 seasoned wine-tasters gather at the Château du Clos de Vougeot, at the heart of Burgundy's Route des Grand Crus, to select the wines that stand out as being the most representative of their appellation and vintage.

Since 1950, the Confrérie des Chevaliers du Tastevin, founders and organizers of the event, has given itself the task of promoting in practical ways the reputation of the savoir-faire of Burgundy's wine producers, as well as the quality of their wines — a never ending mission which continues to evolve, as will become apparent on September 29th when the latest innovations are unveiled.

MILESTONES AND INNOVATIONS



More than 60 years of selection

More than 100 million bottles of wine tasteviné

From regional appellations to Grands Crus

PROMOTING THE WINES OF THE GREATER BURGUNDY WINE REGION



The Tastevinage selection guides the consumer through the complexities of Burgundy's appellations, providing a guarantee of authenticity and quality.

The list of wines eligible for selection extends from the Chablis to the crus of Beaujolais, the Regional Appellations to the prestigious Grand Crus, still wines and sparkling Burgundy Crémants.

QUALITY ASSURED

TRACEABILITY

The Tastevinage operates a continuous Downstream Quality Monitoring programme. Samples from bottles intended for sale are regularly analyzed and the results compared with samples from Tastevinage specimen wines in order to verify their authenticity. This process provides the consumer with a guarantee of quality. Ultra-violet ink used in the print on the labels aids traceability, as well as deterring counterfeiters.

SELECTION OF TASTEVINE WINES

IMPARTIALITY AT EVERY STAGE

During the wine-tasting, total anonymity is adhered to and no grower's name mentioned. The ambiance is formal, the tasting impartial. Every care is taken to protect the credibility of the awards. Each year, the rigor of the judges' decisions stands as a testament to their integrity.

MARKETTING

The Confrérie des Chevaliers du Tastevin is not involved in the distribution or marketing of the labelled bottles. The different brands and estates operate independently.



A WORD FROM THE PRESIDENT

"While still a student at university, I travelled across Europe in search of new tastes and flavours. That was the beginning of my passion for wine. I was fascinated by the complex language of wine-tasting.

Intuitively, I sensed that wine was a living thing, closely connected to the soil, growing in harmony with nature and her seasons, and reflecting all the savoir-faire of the men who produced it. All of that was revealed to me in one single sip of wine.

Of course, my traditional Korean education did not lead me directly into the world of wine. But occasionally life is kind enough to take you where you really want to go. And so it was that I eventually found myself in this particular universe — first as writer, then as a critic and author of books about wine and finally, in 2008, as a Master of Wine ".

PROFILE

Jeannie Cho Lee is the first female Master of Wine from Asia. Author, television presenter, wine judge and critic, Jeannie is based in Hong Kong. She currently teaches at the Polytechnic University of Hong Kong, where she helped to launch the Master of Science in International Wine Management programme. At the same time, she is a Visiting Professor at the Chinese Culinary Institute and the International Culinary Institute.

Since 2009, Jeannie has been a wine consultant for Singapore Airlines.

Former publisher and CEO of Pan, a magazine devoted to wine lifestyles which she founded in 2015, Jeannie is also the author of Asian Palate (2009) which explores wine and Asian food pairings. This first book won numerous awards, including the 'Best food and wine pairing book in the world' at the Gourmand World Cookbook Awards. Her second book titled Mastering Wine for the Asian Palate (2011) provides a fresh approach to understanding and appreciating wines in Asia.

Jeannie is also a familiar face on television. Since 2014, she has co-hosted In Vino Veritas, a weekly programme broadcast on the English language channel TVB Pearl. Jeannie is the first Anglophone Tastevinage president.

Previous presidents include Georges Blanc, Gilbert Montagné, Gérard Margeon, Aubert de Villaine Jacques Lameloise; Jean-Robert Pitte, Pierre Troigros and Bernard Pivot.

THE WINE-TASTING

Every connoisseur recognises the special qualities of a burgundy wine-tasting glass. That its unique shape, for example, allows the wine to release its most subtle aromas and express its full character.

Taking that as given, the Tastevinage has sought to perfect the tasting experience. That is why it has opted for a contemporary design in blown glass with a slanting rim. Inspired by the sloping vineyards of the Côte Bourguignonne, the mouth has a pronounced slant which gives the glass its distinctive form. What's more, the exceptional transparency of blown glass intensifies the colour of the wine. Qualities calculated to maximise the pleasure of wine-tasting whatever the appellation: white or red, still or sparkling.

The Tastevinage wine-glass is the brainchild of the Confrérie des Chevaliers du Tastevin and its design offers a unique wine-tasting experience.



THE TASTEVINAGE REVEALS ITS NEW LOOK

To make it simpler for the Consumer to recognize, the Tastevinage's new visual identity incorporates gold lettering on a cream-coloured paper label and in an 'openwork' badge on a transparent background. If the emblems (those of the Confrérie des Chevaliers du Tastevin) remain unchanged, the style of the labelling has been simplified to enhance the Tastevinage's perennial image.

The seal, an essential part of the bottle's aesthetic charm, allows the Consumer to identify the tastevinée appellation quickly and effectively.

Care has been taken to see that the name of the Laureate appears more prominently on the label to aid recognition. Laureates wishing to add a more personal touch will have the opportunity to incorporate their own visual identity.

THE BADGE



THE LABEL







The latest innovation to appear is the MAJORS, a special distinction attributed to the jury's favourite wines.

Majors from the 99th Tastevinage spring session (24th March 2017) and those from the 100th edition will be honoured at a formal ceremony to be held on the evening of November the 16th at the Château du Clos de Vougeot. Bringing together the growers, professionals from the wine world and journalists, the event will celebrate the outstanding savoir-faire of the chosen laureates.

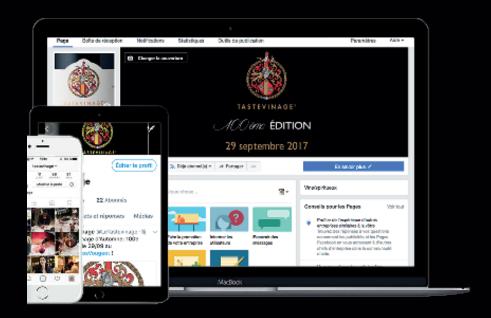
Members of the Grand Conseil of the Confrérie des Chevaliers du Tastevin will be on hand to congratulate the award-winning winegrowers.

This distinction is given in recognition of the wine's outstanding quality and the savoir-faire involved in its making.



RESULTS ANNOUNCED

on 3rd October 2017



A complete list of laureates, together with news about forthcoming events, can be found on the Tastevinage website: www.tastevinage.fr
and on social media:









