

the drinks business

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NOT COOL
but hot

While it has been flying high for the past decade, Bordeaux has a stuffy image.

But, writes *Rupert Millar*, it is its utter lack of hipness that makes it stand out



BE BORDÔ

'We need to conquer this millenia's generation, talk their language'

Here there is perhaps a chance for producers to try new things.

The 'Be Bordô' wine range has little pictograms on the side of the front label, "to help consumers match food and wine," says managing director, Stéphane Quien; the Rothschild Collection meanwhile is launching a rosé made to be drunk over ice this summer.

You wouldn't catch a cru classé doing anything of this sort and they shouldn't but that's not say there isn't room for a little commercial flair at the broader end of the market.

As Quien continues: "We need to conquer this millenia's generation by offering them easy to understand, accessible fun chic and elegant Bordeaux wines. We need to talk their language, adapt ourselves to Anglo Saxon markets and offer them good value for money wines."