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Be Bordô Offers a Fresh and Modern Expression of Bordeaux Wines

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Don't let **Stéphane Quien's** polished demeanor fool you - this French vintner is a bit of a rebel. His fun and affordable collection of wines, **Be Bordô**, completely challenge the notion that **Bordeaux** is always stuffy, confusing, and expensive. Be Bordô doesn't pretend to compete with the legendary wines from Bordeaux's top châteaux but offers a playful and tasty option that won't break the bank - each bottle has a suggested price of \$11.99. Although the wines are modestly priced, Stéphane is committed to quality and selected Château Merlet and winemaker Pierre Laroche as his partners in this venture. Be Bordô has access to some of the finest fruit and terroirs across all of the major Bordeaux appellations.

Stéphane is no newbie to the industry - his family's legacy as influential European merchants can be traced back to the 18th century. He describes Be Bordô as a "French alternative to New World wines" because it presents the classic grapes of Bordeaux in a more modern way. These young wines are meant to drink now and are crafted to express the freshness of Bordeaux's classic grapes instead of the influences of oak and long aging.

Be Bordô also helps to alleviate the stress of pairing wine with food: each bottle includes icons with helpful pairing suggestions like Sauvignon Blanc with seafood, Merlot with pasta & poultry, and Cabernet Sauvignon with cheese & barbecue. No matter what food you choose, Be Bordô will add an easy elegance to the occasion.

