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Hubert de Bouard launches 'easy-drinking' Bordeaux wine range

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- by Georgina Hindle

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Hubert de Bouard, owner of Chateau Angelus in Saint Emilion is set to release a range of 'easy drinking' mass-market wines, in collaboration with Bordeaux negociant Yvon Mau.



Hubert de Bouard at Vinexpo in Bordeaux

The range entitled **Révélation**s d'Hubert de Bouard is a collection of seven exclusive and little-known chateau covering five Bordeaux appellations including Saint Emilion, Castillon Cotes de Bordeaux and the Médoc.

The range, which starts with the 2012 vintage, aims to promote lesser-known Bordeaux chateaux to consumers at prices between €5 and €11.

Speaking at the launch during this year's Vinexpo in Bordeaux, de Bouard said the range would 'show the diversity of terroir of Bordeaux within small chateau' and to give those properties a 'window to the market'.

'Our aim was to make a range which promotes the small chateau of Bordeaux making easy-drinking wines with a special elegance.

'We wanted to show the diversity and complexity of Bordeaux in terms of terroir. We have amazing terroir in places where people don't have the market so this will help them. And it's good for the consumers too because they will be have the brand to trust in,' he said.

De Bouard has worked with each of the seven chateaux including: Château Gallion and Boutillot in Bordeaux, Chateau au Vignoble in Bordeaux Superior, Chateau de La Pierre Levée in Castillon

Cotes de Bordeaux, Château de Seglady and Les Fougères in Saint Emilion and Château Grand Bouchonin in the Médoc, consulting on viticulture, parcel selection, harvest processes and vinification.

'The target was to make wines with soft tannins, lots of fruit, freshness and a hint of elegance using a little new oak,' he added.

The Révélation

s d'Hubert de Bouard range will be distributed into international markets, focusing on the US, UK, Germany, Belgium and France.


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