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Editorial

When the days grow longer and the horizon along the Garonne takes on a copper shine, signifying the arrival of those balmy summer nights, the city eagerly awaits the return of the Bordeaux Wine Festival! 'Bordeaux Fête le Vin' - its official title - is hotly anticipated across the region. Passion for wine meets culinary heritage along the quays, where boats from around the world dock.

This year, once again, the riverbank will dazzle, not only from the reflection of our glasses, or the festival lights, or the drone show and our joyful smiles, but from a shared commitment to build a future together and to preserve our ecosystems. The Bordeaux Wine Festival - an ISO 20121* certified event - highlights sustainable and creative practices, giving festival goers the opportunity to meet committed stakeholders from the world of wine

All along the quays over four days, winemakers and merchants are on hand at the Appellation Stands to introduce you to their wine and soils, boats lay down their anchors and welcome you onboard, restaurant owners invite you to feast in a festive atmosphere, find

activities and shows across the village: a myriad of ways to light up your evenings... But that's not all! Before, during and after the festival, throughout the city you'll find restaurants and wine cellars who are joining in with the celebrations: a multitude of special evenings, workshops

*ISO 20121: certification awarded to events which have made a conscious effort to organise sustainably.

The Bordeaux Wine Festival is back!

and trips that give you an intimate experience of discovery and learning.

While people from all walks of life are celebrating wine together, in addition to tasting, we debate, learn about and celebrate a culture that is perpetually reinventing itself. Whichever activities you take part in, the essential aspect of the festival is meeting those who work in the wine industry and discovering the work of new generations of men and women.

As a shop window for the wine industry's savoir-faire and sustainability commitments, Bordeaux Wine Festival will have succeeded in its mission if festivalgoers' experience motivates them to visit the vineyards, walk upon the different soils, touch their variety of vines, and step into the unique cellars. Let us join together once again to celebrate the heritage of the past, the results enjoyed today, and the promise of the future... and raise our glasses to those who breathe life into the world of wine!



What's new

Avant-Première events spreading further afield

Two new towns are taking part in the Bordeaux Wine Festival Avant-Premières this year!

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Join the Bordeaux Crew

(Re)discover the winemakers and merchants of Bordeaux through their new communication network and become a member of the Bordeaux Crew. P24

Chef Stands

This year, the Bordeaux Wine Festival is shining a light on chefs from Bordeaux and nearby!

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Guest of honour: Liverpool

As the ultimate bastion of English culture, a bit of Liverpool's Mersey quayside is coming to the Garonne.

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Châteaux Bordeaux exhibition

At the festival's centre, Éric Corbeyran and Espé tell the story of Bordeaux's vineyards with their graphic novels, Châteaux Bordeaux!

P51

Taste Grands Crus Classés from the 1855 classification

Representing the diversity found in Bordeaux wines, the Bordeaux Wine Festival is migrating to the Grand Hall in the Palais de la Bourse for this unique tasting experience!

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Summer 2024 marks a new edition of Bordeaux Wine Festival!



THE FESTIVAL'S CORE

BORDEAUX FÊTE LE VIN 2024

The festival's core

Summer 2024 marks a new edition of Bordeaux Fête le Vin! Having started out in 1998 on Place des Quinconces, this popular open-air festival has continued to grow and renew itself, adapting in order to give festivalgoers the best experience possible: from avant-premières to escapades, from ship tours to tastings and workshops, from spectacles to exhibitions - we meet, we learn, we enjoy ourselves and we let our hair down in a fun, festive atmosphere!

Bordeaux Wine Festival: the wine tourism festival to beat

Tasting concerts across the Bordeaux conurbation and along the quays



winemakers and merchants





Regional gastronomy spaces

Let's join together to celebrate the heritage of the past, the results enjoyed today, and the promise of the future... and raise our glasses to those who breathe life into the world of wine!





THE FESTIVAL'S CORE

BORDEAUX FÊTE LE VIN 2024

Shining a light on the heroes of wine

From the vine stock to the table, these are the men and women who cultivate, create, understand, advise, pair and serve the wine that makes our region famous all over the world. As every year, they are the festival's guests of honour. Across the city during the avant-première events and along the river during the festival, winemakers, merchants, sellers and restaurateurs have been given carte blanche to find ways to demonstrate their know-how and guide your discovery into their trade.

Conviviality: the spirit of the Bordeaux Wine Festival

The passion of the stakeholders in Bordeaux wine is guided towards one goal: over a glass, provide attendees with moments of pleasure and conviviality! The chance to meet people within the industry is at the heart of the event, reflecting the importance of their roles and their individual importance within their trade. Around their activity, ships will gather, drones will illuminate the river, and opportunities to play and explore will pop up all over the place, constituting an inclusive event held under an atmosphere of collective joy.

Concrete commitments, constantly adapting

Conscious of its impact, the organisation of Bordeaux Fête le Vin has continuously progressed in terms of sustainability. While the Wine Festival has been an ISO 20121 certified event since 2021, its organisers are not resting on their laurels! Constantly adapting, the festival aims to be an event where participants' awareness and enjoyment go hand in hand: acting together is itself an act of celebration.





OUR COMMITMENTS

- · Understated decoration.
- Natural, organically sourced and reused materials.
- Promote green transport.
- Bike parking close to the event site.
- Spreading awareness of sustainable development through dialogue and sorting waste.
- Sort and compost waste.
- More relaxation areas.
- A more accessible site for persons with reduced mobility: drop-off point and parking spaces at the entrance to the event.

The Bordeaux Wine Festival Avant-Premières

The whole city is gearing up for the festival!

From 20th June onwards, as a way of reminding the Bordeaux area of the immense diversity found in their wines before the big gathering along the river, the the festival buzz is growing all over the conurbation: the weekend before the festival, warm up at a tasting concert under paper lanterns, or kick off the festivities at your local wine cellar, or draw from the sommelier's talent at your favourite restaurant... A multitude of events that bring together the public and professionals from the trade are taking place across the whole Bordeaux conurbation. Take part in these pleasurable amuses-bouches from 20th to 23rd June - until 30th June in the wine cellars!



The Bordeaux Wine Festival in Bordeaux's restaurants

From 20th to 23rd June 2024, in the run-up to the festival, Bordeaux's restaurants are wearing their claret colours with pride; restaurants, delicatessens and wine bars are promoting Bordeaux wines and, in their own way, opening a door into their world, either through special menus, activities or wine tasting in the company

of winegrowers and merchants, or by pairing them with local seasonal produce... Each event confirms Bordeaux's identity and gets us in the orbit of those who love, work, serve and pair Bordeaux wines!



In Bordeaux's restaurants: Bordeaux wines given pride of place.

Le Xaintrailles . Bordeaux
La Broche de l'Ostal . Bordeaux
L'Escalette . Bordeaux
Satine et Bodandy . Bordeaux
Le Petit Marché d'Ornano . Bordeaux
Novotel Bordeaux Lac . Bordeaux
Le Bordeaux . Bordeaux
Levain Le Vin . Bordeaux
Ganache . Bordeaux
Les Récoltants . Bordeaux
Les Décantés . Bordeaux
Aux 4 coins du vin . Bordeaux
Le Temps à nouveau . Bordeaux

Le Petit Commerce - Océanos . Bordeaux La Belle Saison . Bordeaux French House . Bordeaux La Bande à Roro . Bordeaux **Au Family** . Bordeaux Couleurs du vin . Bordeaux Restaurant Gauta . Bordeaux La Maison du Café . Bordeaux Elko Bordeaux . Bordeaux Le Comptoir de Sèze . Bordeaux Echoppe de la lune . Bordeaux O Petit bahut . Bordeaux **Bistrot l'autrement**. Bordeaux Librairie Krazy Kat . Bordeaux Le Verre Sifflé . Bordeaux Le 17-45. Bordeaux Le Bouchon Bordelais. Bordeaux Le Lion Lilas . Bordeaux La Brasserie Bordelaise . Bordeaux Le Puy Paulin . Bordeaux La Familia Brasserie des Halles . Bordeaux Pomme Cactus Bordeaux . Bordeaux Passage Saint-Michel . Bordeaux Les Bateaux Bordelais. Bordeaux La Place St-Aug. Bordeaux Pomme Cactus Blanquefort . Blanquefort **Baron Moleskine**. Blanquefort RestÔ & Cie. Bèales **Ö sens 60**. Bègles Maison Pavlov . Le Bouscat Logis Hôtel Au Comté d'Ornon . Gradignan M'Le Vin . Gradignan Les Fromages de Manon. Talence Le Café de l'horloge. Talence La Table de Picot . Saint-Médard-en-Jalles La Table du Fret . Bruges

PARTNERING ESTABLISHMENTS' COMMITMENTS:

- Curate their wine list so that at least 50% of options are Bordeaux wines (all Gironde appellations).
- Serve seasonal produce from Nouvelle-Aquitaine.
- Conform with legal requirements to cater for attendees with disabilities (provide access to persons with reduced mobility or be in possession of an exemption certificate).
- Take concrete environmentally responsible actions.

Every year, during the Bordeaux Wine Festival Avant-Premières, we invite our clients to taste Bordeaux wines in a different manner by inviting winegrowers to our restaurants. It allows attendees to see what lies behind a bottle and they can talk with our guest of honour about wine and Bordeaux's soils.

Camille Lacoste Massia, Head of Communication at Maison Faber Lascombes

Le Serpolet . Pessac

Le Bib'strot . Cenon

Tasting concerts

As a warm-up for the big nights ahead on the following weekend, the city's parks and gardens are hosting musical evenings, full of delight. Dance under the lights to the sound of a local band while tasting organic wine served by its maker - what could be more delicious? At Château du Prince Noir in Lormont, Domaine de Camponac in Pessac, Carré-Colonnes' Jardin Secret in Saint-Médard-en-Jalles and in many more places, they are preparing their organic wine stands, their stages and their food trucks. The hardest part will be choosing which event(s) to attend!



OUR COMMITMENTS

- Forge partnerships with environmentally conscious Bordeaux wine producers and merchants, certified proponents of organic agriculture.
- Create an organic wine route to enable the public to identify them more easily.

Organic wine and local music in Bordeaux's parks and gardens: dance local!

CENON - Parc du Cypressat

Fête du Cypressat "du vin au vert" Concerts, activities and wine tasting **Friday 14th June** FROM 6.30PM ONWARDS

The 17 hectares of nature that constitute Parc du Cypressat are

home to 1200 trees, as well as a few rows of vines as testament to wine's omnipresence in Bordeaux. Having opened in 2010, the park celebrates summertime, nature and wine every year! The Cypressat festival 'Du vin au vert' - a word play on "glass of wine" and nature ("vert" means "green") - welcomes families and lovers of wine, nature or history for an open-air evening full of music, wine tasting, food trucks, a story walk, workshops and a treasure hunt. A free-entry event for the general public.

ARTIGUES - Jardin du Cuvier de Feydeau

Friday 14th June
FROM 7PM TO 8.30PM

Concert by LOTONE - Hybrid music and wine tasting

It is only right that the gardens of this old wine estate - now a creative space and cultural venue - should play host to a perfect fusion of vines and music! The duo Lotone, featuring musicians Baptiste Dupré and David Millet, is a hybrid project: a convergence of the spirits of these two travellers who love both the silence of the mountains and the songs of the cities, creating indie song with a grounding in folk music that naturally navigates from acoustic to electro.

Booking required.

SAINT-MÉDARD-EN-JALLES -Le Jardin Secret du Carré-Colonnes

THURSDAY 20TH JUNE FROM 7PM TO 10PM

Concert by ANTOINE SOUCHAV' - revisited electro on harpsichord and wine tasting

Le Carré-Colonnes has become the first French national stage to cultivate its own garden... and in this quirky, intimate space you'll find vegetables and flowers that grow around works of art made out of bamboo and wood gathered nearby: a union of art and nature... Expect a unique and out-of-the-ordinary experience. Yellow Magic Harpsichord is a recital by Antoine Souchav', based on transcriptions of the Japanese group Yellow Magic Orchestra. The melodies, hidden under layers of synthesisers, have been extracted and revisited for the harpsichord: an instrument that's a world away from the original work, producing a series of dense, energetic pieces that often make you want to dance in a temporal and geographical diagonal that is impactful both for its complete incongruity and its natural clarity.

Free entry.

PESSAC - Domaine de Camponac

"Primeurs à Pessac", with a concert by HARISSON SWING -Gypsy jazz and wine tasting THURSDAY 20TH JUNE FROM 7.30PM TO 9PM

Near to the Jacques Ellul multimedia library, in harmony with its 18th century château, Parc de Camponac is a 3-hectare haven of greenery which harbours several centennial trees. Beneath their boughs, taste organic wine to a backdrop of gypsy jazz by Harisson Swing. These five Bretons aim to sweep you up in their good mood and get you dancing freely along to their explosive mix of swing and gypsy jazz: a festive atmosphere in all its splendour, guaranteed to make you dance the night away!

Booking required.

BEGLES - ChapitÔ

Concert-show by MALOU BLUE - Song, poetry, dance and wine tasting

THURSDAY 20TH JUNE
FROM 6.30PM ONWARDS

tspot in the suburb of

In the heart of the Terres Neuves neighbourhood, at the ground floor of the BT7, the atypical ChapitÔ has become a hotspot in the suburb of Bègles, where anyone can come and spend some time, grab a coffee, get information, walk and participate in a range of eclectic activities: culinary workshops, circus arts, DIY workshops, and more... In celebration of the Bordeaux Wine Festival, the venue has, of course, invited a local and uncategorisable artist: Malou Blue plays jazz fusion, sings and dances to classical texts backed by a piano and trumpet... Come and hear Apollinaire and Baudelaire in a new way while enjoying a glass of wine...

Free entry.

BOULIAC - Esplanade de Bouliac

Concert by MATCHBOX - Rock&Folk and wine tasting
Barely a few kilometres from Bordeaux, admire the most
beautiful panorama over the Port of the Moon from the city's
"flowery balcony"! Let the music of Bordeaux-based trio

THURSDAY 20TH JUNE FROM 7PM TO 9.30PM

Matchbox Trio take you to new heights. They formed in 2021 thanks to a shared love of Johnny Cash and Hank Williams. Each of them brings their own influences: Pierre with his rock-infused bass, Aurélien with his swing-inspired drumming and Arnaud's bluegrass-folk guitar (plus vocals). Between rock and country, the group offers up an electric sound straight out of the 50s, with lively tempos and, at times, a heavier sound, at others an intimate acoustic moment, during which their passion for traditional folk becomes apparent. Your job is to synchronise your wine tasting to their tempo!

Free entry.

It is an enormous pleasure for me and the whole team of the 'National Stage' Carré-Colonnes to welcome the Bordeaux Wine Festival to our "Secret Garden", the only artistic and poetic vegetable garden in France, created by our partner company, Opéra Pagaï. The tasting concert with organic wines that we organise there every year with the Bordeaux Wine Festival team is a moment outside of time, plus a delight for the taste buds and the ears, where musical notes crisscross with aromatic notes in the wines in the middle of tunnels made out of beans and bundles of strawberries!

Sylvie Violan: Director of La Scène Nationale and Le Festival International des Arts de Bordeaux Métropole

LORMONT - Château du Prince noir

Concert by ARMONIA & Co - Jazz and wine tasting
From a belvedere over the Garonne, at the entrance to
Bordeaux, this unique chateau - which has been destroyed

THURSDAY 20TH JUNE FROM 6.30PM TO 11PM

and rebuilt numerous times - has looked out over Lormont since the 11th century. As the theatre for the negotiations that ended the Hundred Years' War, the "Black Prince's Castle" takes its name from the nickname of Edward Woodstock, the Prince of Wales and Aquitaine, who stayed here during the 14th century before the site became a country retreat for the archbishops of Bordeaux. Entirely renovated from 2007 onwards, they have a special jazzy evening in store for you! Made up of clarinet player and vocalist Armonia and pianist Serge Moulinier, duo Armonia&Co promise a jazz and swing concert featuring music from the 20s to the 40s. There promises to be a warm, original and intimate atmosphere that will whisk you away to the cradle of jazz, New Orleans, as well as Chicago and the great era of the New York clubs...



The Bordeaux Wine Festival in the wine cellars

When the wine is flowing, the wine merchants have had some say in it, and they have so much to tell us! From 20th to 30th June, all over the Gironde department, they are putting on a multitude of themed evenings, tastings, meet-and-greets, and workshops: moments of conviviality. Bordeaux Fête le Vin is also an opportunity to meet the local cellar masters themselves: these passionate wine advocates, there all year round, benefiting from and contributing to the Gironde wine industry!



Until 30th June all across the Gironde department, welcome to the local cellars!

Au gré des Vins . Andernos Cavavin Arcachon . Arcachon Vins et Terroir . Arcachon La Bouteille à la Plage. Ares La Halle des Vins - La Winery . Arsac Au Vint'age . Audenge Vin Sens . Bèales Cave des Bordeaux. Beychac et Caillau **Bordeaux Bulles**. Bordeaux Cave Art & Vins . Bordeaux Cave Briau . Bordeaux Cave du Musée . Bordeaux Cave HM Group'. Bordeaux Cave Saint Seurin . Bordeaux Clos des Millésimes . Bordeaux Couleurs du vin . Bordeaux Cousin & Compagnie . Bordeaux Esprit Liquide Store. Bordeaux L' Épicerie 56. Bordeaux **L'Ampélo** . Bordeaux La Cave des Capucins . Bordeaux La Cave du Vigneron en Herbe . Bordeaux La Crypte Du Vin . Bordeaux La CUV Nansouty . Bordeaux La CUV Saint-Michel . Bordeaux La CUV Saint-Seurin . Bordeaux La Vinothèque de Bordeaux. Bordeaux Latitude 20. Bordeaux Le Chai des Chartrons . Bordeaux Le Clos des Remparts. Bordeaux Le Pied à Terre . Bordeaux Le Sobre Chartrons . Bordeaux Maison Désiré. Bordeaux Maison Lejeune . Bordeaux Max Bordeaux Wine Gallery . Bordeaux Mondowine . Bordeaux

Nicolas Bordeaux Les Grands Hommes . Bordeaux Nicolas Bordeaux Portal . Bordeaux Raisin & Bulles Bordeaux . Bordeaux Super Graal. Bordeaux Wine Corner. Bordeaux Wine Moment . Bordeaux Wine More Time . Bordeaux Bières & Vins du Monde. Canéian Cave les Bacchus. Carignan de Bordeaux La Médocaine Bruges . Bruges Aux Reflets des Vins . Eysines L'Alternative. Eysines Caviste Conseil . Guian-Mestras Cave de l'Atlantide. Hourtin **L'Esprit des Vins - La Brède** . La Brède Cave La Teste Vin . La Teste de Buch Plaisirs du Vin - La Teste de Buch . La Teste de Buch Wine Spot . Lacanau **Bouscat Bulles** . Le Bouscat En toute Vinitude. Le Bouscat L'Echoppe Des Vins . Le Bouscat Maxim'e & Compagnie . Le Bouscat Cave 45 . Le Haillan Cave Arno . Le Taillan Cave Le Teich Vin . Le Teich Maison Laborde. Lège Cap-ferret L'Esprit des Vins - Léognan . Léognan Cash Vin Libourne . Libourne La Médocaine . Ludon Médoc **Dock du Vin - Mérignac**. Mérignac Ma Petite Cave . Mérignac Cave de l'Alouette. Pessac Les Clés du Vin . Pessac Vinimarché. Pessac L'Entrecoeur - La Cave . Preignac La Cave à Camille . Saint André de Cubzac Cave de Noailles . Saint-Médard-en-Jalles Fleur de Vigne . Saint-Médard-en-Jalles **Etablissements Lauret**. Saint-Emilion Terres Millésimées . Saint-Emilion Cave de Salles . Salles La CUV Talence . Talence

Vins Rebelles . Talence

Wine tasting at the festival

FROM 27TH TO 30TH JUNE

Here where wine is the star attraction, what a pleasure it is to taste this unifying force. Our taste buds awaken to her diversity and particularities. This year, as always, there is plenty to please everyone's palate, and there are plenty of ways to explore and hone your tasting skills!



Pleasure in tasting, the joy of discovery...

From 27th to 30th June, Bordeaux's quayside is to be a bustling melting pot, where festivalgoers will have the opportunity to meet 1200 men and women from the local wine industry: producers and merchants representing 80 appellations. Under a warm atmosphere, taste beautiful wines while learning more about how they are produced, their environmental impact and techniques used in their production: honing your taste buds and your knowledge.

On your marks!

From 27th June onwards, **9 appellation stands** will be open along the Garonne quayside.



An opportunity to taste a **Grands Crus Classé from the 1855 classification**: historic jewels in Bordeaux's crown.

Finally, the Bordeaux Wine School (L'École du Vin de Bordeaux) is hosting quirky and educational workshops throughout the festival, designed for learning while having fun.

Did you know?

Bordeaux's vineyards have demonstrated a massive commitment to ensuring the survival of the wine industry, continually improving their practices. Today, more than 75% of vineyards have received recognition for their environmental initiatives.

OUR COMMITMENTS

INFORM: display labels, environmental qualifications and environmental initiatives taken by wine producers and the industry as a whole, spreading awareness. **REPURPOSE:** corks are collected and donated to the association Agir contre le cancer.

SPREAD AWARENESS: we promote moderate and responsible consumption, in partnership with APIPAF 33.

The appellation stands

MEDOC WINES The illustrious Médoc - with its prestigious appellations and wine tourism route, sprinkled with chateaux whose names are renowned across the world - is sure to draw you in, but it's the passion and savoir-faire of the winemakers that will keep you there. Espousing both tradition and innovation, they produce exceptional wines. The 100 million bottles that travel every year from the peninsula around the globe reflect, above all, the philosophy of the hundreds of small wineries: 93% of which proudly display their environmental certification. Juicy, fresh reds or powerful, tannic ones: both are perfect for afternoons on the terrace. Open up a window onto wine tourism in the Médoc, where they propose themed tours and workshops.



BORDEAUX WHITES - DRY WHITES - SWEET WHITES

The Bordeaux Whites stand invites you on a sensorial journey through 2000 years of wine history, from the translucent light given off by chilled dry whites to the golden glimmer of intoxicating sweet wines. Between clay-limestone hills and the banks of the Garonne, each grape variety - from aromatic Sauvignon to generous Sémillon - contributes to this symphony of flavours. The other factors are the mist, the sun, the naturally perfect cellars... and the know-how of the winemakers, of course! An ode to the diversity and elegance of Bordeaux's white wines.

THE CÔTES

The stand representing the appellations found on the slopes ('côtes') of the right bank of the Garonne portrays the authenticity of winemaking. In Côtes-de-Bourg, Graves de Vayres, Côtes de Bordeaux, Blaye, Cadillac, Castillon, Francs and Sainte-Foy, a web of small family estates work with their unique soils, demonstrating passion, creativity, innovation... and often a rebellious streak! The pioneering spirit of the "Côtes de Bordeaux", combined with their rich heritage, produces ambitious and environmentally friendly vintages that are testament to proudly held values: conviviality, generosity and authenticity.

MOUTON CADET

In 1930, driven by an ambition to bring the grandeur of Bordeaux's terroir to as many as possible, Baron Philippe de Rothschild created Mouton Cadet. Almost a century and three generations later, Mouton Cadet continues to evolve, with an increasingly larger proportion of their wine production turning to organic methods. The vision remains the same: offer unparalleled quality from the vine stock to the glass, while respecting the environment and stakeholders in the industry - from producers to consumers.

Around the village of Saint-Emilion, a star attraction that attracts 2 million visitors a year, 10 exceptional red wine satellite appellations spread over the hills in the Libourne area, whose vines were planted 2 millennia ago. In these historic lands, tradition joins with innovation while moving towards sustainable production methods. Make the most of winemakers' expertise, learn about their green transition, come and discover the harmony, finesse and intensity of the characteristic Merlot, Cabernet Franc and Cabernet Sauvignon blends which have always brought renown to this exceptional region.

The Nouvelle-Aquitaine Wines stand acts as a crossroads for exploring the viticultural treasures of the second largest wine region in France, running from the Basque Country to the confines of the Loire. Come and meet the winemakers who grow rare grape varieties while respecting the environment, and taste wines which exalt the expression of the grape through a mosaic of colours and nuances: imprints of each soil's personality.

#JoinTheBDXCrew

"Together, all unique": the watchword for the new image of the Vins de Bordeaux collective, an image that features faces, perspectives, men and women, simple words, an authentic daily life, and a concrete commitment to sustainable winegrowing. When you're invited to join the 'Bordeaux Crew', it's not an empty gesture! We challenge you to add your face to the gallery by taking a photo or by filming yourself letting go in the "red-box" or on a deckchair on the terrace. Posting a video puts you in with a chance of winning a gift by picking the right envelope. Welcome to the group of the smiling "epicurious"!

MEET BORDEAUX'S WINE MERCHANTS!

At the heart of the wine industry, wine traders play a crucial role, acting as a thread between producers and consumers all over the world. As experts in the art of showcasing and promoting Bordeaux wine, they will be on hand at each appellation stand, artfully sharing their strong passion and deep, varied knowledge of the Bordeaux wine landscape with delighted visitors.

A flawless journey, full of diversity

I love the Bordeaux Wine Festival

because you get a lot of young people who come to explore Bordeaux's wines - a lot of international visitors too. I've seen groups of English people come here several times to come and have fun at the wine festival here in Bordeaux. I think it's fantastic, and it's also a unique opportunity for us winemakers to show off the diversity of our appellations.

Alain Bessette, winemaker - Château La Verrière

ROSÉ - CLAIRET - CRÉMANT DE BORDEAUX

Welcome to the stand of indulgence, freshness and vivacity! For aperitifs or for refreshment in the summer months, wines from the Bordeaux Rosé and Bordeaux Clairet appellations accompany moments of relaxation, and are vessels of pure happiness! The fine bubbles found in Crémants de Bordeaux are ever present for celebrations, making our hearts sparkle. In a dedicated space, learn all there is to know about the particular way in which these sparkling wines are vinified and matured.

BORDEAUX & BORDEAUX SUPÉRIEUR REDS

Bordeaux Rouge and Bordeaux Supérieurs
Rouges are the quintessence of "pleasure wines" accessible and well balanced - as well as the purest
expression of the variety found in the Gironde
vineyards: 45,000 hectares of these appellations that
constitute a mosaic of unique soils and styles. Bordeaux
Rouge wines convey a spontaneous moment of pleasure,
while Bordeaux Supérieur reds reveal a more complex
tasting experience, with characteristics produced by demanding
vinification and careful maturation processes. Come and meet the

creative winemakers who work in these appellations and who benefit from a freedom of expression and liberation of their know-how that they can only enjoy there.

GRAVES - SAUTERNES

With their gold and purple reflections, the Graves - Sauternes stand reveals the four treasures of Bordeaux's original vineyards: Graves, Pessac-Léognan, Sauternes and Barsac. In the gravelly soils, cradled by the Garonne, each wine embodies the history and tradition of winemaking in its own way. Graves' whites and reds' seduce with their finesse, while Pessac-Léognan wines enchant thanks to their elegant depth. Benefitting from a blend of sun and mist through the natural miracle known as the "noble rot", Sauternes and Barsac wines unveil an exquisite, rich sweetness.

The vital element!

The tasting Pass

Your gateway to the festival! A glass and carry case, a map, and you're ready to visit the stands - at your own pace - over the four days of the festival, plus you can choose a workshop of your choice at the Bordeaux Wine School. It's an opportunity to taste and to learn, and you can also indulge in your favourite from the day before...



OUR COMMITMENTS

- Recycle RFID cards via a specialised company (visitors are asked to leave their cards in the recycling boxes at each exit for the event).
- Encourage moderate consumption with a 5cl gauge on each glass, plus a partnership with APIPAF 33.
- Promote green transport with a bicycle parking zone at the entrance to the event.
- Make the site accessible with counters adapted to persons with reduced mobility and drop-off points.

The Tasting Pass includes:

- 1 TASTING GLASS AND A CARRY CASE
- 1 CARD FOR SCANNING AT THE APPELLATION STANDS (PAVILLONS) FOR ACCESS TO
 - 11 5cl tastings (1 tasting at each stand) including 2 'Coup de Coeur' tastings at the stand(s) of your choice
 - 1 workshop at the Ecole du Vin de Bordeaux stand
 - A €5 discount on Bordeaux Fête le Vin textiles at the Bordeaux Tourisme et Congrès boutique.

Where can I purchase a Tasting Pass?

Online, prior to or during the festival at www.bordeaux-fete-le-vin.com At the **Munich or Cailhau ticket desks** during the festival, from 11am to 11pm.

How do I pick up my Tasting Pass?

Present the ticket coupon bought online at the Munich or Cailhau ticket desks during the festival, between 11am and 11pm, upon which you will receive your tasting glass and carry case.

1 ticket coupon = 1 Tasting Pass.

The price

Tasting Pass

Business

23€

17€ from 20 tasting pass

At the beginning, you feel there's a little too much to do, but in the end it's great to be able to explore the full diversity of Bordeaux wines.

Didier, visitor at the 2023 edition

Bordeaux Wine School



Ordinarily found opposite the Grand Théâtre in the Maison du Vin de Bordeaux, L'Ecole du Vin is coming to you at the wine festival, where you are welcome to visit their stand for a fun and accessible experience, while testing your palate. Prepare yourself for adventures that command the senses, guided by passionate teachers from the Bordeaux Wine School who are eager to surprise you.

Their stand awaits you at Place Munich, with a packed programme of workshops that cover three distinct aspects, each one with its own ambiance and specialities. Whether you're a novice or an expert, with or without advance booking, you'll enjoy a personal welcome and a wine-themed experience that rewards your curiosity.



Make the most of a unique experience!

ON STAGE, booking required...

With your Bordeaux Fête le Vin Tasting Pass, enjoy one of the fun 30-minute workshops on the stage (Scène); all you need to do is book and present your pass. Choose from five much-loved and creative themes, each one opening a window onto Bordeaux wines. Anticipate two tastings per workshop.

The Aroma lottery - A must Every day at 11.30am and 4.45pm

Back to basics! Set off on a journey all over the Bordeaux vineyards and their grape varieties, punctuated with fascinating smelling exercises. Whatever your level of knowledge, your senses are what count. Try to guess the characteristics of the wines that you're tasting, under the encouraging eye of your teacher.

Wine and Cheese – Quintessentially French! Every day at 1.45pm, 3.15pm and 5.30pm

In addition to making an unbeatable duo, Bordeaux wines and French cheeses have plenty of surprising things in common... Using great cheeses from Deruelle cheesemongers, discover mouthwatering pairings, while learning fun facts and hearing stories about this culinary partnership that is envied all over the world. A match made in heaven!

À Table! – Gourmet pairings Every day at 12.15pm, 1pm and 6.15pm

When the time comes for a Sunday brunch, an aperitif with friends or a pastoral picnic, simple food and wine pairings can make all the difference! Thankfully, this workshop teaches you unexpected combinations that are simple yet efficient, spicing up every summer gathering. So as to accommodate ever-growing demand and reduce the carbon footprint, each food pairing is vegetarian.



On Thursday 27th June, come and discover the recipes of a chef from Liverpool as part of a collaboration with our guest city!

Bordeaux Wine School



ON STAGE, booking required (continued)...

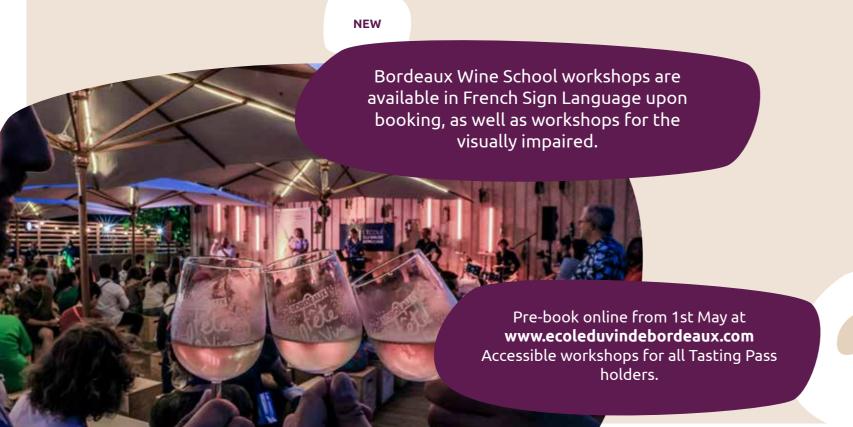
Bordeaux sparkles – In fashion Every day at 2.30pm and 4pm

'Crémant de Bordeaux': a designation you may know well, however there is still plenty to learn... Dive into a festive moment of pure effervescence, during which you'll (re)discover a delicious 100% local product that's perfect for gatherings. Maturation, composition, vintages, grape varieties, pairings... you're friends won't know what's hit them next time you pop a bottle!

Rock'n'wine - The (in)famous!

Every day: 7pm - 7.45pm - 8.30pm - 9.15pm - 10pm

Swing your hips and sharpen your senses: tonight, the rock star of tastings is back and ready to set the stage alight! Propelled by aromatic notes and live music, dance, laugh, immerse yourself, all while learning to deconstruct the melody of Bordeaux wines using iconic songs. A rousing experience, the likes of which you've never seen... or heard!



... OR A FREE ACCESS SPACE

AROUND THE TABLE

Shake up the rules of wine tasting:

Wine's up

Over three stages of tasting: guess yourself or challenge someone to guess the mystery wine. A fascinating game that helps you learn about tasting wine as a duo, where unleashing your senses can turn out to be a lot of fun!

Every day non-stop from 11.30am to 3.10pm - 15 minute workshops

Red and chilled

Taste these fresh, offbeat red wines in this unusual tasting session! Are you a fan of red wines, even in hot weather? Let these chilled red wines tempt you so that you can go home armed with the knowledge of which red wines you can serve chilled.

Every day non-stop from 3.30pm to 5.35pm - 15 minute workshops

At sundown... the Wine Casino!

A games table, tokens, a glass of wine: place your bets! Will you bet on the right answers in this blind tasting? Our trainer turns croupier for the night; as they ask questions, try your luck, build your knowledge and enjoy the ambiance! We comfortably bet that you'll remember this mysterious vintage for a long time...

Every day non-stop from 6pm to 11pm - 15 minute workshops

AT THE BAR

Settle in for some unique sensorial adventures. Taste Bordeaux like never before:

Grape variety bar

At this bar, you'll find no stemmed glasses or bottles, instead you'll find three mysterious single-grape wines: which is which? Guided by your teacher, forget the classic tasting rules to better understand the trademark of Bordeaux wines: blending. A quirky experience like no other!

Every day from 1.30pm to 5.40pm - 20 minute workshops

In the evening, time for a Bordeaux Tonic!

Take control of your cocktail! In collaboration with our mixologist, every evening, add a twist to a different chilled Bordeaux wine: dry white, sweet white, Crémant or rosé. Titillate your senses to gain a deeper understanding of the notion of balance and learn how to spice up your wines for your cocktail parties!

Every day from 6pm to 10.40pm - 20 minute workshops

Vines in the kitchen

With ingredients picked from vineyards, in no time at all cook up an appetising and surprising recipe that naturally goes well with Bordeaux wines. It's the moment you've been waiting for to better understand and savour the unexpected treasures of biodiversity, so carefully tended to by winegrowers!

Every day at 11.30am, 12pm and 12.30pm - 20 minute workshops

I love working at the Bordeaux Wine School workshops during the Bordeaux Wine Festival, because sharing my passion for wine is what gives my work meaning.

Laetitia Ouspointour, teacher at L'École du Vin de Bordeaux



Festival gastronomy

FROM 27TH TO 30TH JUNE

Bordeaux Fête le Vin wouldn't be a true tasting festival if food wasn't a part of it! As essential elements for pairing with wine to unleash its full potential, a number of stands serving food will be onsite to provide a complete experience for visitors. Along the way, as you take in the wine village, various stands and food trucks are dotted along your path this year, in addition to chef stands, where renowned chefs are taking up residence over the four days of the festival, ready to take your taste buds to new heights. All options favour regional produce and sustainable development.



BORDEAUX FÊTE LE VIN 2024 THE GASTRONOMY

Chef stands

Bordeaux's culinary excellence and that of the region as a whole is given the spotlight at the heart of the event. Renowned chefs from the conurbation masters of sustainable, innovative and joyful cuisine - are joining together to enhance local produce. They have a specially dedicated space where you can take advantage of a new tasting and culinary experience.

Six local chefs have been given carte blanche, with each one present for two days, each day concocting a new, fresh and seasonal plat du jour, made from regional produce; taste these inventive gastronomic dishes at lunch or at dinner. Please note that quantities are limited and the dishes are not included in the Tasting Pass!

This initiative enriches the festival's gastronomic palate, promising a mosaic of flavours and techniques, from no-frills food trucks to gastronomic experiences!



Enjoy a cutting-edge gastronomic experience

Delicious equation

3 chefs every two days and 4 days in tota = 12 plats du jour to try! Quantities limited

> For lunch: From 12.30pm to 2pm, quantities limited

For dinner: From 7.30pm to 9pm, quantities limited The plat du jour is 14€

The Chefs present at Les Cabanes

Thursday 27th and Friday 28th June 2023:

- Vivien Durand, Le Prince Noir*, Lormont Saffron fried rice and kasha soufflé, "green" soubise sauce
- Rosie Maillard, Maison Pavlov, Le Bouscat Pork, eel, apple fondant, smoked lamb's lettuce coulis and sauce vierge
- Marc-Antoine Chabaut, Mina, Bordeaux Barbecued pulled pork, taboulé with fresh herbs, gremolata

Saturday 29th and Sunday 30th June 2024:

- Barbara Michelon, Cocagne, Bordeaux Sarriette focaccia, grilled and caramelised tomato, mozzarella, roasted aubergines, basil
- Roman Winicki, L'atelier des Faures, Bordeaux Aubergine caviar, vegetables pickled in verjuice and dried duck breast
- Martin Lafont et Jean-Marie Perrot, Panaille, Bordeaux Kakuni pork shoulder, Landes carrots, gremolata, basil



The event has been awarded an AMI (L'Appel à Manifestation d'Intérêt) award by Tourisme et Gastronomie d'Atout France and Plan Destination France.

OUR COMMITMENTS

- Provide a selection of chefs from the Bordeaux conurbation, in partnership with Bordeaux Food Club.
- Seasonal and local produce guaranteed.
- Vegetarian options... of course!

THE GASTRONOMY

BORDEAUX FÊTE LE VIN 2024

The gastronomy village

Producers, artisans and restaurateurs have combined their talents to

establish a selection of authentic, sustainable and flavoursome food options. Whether you're tempted by the maritime freshness of Marc Druart's Arcachon oysters or by the earthy flavours of cheeses from La Fromagerie du Roy, there's something for everyone.



We've already taken part in the Bordeaux Wine Festival in previous years, when we were starting out with an innovative concept: what better way to get visibility than to take part in an event of that scale? It has gone so well that we're back again this year: still for the visibility, but also as a way to challenge our teams!

Lucien Schmitt - Joint manager of La Crêperie Suzette

OUR COMMITMENTS

- Offer food options in collaboration with the AANA (L'Agence de l'Alimentation Nouvelle-Aquitaine): loyal partners since the creation of Bordeaux Fête le Vin who strive for quality in Nouvelle-Aquitaine-based agriculture and food processing.
- Propose a selection of producers and artisans who conform to strict criteria; service
 providers must adapt their propositions to the season and be mindful of the origin of
 the produce and raw materials they use.
- Select recipes that represent Nouvelle-Aquitaine, promoting sustainable local produce.
- Actions taken with and by producers as part of an environmental strategy.
- Reduce the volume of waste: use compostable containers and re-use thanks to partnership with waste collection company 'Les Détritivores'; eliminate use of plastic bottles.

Succumb to a regional culinary experience!

When local produce is respected, flavours can mix together! The burger served here is influenced by the traditions of Correze Mique bread at La Ferme du Roseix, Basque Taloa pork from Sonia, and Aquitaine beef - served as a Rou Jia mo Chinesestyle burger from Chez Gringo! While meat-lovers can tuck into pulled pork from Green Garage or duck carpaccio from La Ferme du Hournadet, vegetarians will be delighted to discover vegetable-based alternatives at each stand, promoting fresh seasonal produce such as that on sale at Le Petit Marché d'Ornano. For a sweet treat, expect ice cream and crêpes, as well as iced treats from Landes-based artisans Lacroix or Gironde-based Sofia, or indeed Les Crêpes de Suzette...

Les food trucks

BEN'S FOOD TRUCK • Burgers • PRAIRIE

CHAI THONTHON • Burgers fish & huîtres • PRAIRIE

FERME DU ROSEIX • Burgers façon Mique Corézienne • CAILHAU

LES BITURIGES • Burgers - Poulet pané frit - Nuggets de canard • CAILHAU

GRINGO • Burgers façon Talo basque - Rou Jia Mo chinois • PRAIRIE

GREEN GARAGE • Pulled Pork Box - Hot dogs • PRAIRIE

FROMAGERIE DU ROY • Assiettes de fromages - Tartines & Chaussons • PRAIRIE

BLANDICE • Lingots fourrés sucrés / salés • PRAIRIE

LANDES ÉVÈNEMENTS • Plat barquette - Pain sandwich • PRAIRIE

Les stands

MARC DRUART 1879 • Huîtres • CAILHAU

LE PETIT MARCHÉ D'ORNANO • Cornet charcuterie/fromage - Salade - Smoothie • MUNICH LES NOUVELLES FERMES • Snacking à tartiner - Sandwich - Assiettes de truite fumée • CAILHAU

SAUMON FUMÉ BORDELAIS • Wrap - Salade • MUNICH LE RUBS • Hot dogs - Sandwiches • PRAIRIE

CANARD STREET • Burgers de canard • PRAIRIE

FERME DU HOURNADET • Burgers et sandwiches fermiers - Carpaccio de magret de canard • PRAIRIE

GINA • Pizzas • PRAIRIE

SONIA • Taloa (Wrap Basque) - Sandwiches- Crêpes • PRAIRIE

SOFIA GLACES • Glaces - Crêpes sucrées • CAILHAU FRÉDÉRIC LACROIX • Glaces • PRAIRIE

SUZETTE • Crêpes • PRAIRIE
LES TCHANOUÉS • Chips • PRAIRIE

In this rich culinary panorama composed of food stands and food trucks, you're sure to find something to satisfy your appetite, particularly considering the numerous vegetarian options. Take the time to savour the food options on offer, that pay homage to the abundance and diversity of the incredible produce found in Nouvelle-Aquitaine: from the Dordogne to the Basque Country.

The festival experience

FROM 27TH JUNE TO 30TH JUNE

If Bordeaux Fête le Vin had just one mission, it would be to amaze. This desire has guided the compilation of the eclectic programme, made up of entertainment, exhibitions and shows designed to enchant people of all ages. As a proponent of inclusivity, the Bordeaux Wine Festival reaffirms its role as a unifying force, inviting everyone to fully partake in the joys and conviviality of the event.



Drone shows

A smash hit in 2023, Dronisos return this year with a new show! Their incredible drones will fly into the night sky over the Bordeaux Wine Festival, celebrating the spirit of Bordeaux wines and biodiversity. Chosen to highlight the identity of Bordeaux wine, the famous wine bottle and the whole region in an innovative show; the ballet of drones has proven to be an unexpected and enchanting creative space, opening the way to constant amazement. This grand-scale show is completely free and will be held on two consecutive evenings.



A Dronysian extravaganza

The artists at Bègles-based Dronisos, pioneers in drone shows, have amazed their audience the world over, from Rome to Dubai, not to forget Mont-Saint-Michel and the football World Cup. They return to share their art over the Garonne with 500 100% French drones. As night envelops the city, the skies will become a tableau for the airborne choreography in a brand new show. An exceptional celestial spectacle, that has become an established tradition for the festival.

What a joy it was to spend a weekend in Bordeaux for the Wine Festival with such great weather!
The cherry on the cake was the superb drone show which lit up the Bordeaux skies!
Grégory, visitor at the 2023 edition

We at Dronisos are so proud of taking part in Bordeaux Fête le Vin with a drone show created specifically for the occasion. Bordeaux is our home city, and we're very attached to it. It's an honour to make a show that demonstrates all our creativity and skill for our dear city. During the event, all the projectors are pointed at the city, and last year, images from the Bordeaux Wine Festival show were shared all over the world!

Camille Beaumont, Head of Marketing and Communication



FRIDAY 28th & SATURDAY 29th
JUNE IN THE EVENING

What do the drones have in store for us this year? Find out on the quays...

Liverpool: guest of honour

Two port cities that were at the centre of global commerce in the 18th and 19th centuries, two monuments of culture and architecture, but also two iconic cities in their own countries, each one famed for their rock scene... The relationship struck up between Bordeaux and Liverpool in 2016, 2018 and 2022 was a natural fit! After Bordeaux's invitation to the Taste Liverpool Drink Bordeaux festival in 2022, it's Bordeaux's turn to allow Liverpool to show its cultural value at Bordeaux Fête le Vin.

Try your luck: visitors have the chance to win a trip to Liverpool!

Discover, meet and rock out!

On the stage:

Artists from Liverpool are on the bill of musicians performing on the music stage, and a collection of songs from Liverpool - from The Beatles to the contemporary underground scene - are to accompany the drone show finale on Friday and Saturday night.

At the Wine School:

The Wine School is shaping up to welcome our visitors with a day in honour of Liverpool, with British canapés prepared by a chef from the city, as well as a collection of live songs.

At the Liverpool Stand:

A specially dedicated stand at the heart of the festival is there to present the best of Liverpool and its region's culture, music, sport and gastronomy.

We are honoured that Liverpool has been invited as guest of honour at this year's Bordeaux Fête le Vin. This partnership constitutes a significant step for Liverpool as the city's largest international marketing initiative, thanks notably to solid relations between France and the United Kingdom.

Bordeaux is part of our heritage and we look forward to continuing to work together to present the best of Liverpool, from our fabulous culinary scene to our world famous music scene!

Susan Finnegan, Commercial Director at Marketing Liverpool



Tall ships

The tall ships are back! They are indissociable from the event and are always an emotional presence, bearing witness to Bordeaux's wine adventures, reminding us of the hundreds of ships which once carried our vintages to new horizons... They will dock once more on our quayside and open up their gangways to the public: an opportunity to explore some of these legendary boats and imagine great sea crossings... something that is part of the tradition of Bordeaux wine and the spirit of the festival itself, with visitors coming in the opposite direction to explore the world of Bordeaux wine!

BOOKINGS AND TOURS

1 ticket = 1 boat

Present your ticket 5 minutes before your tour's start time at the jetty indicated on your ticket.

30 minute slots from 11.15am to 4.45 pm, 29th and 30th June Bookings: www.bordeaux-fete-le-vin.com

The Belem

CLASS A - THREE-MASTED BARQUE OVERALL LENGTH: 58 M

Baptised in 1896, Belem has had an eventful life, changing nationality and function multiple times over the years, yet she remains the last great 19th-century French merchant ship still sailing today! As a national symbol and in recognition of its cultural value and inestimable historical importance, she was listed as a historical monument in 1984, and this year transported the Olympic Flame from Greece to Marseille.

5€

Full price

per ship

Free

Under 6

Meeting point at the Ponton d'Honneur, opposite La Maison Écocitoyenne

Free tour, booking required, booklet guide

The Français CLASS A - THREE-MASTED BARQUE OVERALL LENGTH: 46.60 M

Le Français is a majestic three-masted barque whose home port is Saint-Malo.

Built in 1948 in Denmark by the J. Ring-Andersen shipyard, she was first a cargo ship, then a fishing support ship, after which she became a Hollywood star before undergoing traditional restoration, which returned her original characteristics while bestowing her with the latest technology. She has a capacity of 100 passengers at sea and 150 while docked, with a main lounge, several cabins and modulable common areas. This historic ship is one of the last traditional European tall ships.

Meeting point at the Ponton d'Honneur, opposite La Maison Écocitoyenne

Free tour, booking required, booklet guide

The Morgenster

BRIG - TWO-MASTER 11 square sails, 5 forestay sails, 1 auric sail OVERALL LENGTH: 49 m

Built in 1919 as a herring lugger under the name of 'De Vrouw Maria', in 1927 she was lengthened by 7 metres and transformed into a motorised fishing boat. In 1959, she was renamed Morgenster and remained a fishing boat until 1970, after which she shone in competitive fishing, and she has even hosted pirate radio! Her current owners, Marian and Harry Muter, reconverted Morgenster into a sailing boat in 1983, then her once more in 2008, this time as a brig to act as a training boat.

Meeting point at Ponton Jean Jaurès, facing Place des Quinconces. Free tour, booking required, booklet quide

The Mutin

YAWL - TWO-MASTER - 350 m2 of sails OVERALL LENGTH: 33 M

The sailing school ship Mutin is the oldest unit in the French Navy still sailing; she launched in 1927 and served as a training ship for elite navigators. During the Second World War, she was used for spying missions by the British, before returning to her role in the French navy. She is a testament to maritime history, taking part in ship gatherings while executing her original function as a training ship. The tale of how her name plaque was lost during the war and found years later is an interesting story.

Meeting point at the Ponton d'Honneur, opposite La Maison Écocitoyenne

Free entry upon presentation of a ticket for The Belem or The Français, booklet guide

Precautions

Access to the ships for persons with reduced mobility cannot be guaranteed due to the narrow gangway, and pushchairs are not allowed onboard. Access to persons requiring clutches will be determined according to instructions from each ship's captain.



Music

What would a festival be without music? No such fear at the Bordeaux Wine Festival! Night and day, your journey through the "wine village" will have a musical backdrop. Every evening, from 6pm to 11pm, the two stages of Bordeaux Fête le Vin will play host to live music and DJs. As a guest of honour and the birthplace of The Beatles, a number of artists from Liverpool have been invited to perform.



OUR COMMITMENTS

- An eclectic bill with emphasis on parity.
- Make music a vector for a collective experience.
- Use LED bulbs to light the stages.

The programme for the 2024 edition of Bordeaux Fête le Vin places a strong emphasis on parity between its talented male and female performers. With this conviction that music knows no gender, the bill favours local artists, because Bordeaux and its region are rich in musical talent. Each stage is shining a spotlight on a variety of musical genres. The goal is to make music a concrete vector for creating a collective experience that matches perfectly with wine tasting!

Focus on

KOYLA

Young 24-year-old versatile Bordeaux artist, producer, DJ and musician who offers melodic and rhythmic sets mixing afrobeat and house. She adds the striking sounds of her djembe to give relief to her mixes. You can find her on Thursdays on the Cailhau stage from 9 p.m. to 11 p.m.

4THESUN

A pop rock & indie-surf quartet from the Arcachon Basin, 4THESUN is slowly establishing itself on the Aquitaine scene with the characteristic calm of an emerging local surf counterculture. With a progressive style and overflowing energy, on stage the four friends from the Bassin unleash their pop-surf influences under UVs, tinged with good intentions and swaying grooves. Come and discover them on Thursday, June 27, on the Platane stage at 9:30 p.m.

MENNI JAB

A Bordeaux artist halfway between French song, pop and rap, Menni Jab stands out with his boundless energy! Come and discover him at the closing of Bordeaux Fête le Vin on the Platane stage at 9:30 p.m.



Scan this QR code for the Bordeaux Fête le Vin music programme!



Activities

Demos, games, parades and wild concerts: at Bordeaux Wine Festival, we don't just taste, we have fun! Bringing people together over wine, whether they drink or not, is a challenge that Bordeaux Fête le Vin rises to meet.

A dedicate kids area that's fun for grown-ups too!

The association APEEF, specialists in toddler and child interaction, have rolled out the red carpet for budding winegrowers! They have prepared activities that help children learn a little more about vineyards' biodiversity and mysteries. Children must always be accompanied by an adult, who can also take part!



From Thursday 27th to Sunday 30th June, from 11am to 7pm

Discover the largest fine wine region in the world! The Nouvelle-Aquitaine stand

All of the territories that make up Nouvelle-Aquitaine share a quality of life, a love of wine, gastronomic excellence and exceptional produce!

Visit their stand to learn about region-wide sustainable development initiatives in the wine industry in a fun and attractive way: the Vitirev collective, bringing about winegrowing of the future; Vititunnel, an affirmative agro-ecological action plan; and Neo Terra, the region's roadmap towards ecological transition. A curiosity shop awaits you, displaying these collective intentions: taste, touch, smell, listen....

If this stand shows one thing, it's that, from Bordeaux, you don't need to go far to discover a plethora of regional specialities and unique landscapes: the wines from sandy Ile d'Oléron, those from the Pyrenean slopes of Irouléguy; viticultural landscapes that run from the exceptional coastline to cover vast stretches of land and forests, producing Armagnac, Cognac and wines from Bordeaux and Bergerac; goat's cheese and butter from Poitou and Charentes; exceptional beef from Limousin to Chalosse; Bayonne ham; foie gras from the Landes; Agen prunes; Marennes and Arcachon oysters... Novices and aficionados in wine and gastronomy alike will find plenty to make the mouth water!

Plan your next trip

The Gîtes de France stand

Set off on a discovery of the loveliest gites in the Landes, Gironde, Lot-et-Garonne and Pyrénées Atlantiques departments at the Gîtes de France stand. Whether you're a nature lover, or you prefer small traditional villages, or if you never go away without your pet, the stand has plenty of original and made-to-measure experiences for you!

Anima'Vigne

A space for kids and grownups all day long, where you can celebrate wine while having fun. Barrels, corks, taps, staves, hooping... Wine accessories have been turned into a game of skill, thought, speed and chance!



Thursday 27th and Friday 28th June: from 1pm to 6pm Saturday 29th and Sunday 30th June: from 11am to 6pm

Stave heating demonstration

The Nadalié cooperage is setting up on the quays, showcasing their barrels and their know-how, demonstrating the fascinating profession of cooperage: a magical alliance of wine and wood. Their demonstrations of barrel heating are an unforgettable visual and olfactory spectacle!

Thursday 27th and Friday 28th June: from 3pm to 7pm | Saturday 29th and Sunday 30th June: from 2pm to 4pm and 5pm to 7pm

Since its beginnings, 'La Tonnellerie Nadalié' has attached great importance to passing on knowledge and, as such, makes an effort to show its work to as many as possible by taking part in cultural events, particularly in this region. Bordeaux Fête le Vin is perfect as a pedagogical setting, and is a natural event for 'La Tonnellerie Nadalié' to share its passion and know-how as an alliance between wine and wood.

Stéphane Nadalié, Directeur of La Tonnellerie Nadalié

That's not all!

Every day, from 11am to 11pm: the vineyard fresco Saturday at 12pm, setting of from the Grave - Sauternes stand: the 'Confrérie' parade.

BORDEAUX FÊTE LE VIN 2024

Exhibitions

Throughout the Bordeaux Wine Festival village, feast your eyes, as well as your taste buds with exhibitions showcasing the beauty and passion that flows from the world of wine. The main themes are nature, the busy life of winemakers and sustainability.



Bordeaux, vineyards and nature

Placed at the centre of the event, in front of the Miroir d'Eau, this exhibition reveals the most poetic and wildest moments found in nature, inviting us to share in the splendour of the environment that surrounds winemakers. From the buzzing bees to gentle lambs, from the insects' waltz to the horses' haughty nature, and from discrete fauna refuges to little heritage gems: nature elegantly unfurls beside wine workers. These images' beauty is captivating, but they also bear witness to the growing commitment shown by Bordeaux

estates in embracing and preserving the vibrant biodiversity found amidst the vines.

Along the quays from 27th to 30th June, from 11am to 11pm

Châteaux Bordeaux, Eric Corbeyran and Espé - Glénat

The graphic novel saga written by Eric Corbeyran and illustrated by Espé continues to captivate its readers. As the saga comes to an end, it is only right to celebrate the whole story! When Bordeaux screenwriter Corbeyran and illustrator Sébastien Porter - otherwise known as Espé - began the Châteaux Bordeaux series in 2011, little did they know the success that lay ahead! Their readership was won over by the adventures of Alexandra Baudricourt, a young woman who takes over the family wine estate in the heart of the Médoc, as well as by Espé's realistic and precise drawing and masterful use of colour, inviting us on a magnificent journey into the world of wine. Today, 600,00 readers follow this family saga, the 12th and final episode of which, 'Le Sommelier', took the number 1 spot in the sales of its publisher, Glénat. Written in the context of current climate issues, this album marks the end of the saga; a brand new exhibition allows everyone to discover or rediscover this fine work.

Large Format Exhibition on the Bordeaux Quays

The 12 covers and 12 emblematic plates from each album of 'Châteaux Bordeaux' are on show on the Quays at Espace Cailhau.

The exhibition is free and open to the public throughout the Festival. This exhibition is produced by CHAUMETTE Art Agency.

Signing session and book sale

Every day at the Festival's Tourist Office stand, signing sessions are taking place, and you can get your hands on the 12 albums that make up the series.

From Friday 28th to 30th June, from 5pm to 7pm.

Q&A with the authors at La Cité du Vin

In order to give the public a window onto the world of their saga, in addition to delving into illustrator Espé's work and writer Corbeyran's creative process, La Cité du Vin is hosting a Q&A with the authors: from the genesis of the first album to the saga's success. The discussion around their creative methods and research, featuring questions from the public, is to be followed by a signing session and a wine tasting organised by the CIVB and La Cité du Vin. La Cité du Vin, 26th June at 7pm.



Showcasing commitments

All along the quays, totem towers proudly display the sustainability commitments, actions and impact of the Bordeaux Wine Festival: from all of its stakeholders, also implicating visitors. This is a way of learning about and being part of a movement that advocates for the environment, when you consider the various measures taken by the festival, including and not limited to waste management, as well as those taken by the wine industry as a whole and partner restaurateurs.

Away from the village

The Grands Crus Classés 1855 Pass

The stand-out event.

Reflecting the many appellations that make up the Bordeaux vineyards, Bordeaux Fête le Vin aims to represent the plurality and quality of the wines of Bordeaux and Nouvelle-Aquitaine. As such, the Bordeaux Wine Festival invites you to an evening of prestige, during which you will discover 7 jewels from the Sauternes and Médoc regions, all 1855 Grands Crus Classés. It promises to be an unforgettable evening for passionate wine-lovers and novices alike looking for a unique experience.

The splendid Palais de la Bourse, where the famous 1855 classification was created, welcomes you for a tasting of Grands Crus Classé wines on Thursday 27th June from 6pm to 9pm, in the presence of owners and representatives from 7 prestigious chateaux in the Médoc and Sauternes appellations.

21 tastings: 2 vintages from 7 Grands Crus Classés, 1 vintage of their second wine.

Haut-Médoc • Château de CAMENSAC • GCC 1855

Margaux • Château BOYD-CANTENAC • GCC 1855

St-Julien • Château LÉOVILLE POYFERRÉ • GCC 1855

Pauillac • Château GRAND-PUY DUCASSE • GCC 1855 St-Estèphe • Château LAFON ROCHET • GCC 1855

Barsac • Château NAIRAC • GCC 1855

Sauternes • Château GUIRAUD • 1er GCC 1855

65€ unique price

Book online at www.bordeauxfete-le-vin.com Places limited

Thursday 27th June from 6pm to 9pm
Grand Hall in the
Palais de la Bourse

Did you know?

The 1855 Grands Crus Classés classification, which remains an authority today, was established by order of Emperor Napoléon III ahead of a presentation of Gironde wines at the Paris World Fair. This made official the ranking established by decades of Le Syndicat des Courtiers de Commerce, who observed the notoriety and value of various chateaux: their ranking and stability were recognition of the quality of their soil and the savoir-faire of each vintage.

Bordeaux Fête le Vin outside the walls!

In Japan with La Belle Saison Dinner - Concert by Japanese artist Tsuji

An unforgettable evening that fuses Garonne and Japan; Japanese chefs have prepared elegant pairings for organic wine from Bordeaux, while the jazzy melodies of Tsuji form the perfect backdrop for an unbeatable view of the drone show... Consider the host restaurant, La Belle Saison, as a special theatre box, from which you can enjoy the Wine Festival!

The evening begins at 7.30pm with organic Bordeaux wines. Tsuji (Hitonari Tsuji), a multifaceted Japanese artist and poet known around the world for his novels, begins his concert at 8pm. In troubadour mode, he often performs solo, playing folk and jazz songs with carefully written lyrics. From 8.30pm onwards, two Japanese chefs - who have come specially from Bordeaux's twin city, Fukuoka - will combine their talents to produce a cocktail

dinner in homage to Bordeaux wine. A DJ will then take the reins until the drone show: the climax of this remarkable evening, over which La Belle Saison offers a breathtaking view.

Friday 28th June - 7.30pm onwards

Book directly with La Belle Saison

05 57 80 33 33

€55 per person

(concert, dinner and wine included)

Take a "wine walk" in the heart of Bordeaux

Why not leave the hustle and bustle of the quays and get away for a couple of hours so you

can explore Bordeaux? Between Quinconces and Chartrons, the guided tour 'Traces of wine in the city' invites you to discover Bordeaux's deep historical connection with the wine trade via details that usually escape people's notice... Sculpted pediments, cobbled streets, vinestrewn walls... Wine has shaped the city, discretely yet elegantly. Following this itinerary off the beaten path stretches your legs while feeding your curiosity!

Book at www.visiter-bordeaux.



An environmentally and socially conscious festival

FROM 27TH TO 30TH JUNE

As a committed stakeholder, Bordeaux Fête le Vin strives to improve every aspect of its organisation every year, aiming to guarantee an accessible, inclusive and responsible experience, helping visitors and partners to reduce their environmental impact thus allowing them to enjoy the festival ethically.



A CONSCIOUS FESTIVAL

BORDEAUX FÊTE LE VIN 2024

A conscious festival

Disabled access

The appellation villages and all partner spaces are accessible for persons with reduced mobility.

- Adapted ticket desks and counters
- Stands equipped with access ramps
- Reduced gradient of cable covers
- Reserved drop-off points when arriving on-site
- Signposts across the site
- In light of the ships' narrow structures and sloped access at low-tide, complete access to ship tours is not guaranteed. Certain jetties are accessible for persons with reduced access, and where possible captains will propose adaptations.

Non-gendered toilets

As an inclusive festival, Bordeaux Fête le Vin is sweeping away stereotypes: the toilets are accessible and open to all, regardless of gender!

The Angela scheme

Just uttering the phrase "Where is Angela?" is a way for anyone feeling unsafe or harassed - regardless of age or sex and whatever the time of day - to ask for help. Partners of the scheme (nightlife establishments, shopkeepers, demonstration organisers, etc.) have committed to assisting victims; Bordeaux Fête le Vin is one such partner and has ensured that the Angela scheme will be enacted by all of its partners.

Solidarity-based recruitment

To boost access to the labour market for people struggling to find work, La Maison de l'Emploi in Bordeaux, specialists in this issue, have taken charge of recruiting ticket office agents and welcome staff for Bordeaux Fête le Vin.

The festival's organisation committee also works throughout the year with recruitment services in Artigues and Blanquefort for disabled and young people respectively.

In moderation... meaning with awareness and responsibly!

Bordeaux Fête le Vin is a "dégustation" festival, meaning that you should savour and appreciate rather than take risks and potentially miss out. In a dedicated prevention space, APIPAF 33 makes visitors aware of the risk of unmoderated consumption, providing free breathalyser tests and activities demonstrating the dangers of alcohol. Excessive alcohol consumption is dangerous for your health, drink in moderation - and if in doubt, test yourself for free!



Analysing to progress

Since 2021, Bordeaux Fête le Vin has been ISO 20121 certified: certification awarded to events that have opted for sustainable organisation according to strict criteria. While this certification applauds commitments to preserving the environment, it also seeks to amplify and carry such commitments further. After the festival, Bordeaux Tourisme et Congrès ask volunteers who have attended the festival to answer a questionnaire in order to evaluate the quality of their experience, the events and tourism products. Similarly, the carbon footprint is estimated so as to measure the environmental impact of each edition, comparing it to that of previous editions, evaluating the impact of new measures, and so on... This feedback is precious, contributing concretely to improving future editions of the Bordeaux Wine Festival.

 $^{-56}$

A CONSCIOUS FESTIVAL

BORDEAUX FÊTE LE VIN 2024

Solidarity evening

A solidarity evening is organised to invite those who have benefited from social organisms partnered with the Bordeaux Métropole Office de Tourisme et des Congrès as part of the Bordeaux Solid'air initiative.

Reduce and reuse waste

To reduce the impact of waste produced at the festival, Bordeaux Fête le Vin has taken multiple concrete and multilateral actions, and continues to progress.

- Zero plastic: once again "no plastic object sold at the event".
- 100% compostable: each container, item of cutlery, cup and napkin used at the stands must conform to this rule.
- Cut down waste: the size of containers at food stands is being reduced significantly, adapted to their products.
- Sort your waste! A "green brigade" will be on hand to make the public aware of the importance of sorting waste correctly.
- Reuse and recycle: corks are to be collected and treated, while organic waste is to be collected by Détritivores and oysters by Coquille.
- Reusing: partners and attendees are invited to bring their own water bottle to avoid using plastic bottles. Drinking water fountains are to be placed all over the site.
- Don't drop your butts: pocket ashtrays will be distributed for free at visitor information points (in partnership with the Ceseau association, while stocks last).



Reuse equipment

Most of the materials needed in the organisation of Bordeaux Fête le Vin are to be reused or given to associations upon the event's conclusion, thanks to our partners, Côte Ouest.

Spreading awareness

Throughout the 2024 edition of the Bordeaux Fête le Vin, an exhibition is to be dedicated to environmental issues facing the wine industry, how they might develop and the festival's responsible initiatives.

A responsible economy

Environmental issues also depend on the economy. For this year's edition, Bordeaux Fête le Vin is promoting local producers and seasonal produce, in addition to highlighting local savoir-faire.

Bordeaux: a destination with a conscience

Alongside stakeholders in the conurbation's tourism, Bordeaux is committed to preserving our environment. This daily investment saw the city win the title of 'European Capital of Smart Tourism' in 2022.

Welcome to a city where your stay can be a sustainable one when getting around or enjoying leisure activities... a city that enriches your stay and allows future generations to tread the same path... and follow in it.

For more information: www.agora-tourisme-bordeaux.com



A CONSCIOUS FESTIVAL

BORDEAUX FÊTE LE VIN 2024

Bordeaux: vineyards with a conscience

Bordeaux Fête le Vin promotes organic and environmentally conscious winegrowing by supporting its stakeholders. In 2014, 35% of vineyards' surface area were certified for their environmental approach: in 2024, it has risen to 75%! Today, Gironde is the department with the largest surface area in France to be cultivated organically. Each appellation stand reflects this growing commitment from wine stakeholders in the face of environmental, social and economic challenges.

Recognising certification

Bordeaux covers a variety of farming, production methods, choices regarding the environment, and therefore various labels and types of certification. Certain domains hold multiple certifications.

A quarter of Bordeaux's vineyards are organic.

Half of Bordeaux vineyards' surface area (50,000 hectares) are certified for their high environmental value.

Adapting to climate change

The climate is a major factor in the quality of wine. It impacts the soil, conditions the vintage and determines the volume of the harvest. The changes winemakers are facing and those to come plus uncertainty are driving vineyards to anticipate and adapt. But how?

- By working to introduce new, more resistant and adapted grape varieties to a warmer climate, while keeping Bordeaux's characteristic aromas.
- By adopting new practices like reevaluating their plot implantations to reduce exposure to the sun, delaying pruning, favouring grass growth among the vines...
- By reducing the carbon footprint of the Bordeaux wine sector (down 39% between 2007 and 2022, target of 54% down in 2030).
- By restoring landscape diversity, particularly via agroforestry. Trees and bushes are returning to vines or near to plots. By adding height to Bordeaux's vineyards, the landscape will be all the greener: rows of fruit-bearing trees beside rows of vines, hedges around plots, bushes between two vinestocks... There are multiple advantages: developing biodiversity, carbon capture, creating microclimates, and so on... Numerous properties are on board and this movement is growing fast.

A global vision of sustainable action

Today, the vineyards of Bordeaux are committed to preserving the environment. Bordeaux has already made significant progress, but the industry also faces social and economic issues, for example, the plight of those working among the vines, or changes in ownership. The vineyards are committed to upholding corporate social responsibility standards, all by contributing to a more sustainable and equitable society, continuing to innovate, attracting talent, and by supporting the region.

In May 2021, the Bordeaux wine interprofessional organisation rolled out a collective approach to CSR for all members of the industry: Cultivons Demain. This strategy is based on 4 pillars:

- Contribute to an attractive industry: integration, job creation, training, security...
- Support our region: local jobs, solidarity, coexistence...
- Preserve the environment: renewable energy, biodiversity, carbon reduction...
- Cultivate dialogue: ethics, traceability, responsible consumption and purchasing...

Biodynamic methods, draft horses, ecological corridors... Estates open their doors to show the public these new practices put in place in the vineyards and in the cellars as part of guided tours.



INSTRUCTIONS

BORDEAUX FÊTE LE VIN 2024

The Festival: tips and instructions

Moving about

During construction and deconstruction of the festival along the quays, traffic on the quays and tram and bus services may be temporarily impacted. You will soon be able to find all practical information at www.bordeaux-fete-le-vin.com.

Tips for an enjoyable experience

★ Leave the car at home

Come via bike, tram or train! A large bicycle parking zone awaits at Quinconces, at the entrance to the festival. Park & Ride schemes using the city tram network provide continuous access to the festival, with no traffic jams.

Be prepared for warm weather

Stay hydrated by bringing your own water bottle; drinking fountains are available onsite. Don't forget a hat and sunscreen: details which make all the difference... particularly when you forget them!

₩ Watch over your children

Several activities are accessible for children, but always with supervision. Keep an eye out!

Meep an eye on your consumption

The glass received with the Tasting Pass has a 5cl gauge, chosen to allow attendees to be able to fully taste wine with complete discernment. Take your time between tastings, don't forget to stay hydrated, and if you have any doubt before heading home in your vehicle (even your bike!), visit the APIPAF33 stand to test your alcohol limit for free.

O Look out for waste disposal

Portable ashtrays are distributed for your cigarette butts, boxes are placed at the exit for your RFID cards, glass and paper bins: here, we sort our waste! Signage and bins have been prepared so that you can free your hands and throw away any rubbish you accumulate. Sorting officers will be on hand to direct you. Thank you for taking part!



Partnerships

The Bordeaux Wine Festival organization thanks its partners

ORGANISED BY





WITH THE SUPPORT OF









































MEDIA PARTNERS











WE ALSO THANK



L'accès presse

Press accreditation is strictly personal, and it offers you:

- A Tasting Pass
- A glass and carry case

Access to the jetties and docked ships during the festival open hours, from 11am to 5pm, subject to security measures, affluence, public opening hours and the captain's agreement

The press room is located in Palais de la Bourse - access via Place Jean Jaurès - open from Thursday 27th to Sunday 30th June from 10am to 6pm.

Request accreditation online from 15th May at: https://www.bordeaux-fete-le-vin.com/espace-presse.html

You can collect your accreditation in the Palais de la Bourse press room, either during opening hours or by appointment with the press service. For any other requests, it is essential that you contact the press service by 20th June at the latest.

For photos, communiqués and the press pack, visit https://www.bordeaux-fete-le-vin.com/espace-presse.html

PRESS CONTACTS

Alaïs Perret

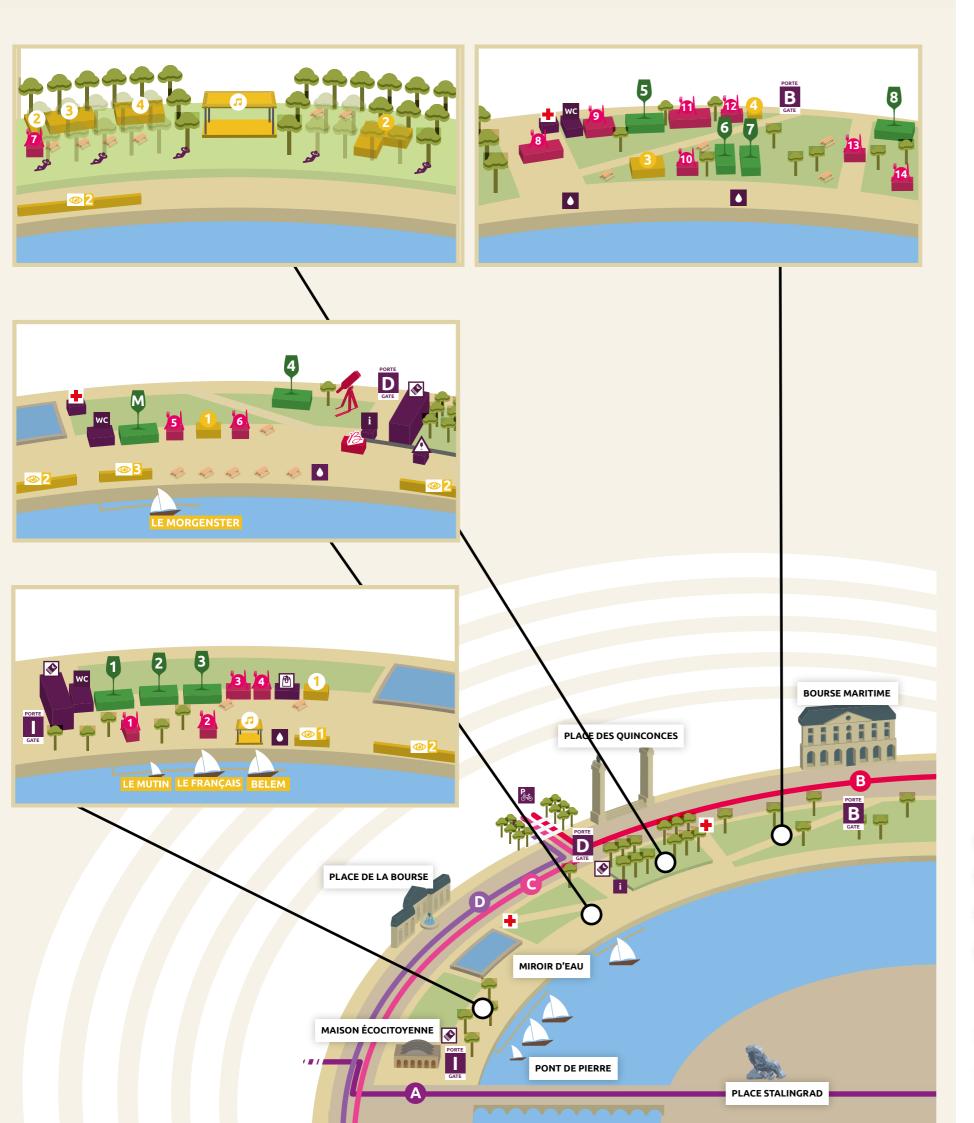
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OÙ DÉGUSTER?

LES CÔTES

DE BORDEAUX

LES VINS DE



PAVILLON DE L'ÉCOLE DU VIN DE BORDEAUX



LES VINS DU MÉDOC

MOUTON CADET

ROSÉ · CLAIRET

CRÉMANT DE BORDEAUX



LES BLANCS DE BORDEAUX



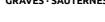
SAINT-ÉMILION POMEROL · FRONSAC



BORDEAUX ROUGES & BORDEAUX SUPÉRIEURS EN ROUGE

GRAVES · SAUTERNES

NOUVELLE-AQUITAINE



OÙ SE RESTAURER?



CABANES DE CHEF-FES

LA FERME DU ROSEIX

Micque Mac et chips maison

Plat du jour par des Chef·fes de la métropole. Quantités limitées. De 12h30 à 14h et de 19h30 à 21h



LES BITURIGES

Burgers bœuf, canard, végé, Nuggets, Poulet frit + boissons



MARC DRUART 1879

LES NOUVELLES FERMES

Salade + boissons

SAUMON FUMÉ BORDELAIS Truites fumées + boissons LE PETIT MARCHÉ ORNANO



GRINGO
Taloa, Rou Jia Mo + boissons + cafés GRINGO

HENRIETTE & OLGA

BEN'S FOOD TRUCK

Pulled pork, Hot dog, Veggie rolls

GREEN GARAGE

Lingots salés ou sucrés

Sandwichs bœuf, canard,

jambon, Pain brioche, Plat barquette végétarien au chou

LANDES ÉVÉNEMENTS

+ boissons

BLANDICE



CRÊPERIE SUZETTE Crêpes salées et sucrées LE RUBS

Sandwich ribs porc, bœuf, végé, dessert CANARD STREET

Burgers, Assiettes, Planche (produits du canard), Dessert



Pizza, Dessert + boissons LA FERME DU HOURNADET Sandwich, Burgers, Assiettes

(produits du canard) FRÉDÉRIC LACROIX Glaces artisanales



CHAITHON THON

Huîtres, fish & chips et burgers au poisson



Tartines et sandwich + boissons SOFIA GLACES

SONIA FERNANDEZ Taloa, Sanwichs basques, Crêpes

MAISON PARIÈS LES TCHANQUÉS



LES EXPOSITIONS

EXPOSITION
JOIN THE BORDEAUX CREW

EXPOSITION BORDEAUX,

VIGNOBLES ET NATURE

CHÂTEAUX BORDEAUX

EXPOSITION

Fromages de Guyenne et Gascogne en assiettes, tartines et chaussons

OÙ DÉCOUVRIR ET S'AMUSER?

LES ANIMATIONS

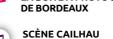




ESPACE FAMILLES







RED BOX #JOINTHEBDXCREW

LA BOÎTE À PHOTO DES VINS



DJ Sets

LES DÉAMBULATIONS









LES VOILIERS



LE BELEM, LE FRANÇAIS ET LE MORGENSTER Réservation sur www.bordeaux-fete-le-vin.com



Visite gratuite sur présentation d'un billet pour le Belem ou le Français

27-30 juin 2024 Bordeaux fête le Vin

- **f** Bordeaux Fête le Vin
- @bordeauxfetelevin
- @BordeauxFeteVin

www.bordeaux-fete-le-vin.com