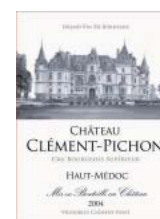


# A SPIRIT OF EXPANSION BLOWS UPON BITURICA

## SOUTHERN MÉDOC'S NEW WAVE OF WINE MAKERS



Originally, BITURICA\* associated **9 estates** in the southern Médoc. They shared not only **the same terroirs**, innovative techniques and commercial practices, but also possessed a **collective philosophy**.

**9 wines in the spirit of the times**, ranging from 12 to 20 € (retail price).

**9 nuggets** constituting in their appellation references that cannot be ignored and are capable of finding customers both in France and abroad while maintaining excellent rapport with the Bordeaux merchants.

This **new wave** of wine makers meets every year to introduce their primeur vintage to professionals.

With the years this event has become **a traditional meeting among Bordeaux specialists**, their distributors, as well as foreign importers and the press.

FOR THE 2008 VINTAGE PRESENTATION,  
THE 9 MEMBERS OF BITURICA  
HAVE DECIDED TO OPEN THEIR TASTING  
TO 14 ALLIED ESTATES

FROM MARCH 30TH TO APRIL 2ND  
AT CHÂTEAU CAMBON LA PELOUSE

*\* historical name of the first grape variety, an ancestor of Cabernet Sauvignon, grown in the Bordeaux region during the first century.*

THUS, DURING THE PRIMEUR WINE WEEK, **23** ESTATES  
FROM MACAU TO SAINT-ESTÈPHE, AND MARGAUX TO PAUILLAC,  
WILL BE PRESENTING THEIR WINES MADE UTILIZING **SHARED VALUES**.

*In addition to the 9 members of Biturica*

- AOC HAUT-MÉDOC :  
Château d'Agassac  
Château Belle-Vue  
Château Cambon La Pelouse  
Clos du Jaugeyron  
Château de Gironville  
Château Mille Roses  
Château Paloumey  
Château Sénéjac  
Château Clément Pichon

*you will be able to discover their guests:*

- IN AOC MÉDOC :  
the Châteaux **of Escurac and Clos Manou,**  
- IN AOC HAUT-MÉDOC :  
the Châteaux **Charmail, Caronne Sainte Gemme and Maucamps,**  
- IN AOC MARGAUX :  
the Châteaux **Mille Roses, La Bessane, L'Aura of Cambon, Paveil de Luze and  
Bellevue of Tayac,**  
- IN AOC PAUILLAC :  
Château **Fleur Peyrabon,**  
- IN AOC SAINT-ESTÈPHE :  
the Châteaux **Lilian Ladouys, Clauzet and Sérilha.**

Their idea is to provide a setting with **easy-access**, and a clear, suitable description for **a homogenous selection** of wines produced in areas ranging from the northern to the southern Médoc by Châteaux acknowledged within the profession as well as by the consumers.

This carefully organized tasting has **extensive opening hours** (Monday, March 30th from 2 pm to 7pm, and from Tuesday, March 31st to Thursday, April 2nd from 9 am to 7pm); owners, wine-makers, or technical managers of the various estates will host it.

The 23 Châteaux will provide their 2008 vintage for tasting. And as they do each year, the 9 founding members will also be making their 2007 available.

# INVITATION

« Un terroir original au potentiel qualitatif exceptionnel réunit une jeune génération de vignerons passionnés dans le Sud-Médoc... »

« Unique gravelly soils, with exceptional potential for the Production of high quality wines, constitute the common thread that has united a young generation of impassioned winemakers in the southern Médoc... »

## BITURICA la nouvelle vague du Sud Médoc the new wave in the Southern Medoc



Château d'Agassac  
Château Belle-Vue  
Château Cambon la Pelouse  
Clos du Jaugueyron  
Château de Gironville  
Château Mille Roses  
Château Paloumey  
Château Sénéjac  
Château Clément Pichon



[www.biturica.com](http://www.biturica.com)

### Primeurs 2008

**Nouveau !**  
14 châteaux invités !  
**New !**  
14 invited Châteaux !

Nouveau : 14 Châteaux seront nos invités cette année !  
New: 14 Châteaux will be our guests this year !

Château  
Charmail  
AOC Haut Médoc

Château  
Caronne Sainte Gemme  
AOC Haut Médoc

Château  
Maucamps  
AOC Haut Médoc

Château  
d'Escurac  
AOC Médoc

Clos Manou  
AOC Médoc

Château  
Fleur Peyrabon  
AOC Pauillac

Château  
Lilian Ladouys  
AOC Saint Estèphe

Château  
Clauzet  
AOC Saint Estèphe

Château  
Sérilhan  
AOC Saint Estèphe

Château  
Mille Roses  
AOC Margaux

Château  
La Bessane  
AOC Margaux

L'Aura de Cambon  
AOC Margaux

Château  
Paveil de luze  
AOC Margaux

Château  
Bellevue de Tayac  
AOC Margaux

Lundi 30 mars :  
de 14 h à 19 h.  
Mardi 31 mars au Jeudi 2 avril :  
de 9h à 19h

Monday, march 30th :  
from 2 pm to 7 pm  
Tuesday, march 31st  
to Thursday, April 2nd :  
from 9 am to 7 pm

Où ? / Where ?  
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