

MERCHANT LAUNCHES RANGE OF 'ACCESSIBLE' BORDEAUX WINES

16th June, 2017 by Lauren Eads

Bordeaux-based wine and spirits merchant Stephane Quien Wine & Spirits (SQWS) has launched a range of wines that it has dubbed “the French alternative to New World wines” in a bid to make Bordeaux more accessible to younger consumers.

The Be Bordô range, which is distributed in Europe, Northern America and Asia, comprises three varietal wines that are simply named with a hint of humour: ‘Le Fruity Red’ Merlot, ‘Le Crisp White’ Sauvignon Blanc, and ‘Le Deep Red’ Cabernet Sauvignon. A ‘Le Pink’ Bordeaux rosé is expected to be launched later in the year.

Stéphane Quien, president of SQWS, said the brand is intended to offer a new generation of consumers an “accessible, easy-to-understand Bordeaux wine”, through its “modern, chic and elegant packaging” and pictograms to help consumers match the wines with food.

The Be Bordô logo meanwhile has been designed to symbolise Bordeaux’s Port de la Lune (the Moon Port), with the wines themselves made by Château Merlet.

The wines will carry an RRP between £7.99-8.99 in UK / €4.99-5.49 in Europe.

Be Bordô will be showcasing its range at Vinexpo from its partner’s stand, Bache-Gabrielsen Cognac, Hall 1, Stand E241.

Website: www.bebordo.com



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