

BORDEAUX BORDEAUX SUPÉRIEUR

BORDEAUX SALUTES THE PRESS

JACQUES DUPONT
&
KEVIN ZRALY

CHOSEN TO RECEIVE THE 27TH PRIX DE LA PRESSE DES BORDEAUX ET BORDEAUX SUPÉRIEUR

Thursday, September 27, 2012 at the Restaurant Pavillon Ledoyen in Paris, France

Bordeaux wines are world renown as elegant and balanced, thanks to masterful blends of Merlot, Cabernet Sauvignon and Cabernet Franc, the traditional grape varieties from the region. Bordeaux's reputation for high quality is due to a harmonious combination of expertise and outreach. It is in large part thanks to the regional, national and international press that the wines of Bordeaux & Bordeaux Supérieur AOCs – the gateway to this mythical wine region – become more widely known each year to the trade and consumer, in France and internationally. For the past 26 years, Bordeaux winemakers have celebrated and honored these wine writers through the press award, **Prix de la Presse des Bordeaux et Bordeaux Supérieur**.

RECOGNITION OF EXCELLENCE IN WINE WRITING

Created in 1986, this award has been bestowed upon two or three journalists each year, totaling more than 50 wine writers, in France and abroad. The jury, composed of members of the Board of Directors of the Bordeaux & Bordeaux Supérieur AOCs Winemakers' Association, seek out journalists who write regularly on the subject of wine rather than a one-time piece. They wish to reward and encourage writers for their work in wine in general, and for the quality and originality of their articles and/or books concentrating more specifically on the Bordeaux & Bordeaux Supérieur appellations, the heart and soul of Bordeaux. Their work is key in communicating in France and beyond the quality, accessibility – both in price and drinkability – of the wines, along with stories of the people who make them,

BOTTLES OF BORDEAUX & BORDEAUX SUPÉRIEUR : PRIZE AWARDED IN LIQUID

For the 27th edition, the Prix de la Presse des Bordeaux & Bordeaux Supérieur was awarded in Paris on Thursday, September 27th, to two outstanding journalists from the French and international press: **Jacques Dupont**, wine columnist for the business weekly *Le Point*, and author in 2011 of the *Guide des vins de Bordeaux* (Grasset), the sum of "10 years of tasting notes, and more time than that spent in the vineyards, cellars, sometimes even in the kitchens... tasting and listening"; and **Kevin Zraly**, one of the beacons of the world of wine in the United States, and author of the global bestseller *Windows on the World Complete Wine Course*. This seminal book, lauded by both consumers and trade, is revised each year, however the 2011 edition benefited from Kevin's extensive travel to many wine regions in the world, including Bordeaux. Thanks to his love and consistent support of the wines of Bordeaux, the section tripled in size, and contains new highlights on the delicious, accessible, affordable wines from the appellations of Bordeaux & Bordeaux Supérieur.

Following the final tasting and selection of the top six winners of the Talents of 2010 Bordeaux Supérieur Competition, then a superb lunch at the restaurant Pavillon Ledoyen, the winners were announced by Bernard Farges, President of the winemakers' association, in the presence of Franz-Olivier Giesbert, Director of *Le Point* magazine. According to ritual, Jacques Dupont and Kevin Zraly will receive their prize... in liquid.

PRESS CONTACT



Jean-Pierre Tuil
Tel.: +33 (0)1 42 61 51 64
jptuil@orange.fr

Planet Bordeaux

Jana Kravitz Plissonneau, Vin'Animus
Tel.: +33 (0)6 72 98 91 54
vinanimus@yahoo.fr

BORDEAUX BORDEAUX SUPÉRIEUR

2012 WINNERS OF THE 27TH PRIX DE LA PRESSE

FRENCH PRESS

Jacques Dupont



After having worked with Christian Millau, Jacques Dupont has been writing the wine column for the weekly business magazine, *Le Point*, since 1999. In a very personal book, *Choses bues (Things Drunk)*, published in 2008 (ed. Grasset), he recounted his relationship with wine, starting with his attraction to aromas and extending to wonderful encounters with some of the most remarkable people. This book, which gives the wine flesh, similar, focused on the emotion, feeling, the subjective of a "Walker in the France of the cellars and vineyards". Far from any formatting. "I chose in my life to be curious," he said.

FOREIGN PRESS

Kevin Zraly



Internationally acclaimed wine educator and best-selling author Kevin Zraly has been described as a naturally gifted speaker who is both refreshingly humble and candid. His passion for wine and his engaging teaching style helps demystify the ever-changing world of wine. He began his career at age 19 as a waiter and bartender in a New York Times four star rated restaurant in the Hudson Valley, New York.

After graduating college and developing his expertise as a sommelier, a chance meeting with author Barbara Kafka and legendary restaurateur Joe Baum led to his becoming the first cellar master and eventually wine director for the renowned *Windows on the World* restaurant atop One World Trade Center. *Windows* soon became the country's top grossing restaurant and, with Kevin at the helm of its highly acclaimed wine list, sold more wine than any restaurant in the world. It was there that he established his **Windows on the World Wine School**, now in its 36th year graduating more than 20,000 students ranging from wine novices and aficionados to top chefs and culinary professionals.

With his first book, **Windows on the World Complete Wine Course**, published in 1985, Kevin began translating his classes onto the pages of books where his quick wit and capacity to communicate takes the reader through his worldwide journeys from grape to glass. Each year, Kevin updates the book with additional wine recommendations and new chapters. The 2011 version saw a great expansion of the section on Bordeaux, Kevin's favorite wine region, including a new chapter on value wines. **Kevin Zraly's Windows on the World Complete Wine Course** remains the world's best selling wine book with more than 4 million copies sold, and the just released 2012 edition will showcase more than 13,000 pronunciations that can be read with Smart Phones.

Other books by Kevin include **Kevin Zraly's American Wine Guide**, the first book that covers wineries and vineyards in all 50 states ; **The Ultimate Wine Companion**, a compilation of 40 world-renowned wine writers ; and his newest book, **A Glass Half Full: A Cellar Master's Journey Through Wine and Life**, which will be released in 2013.