

## NEW BRAND AIMS TO REIGNITE BORDEAUX SALES IN THE US

17th February, 2016 by Patrick Schmitt

A new brand of entry-level wines from Bordeaux is launching in the US this week that aims to re-ignite sales for region's wines in North America.

Called *Be Bordô*, the brand has a suggested retail price of \$10-\$12, and is being officially introduced in New York this week through the country's biggest drinks distributor, Southern Wine & Spirits, who will also launch it in all major wine-consuming states across North America.

The range for the US currently comprises three varietally-labeled wines, each one with a different descriptive titles: 'Le Fruity Red' for the Merlot, 'Le Crisp White' for the Sauvignon Blanc, and 'Le Deep Red' for the Cabernet Sauvignon. (*Be Bordô's* 'Le Pink' – a Bordeaux rosé – is not being brought to North America).

According to *Be Bordô* owner Stéphane Quien, who is president of Stephane Quien Wine & Spirits (SQWS), the new brand is designed to be an "accessible, easy-to-understand Bordeaux wine appealing to a New generation of wine lovers", and comes with "modern, chic and elegant packaging", housing "round wines with fruit concentration".

He also said that Southern Wine & Spirits has high hopes that the brand will help re-launch Bordeaux wine consumption in the US, where Bordeaux sales have been in long term decline. (The region's last US shipment record was in 1985, when 2.8 million cases were exported to North America).

The *Be Bordô* logo has been designed to represent Bordeaux's Port de la Lune (the Moon Port), which launched Bordeaux to the world in the eighteenth century, and the wine has been made by Château Merlet winemaker Pierre Larroche.

*Be Bordô* will initially be available through Liberty Wines Selections, a division of Southern Wine & Spirits, in New York, with additional markets planned for later in 2016.

*Be Bordô* is owned by Stephane Quien Wine & Spirits (SQWS), a Bordeaux-based wine and spirits merchant.

Currently, the largest, accessibly-priced branded Bordeaux in the US market is Mouton-Cadet, which sells approximately 250,000 cases annually through Constellation Brands, the brand's distributor since 2005.



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