



FOR IMMEDIATE RELEASE

Media Contacts

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Bordeaux Winemaker Bernard Magrez Opens Paris Wine Boutique

110 Different Wines Available to Taste and Purchase; In-Store Wine Classes Available By Appointment to the Public; Professional Wine Staff on Hand Monday through Saturday

Celebrated French winemaker and entrepreneur Bernard Magrez has just opened his first boutique wine store in Paris. Named for the owner, “Bernard Magrez” is located at the intersection of the avenue de l’Opéra and rue Saint-Augustin in Paris’ most fashionable shopping district. And in fact, the atmosphere of this “*maison de propriétaire*” resembles that of a high end jewelry store or haute couture salon, rather than a traditional wine store.

Two wondrous chandeliers fashioned in Baccarat “crystal noir” light the Magrez wine boutique. Designed in exotic wood, with filtered lighting that creates the perfect ambiance and conditions for wine tasting, the boutique offers a complete range of rare wines from Bernard Magrez’s 32 vineyards in France and around the world. Many of these vineyards represent acquisitions from the past 10 years. The legendary Château Pape-Clément, Grand Cru Classé de Graves, which celebrates its 700th harvest this year, will be a featured wine available in several vintages.

Clients of the Bernard Magrez wine boutique will choose from 110 different Bernard Magrez selections sourced from his 32 worldwide properties. Of the 32 vineyards, 20 are based in Bordeaux – including three grands crus – and six are in the Languedoc region. Beyond France, Mr. Magrez also makes wines in Spain, Portugal, Uruguay, Argentina, Chile, and Napa Valley. Each wine will be displayed with pricing and extensive tasting notes, displayed in elegant leather bound wine cellar books.

The professional wine staff will be on hand daily to respond to customer inquiries. In a first for a boutique of this kind, visitors will be able to taste wines prior to purchase – a unique advantage for this Parisian wine destination. Inspired by his desire to broaden wine education opportunities, Mr. Magrez has also launched a wine tasting program at the new boutique. Private classes by appointment only will be given three times per week from 7:30 pm to 10:00 pm; space is limited to 12 people maximum, at a charge of 40 Euros per person, inclusive of all wine and instructional materials.

“Bernard Magrez” is a boutique like no other. For further information please contact Helen Gregory, HG Marketing at (718) 403-0097 or email Helen.gregory@mindspring.com.

Address: Bernard Magrez, 43, rue Saint-Augustin, Paris 2e

Telephone: (011) 33 - 1 49 24 03 11

Hours: Open Mondays through Saturdays from 11:00 am to 8:00 pm

Products: please refer to the attached list for the complete portfolio of wines.

Classes: Please call for a reservation and more information. Class sizes are limited to 12 people, by appointment only. 40 Euros per person, inclusive of wine and materials.

LES VIGNOBLES ET CUVEES D'EXCEPTION DE BERNARD MAGREZ

DANS LE BORDELAIS

LES VIGNOBLES

CHÂTEAU PAPE CLÉMENT
Grand cru Classé de Graves

CHÂTEAU POUMEY
Graves - Pessac Léognan

CHÂTEAU PERENNE
1^{ères} Côtes de Blaye – Cru Bourgeois

CHÂTEAU FOMBRAUGE
Grand Cru de Saint-Émilion

CHÂTEAU TOUR BLANCHE
Cru Bourgeois du Médoc

CHÂTEAU BOIS PERTUIS
Bordeaux

CHÂTEAU LA TOUR CARNET
Grand Cru Classé (Haut-Médoc)

CHÂTEAU HAUT MOULEYRE 4^{ème}
Bordeaux

CHÂTEAU DU BOIS CHANTANT
Bordeaux

CHÂTEAU LA CROIX DE L'ESPERANCE
Lussac Saint-Emilion

CHÂTEAU GUERRY
Côtes de Bourg

CHÂTEAU LES GRANDS CHÊNES
Cru Bourgeois Supérieur du Médoc Bergerac

DOMAINE DES SONGES

CHÂTEAU LATREZOTTE
Sauternes

CHÂTEAU LA TEMPERANCE
Haut-Médoc

LES CUVEES D'EXCEPTION

LA CROIX DU PRIEURE
Premières Côtes de Blaye

MAGREZ FOMBRAUGE
Grand Cru de Saint-Emilion

L'EGREGORE
Bordeaux

MAGREZ-TIVOLI
Médoc

LA SERVITUDE VOLONTAIRE
Haut-Médoc

LA SERENITE
Pessac-Léognan

EXCELLENCE DE BOIS PERTUIS
Bordeaux

CHATEAU LA CROIX DE L'ESPERANCE
Lussac Saint-Emilion

DANS LE LANGUEDOC-ROUSSILLON

LES VIGNOBLES

EN SILENCE

LA PASSION D'UNE VIE

Saint-Chinian

SI MON PERE SAVAIT
Côtes du Roussillon

DOMAINE D'OUSTRIC
Vin de Pays de Carcassonne

Côtes du Roussillon

MON SEUL REVE
Cotes du Roussillon

LE DOMAINE DE LA TRANQUILLITE
Vin de Pays d'Oc

DANS LE MONDE

CUVEES D'EXCEPTION

ESPAGNE

Paciencia, Toro
Herencia del Padri, Priorat

MAROC

Kahina, Guerrouane

ARGENTINE

La Bienvenida

URUGUAY

Casa Magrez

PORTUGAL

Esperança, Douro

CALIFORNIE

Bernard Magrez en Napa Valley

CHILE

Hacienda de la Serenidad