

*Clink Different*

# EXPERIENCE THE WINES OF EUROPE

Our Wine Styles & Varietals

PRESS KIT 2020  
SURPRISING STYLES  
FROM BORDEAUX  
& GERMANY



CAMPAIGN FINANCED  
WITH AID FROM THE  
EUROPEAN UNION

ENJOY  
IT'S FROM  
EUROPE



*Clink Different*

# EXPERIENCE THE WINES OF EUROPE

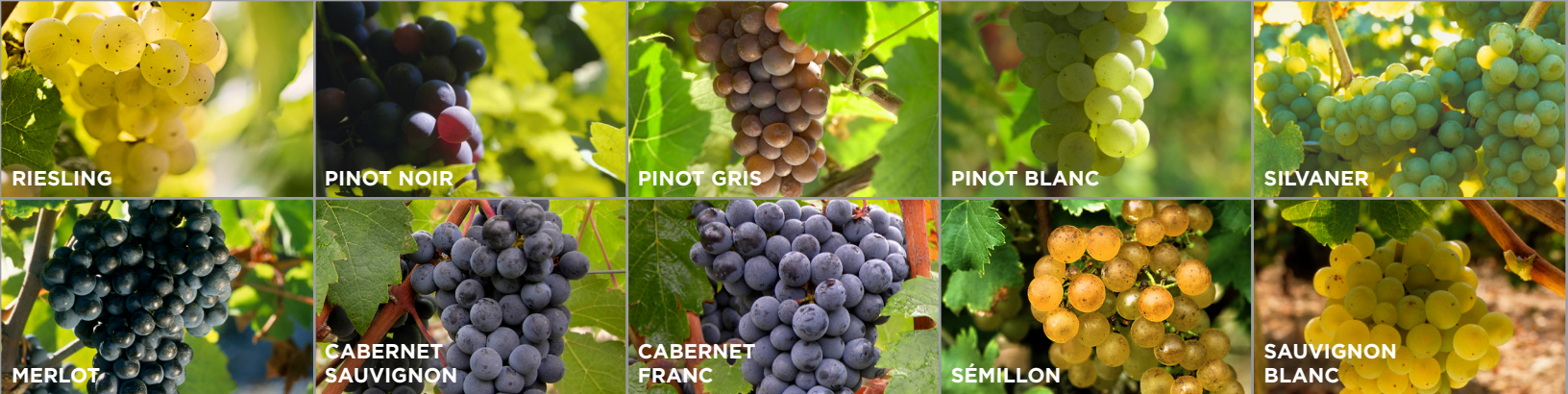
---

## SURPRISING STYLES FROM BORDEAUX & GERMANY

There's more to these renowned regions than meets the eye.

Challenge every perception you have about wines from Germany and Bordeaux and explore hidden gems from each region. Although Bordeaux produces amazing blends and Germany's trademark grape is Riesling, both regions have so much more to offer.





## SURPRISING STYLES

### DISTINCTIVE WINES PERFECT FOR EVERYDAY CELEBRATIONS

From blends to varietal wines, sparkling to still, wines of Bordeaux and Germany are perfect for everyday celebrations. Explore the top grapes from these regions—some familiar faces and some fresh finds.



#### GERMANY

##### RIESLING

- 23,960 hectares
- 23% of total vineyard area
- Tasting notes:
  - Light to medium-bodied with pronounced acidity
  - Apple, peach, citrus, and apricot
  - Can be bone dry to off-dry and lusciously sweet

##### PINOT NOIR (SPÄTBURGUNDER)

- 11,762 hectares
- 12% of total vineyard area
- Tasting notes:
  - Dry, slightly tannic, and mild in acidity
  - Red berries, subtle earthy notes, and a long finish



#### BORDEAUX

##### MERLOT

- 70,900 hectares
- 59% of total vineyard area
- Tasting notes:
  - Red fruits, truffle, liquorice

##### CABERNET SAUVIGNON

- 23,700 hectares
- 20% of total vineyard area
- Tasting notes:
  - Spices, plum and leather notes

##### CABERNET FRANC

- 9,600 hectares
- 8% of total vineyard area
- Tasting notes:
  - Raspberry and violet

## GERMANY

### PINOT GRIS (GRAUBURGUNDER)

- 6,713 hectares
- 7% of total vineyard area
- Tasting notes:
  - Dry, medium to full-bodied
  - White peach, mango, almonds, and pear
  - Floral aromas

### PINOT BLANC (WEISSBURGUNDER)

- 5,540 hectares
- 5% of total vineyard area
- Tasting notes:
  - Subtle on the nose with fresh acidity and delicate fruitiness
  - Medium to full-bodied
  - Apple, pear, white peach, mango, and nuts

### SILVANER

- 4,744 hectares
- 5% of total vineyard area
- Tasting notes:
  - Full-bodied, well-rounded, and mild in acidity
  - Fairly neutral with notes of herb, citrus, and melon

## BORDEAUX

### SÉMILLON

- 6,300 hectares
- 5% of total vineyard area
- Tasting notes:
  - When young, presents hints of almond, hazelnut, peach, and acacia blossom
  - When aged, presents honey and pear aromas, mango, acacia blossom, and candied apricot flavor
  - In blends, floral and round

### SAUVIGNON BLANC

- 5,900 hectares
- 5% of total vineyard area
- Tasting notes:
  - Citrus, exotic fruit, blackcurrant buds, white flower or boxwood

### ALSO ALLOWED IN BORDEAUX:

- Red grapes: Malbec, Carménère, and Petit Verdot
- White grapes: Sauvignon Gris, Muscadelle, Colombar, Ugni Blanc, Mauzac, and Merlot Blanc



# WINE BY NUMBERS

## IT ALL ADDS UP TO EXCEPTIONAL

You already know that Germany is the home of Riesling and Bordeaux is the birthplace of well-known red varieties such as Merlot, Cabernet Sauvignon, and Carménère, as well as the art of blending. Now, test your trivia with some facts and figures.

### TOTAL HECTARES

- **Germany:** 102,873
- **Bordeaux:** 111,400

### WINE STYLES

- **Germany:**
  - Percent dry: 48.1%
  - Percent off-dry: 20%
  - Percent sweet: 31.9%
- **Bordeaux:**
  - Percent dry white wine: 9%
  - Percent rosé: 4%
  - Percent sweet: 1%

### % TOTAL RED VS. % TOTAL WHITE GRAPES

- **Germany:**
  - Percent white grapes: 67%
  - Percent red grapes: 33%
- **Bordeaux:**
  - Percent white grapes: 11%
  - Percent red grapes: 89%

### SUSTAINABLE PRODUCTION

- **Germany:**
  - Percent sustainable/organic certified: 9%
- **Bordeaux:**
  - Percent sustainable/organic certified: 60%



# REDEFINING THEIR REGIONS

## SELECT AREAS IN BORDEAUX & GERMANY CHALLENGE PRECONCEIVED NOTIONS OF EACH REGION'S REPUTATIONS

Within white wine country, pockets of warmth allow red vines to thrive. In the land of red blends, white varietals reign in three unique regions.



### TOUR THE BEAUTIFUL BORDEAUX BLANC SEC AOC

- 6,700 hectares
- 65% of all Bordeaux dry white wines are produced here
- The Bordeaux Blanc Sec AOC spans across the Gironde region, a perfect area for growing Sauvignon and Sémillon, the two main grape varieties in a Bordeaux dry white blend.
- A variety of soils add nuances to the characteristics of Bordeaux dry whites, which are elegant, fruity, floral, round, and nicely balanced.

### TAKE A TRIP “BETWEEN TWO SEAS” – ENTRE-DEUX-MERS AOC

- 1,630 hectares
- 17% of all white Bordeaux wines are produced here
- Set between two rivers and influenced by the ocean, this appellation has diverse soil made from layers of sand, gravel, clay, and limestone.
- Exclusively white, the aromatic range of Entre-Deux-Mers wines mixes exotic fruit, yellow flower, and citrus notes. On the palate, they are supple, lively, and thirst quenching.

### ALONG THE GARONNE – GRAVES AOC

- 672 hectares
- 8% of all Bordeaux dry white wines are produced here
- This appellation's name comes from its soil, made up of gravel transported by the Garonne River all the way from the Pyrenees mountain range.
- Graves whites are blends of Sauvignon Blanc and Sémillon, which make them lively and fresh, yet round and powerful.
- Warmer atmospheric conditions combined with the thermal qualities of the soil allow the grapes to mature earlier than most other grape varieties.



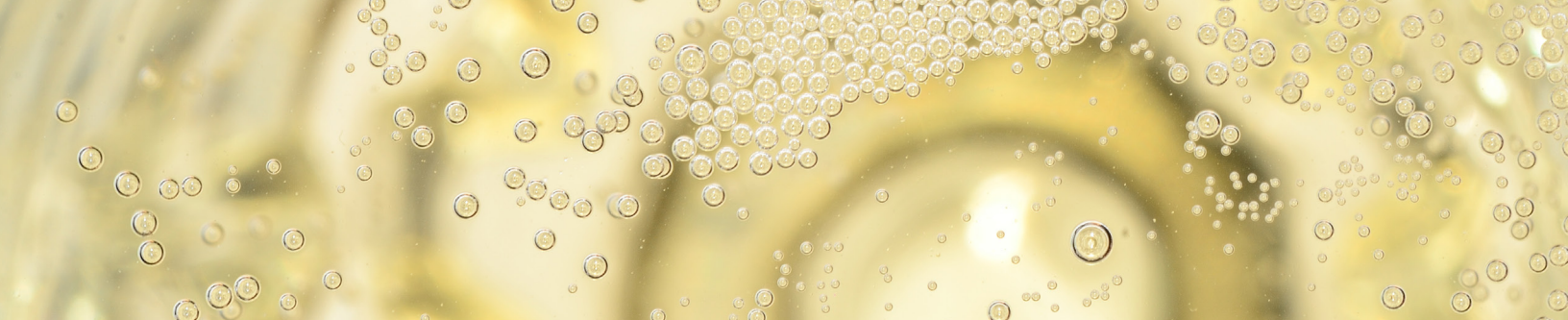
### EXPLORE THE AHR, GERMANY'S "RED WINE PARADISE"

- 563 hectares
- 82.9% of all the Ahr's vineyard area is dedicated to red grapes.
- Four out of five bottles of Ahr wine are red — velvety to more structured Pinot Noir (Spätburgunder) and light, charming Portugieser predominate.
- The Ahr is the northernmost wine region in the western part of the country. Warmth generated by the Gulf Stream flows into the Ahr Valley, where vineyards on small terraces are protected from harsh, cold winds by the Eifel Hills.

### WELCOME TO WÜRTTEMBERG, HOME OF RARE GERMAN RED VARIETALS

- 11,461 hectares
- 68.2% of all Württemberg vineyard area is dedicated to red grapes.
- Württemberg is one of only a few places in the world that produces the Trollinger grape, and most of it is consumed locally.
- The Black Forest and Swabian Jura buffer the vineyards from strong, cold winds and excessive rain.





## POP, FIZZ, CLINK DIFFERENT

### EXPRESSIONS OF GERMAN SEKT AND CRÉMANT DE BORDEAUX

These partners in wine really shine. Sparkling wine (“Sekt” in German) is extremely popular in Germany—Germans drink more sparkling wine per capita than any other market in the world. Of the nearly 2 billion bottles of sparkling wine annually produced worldwide, about one fifth are consumed in Germany.

The origins of Sekt date back hundreds of years, starting in the early 19th century when a number of German vintners studied sparkling wine production in Champagne. Some stayed and became instrumental in the founding of famous Champagne estates (for example, Krug), while some brought their learning back to Germany to establish the country’s own production of sparkling wine. German Sekt production quickly skyrocketed, and by the end of the 19th century, producers recognized the need to set regulations to protect the quality of sparkling wine labeled as Sekt, and began to apply branding and adhere to stricter quality control. Today, smaller producers are leading the Sekt revolution in quality and international awareness.

Similar to Germany, Bordeaux winemakers began producing sparkling wines in the 1800s. In 1990, Crémant de Bordeaux was made an official appellation, which encompasses more than five hundred different vineyards. The same world-famous grape varieties from still Bordeaux wines also dominate Crémant production: Merlot and Cabernet Sauvignon for sparkling rosés, and Sauvignon Blanc, Sémillon, and Muscadelle for sparkling whites. Historically, production of sparkling wines has been low, but newfound demand has incurred a growth in production, especially for sparkling Bordeaux rosés. In the last 5 years alone, there has been more than a 50% increase in wineries producing Crémant de Bordeaux, and total production multiplied by 3x.

As consumer interest in a wide variety of sparkling wines grows, availability of high quality sparkling wine from Bordeaux and Germany in the US is on the rise. Get to know your new fizzy favorites.

#### BUBBLES BY NUMBERS



- Total bottles of Sekt produced in 2017: 368.8M



- Total bottles of Crémant de Bordeaux produced in 2018: 8.9M



## GRAPES

- **While all German grape varieties can be used to make Sekt, the top grape varieties for Sekt production are:**
  - White: Riesling, Pinot Blanc (Weissburgunder), Chardonnay
  - Rosé or Blanc de Noir: Pinot Noir (Spätburgunder), Pinot Meunier
  - Germany is also seeing a rise in the importance of Pét-Nat
- **All Bordeaux varieties can be used to produce Crémant de Bordeaux provided they are exclusively hand-picked, though the top grape varieties are:**
  - White: Sauvignon Blanc and Sémillon
  - Rosé or Blanc de Noir: Merlot and Cabernet Sauvignon

## COMMON TASTING NOTES

- **German Sekt:**
  - Sekt produced using Riesling grapes is often racy, with pronounced acidity and minerality. The styles can range from extra dry to sweet. Classic Riesling flavor profiles of citrus, apple, and peach come alive in Riesling Sekt.
  - Sekt produced using Pinot Noir (Spätburgunder) is celebrated for juicy strawberry and raspberry flavors. This style can range from extra brut to mild.
  - Sekt produced using Pinot Blanc (Weissburgunder) or Pinot Gris (Grauburgunder) grapes are often full-bodied, with a fine mousse, nutty and floral notes, and somewhat softer acidity.
- **Crémant de Bordeaux:**
  - White Crémant de Bordeaux is made from Sauvignon Blanc, Sémillon, Muscadelle, Ugni Blanc, or Colombard, and is mostly dry and delicate with notes of citrus, hazelnut, and white flowers.
  - Crémant de Bordeaux Rosé is most commonly made from Merlot or Cabernet Sauvignon and is lively and fruity with fine bubbles and aromas of red berries like raspberry, strawberry, and currant.





# CLASSIFYING CRÉMANT DE BORDEAUX AND GERMAN SEKT

## CRÉMANT DE BORDEAUX

- **Defining “Crémant de Bordeaux”**

- Crémant de Bordeaux is the name of all Traditional Method sparkling wines produced in the Bordeaux region, both white and rosé.
- Crémant de Bordeaux is one of eight French Crémants (French for “creamy”), a classification of traditional method sparkling wines made from various regions outside of Champagne.

- **Classification of Crémant de Bordeaux**

To qualify as Crémant de Bordeaux:

- All the grapes must be picked by hand and be of traditional Bordeaux varieties
- The wine must be aged for a minimum of twelve months
- Secondary fermentation must occur within the bottle (Traditional Method)

## GERMAN SEKT

- **Defining “Sekt”**

- Sekt is a broad umbrella term referring to sparkling wine made in Germany from any grape and any method.
- Like all sparkling wine, Sekt undergoes a secondary fermentation. In Germany, Sekt must have:
  - An existing alcohol content of more than 10% by volume
  - A CO<sub>2</sub> pressure of at least 3.5 atm (atmospheres of pressure)
- Further, the duration of lees contact has to be a minimum of:
  - 9 months if the “Traditional Method” is used
  - 90 days if bottle fermentation in combination with “Transfer Method” is used – labeled in Germany as “Flaschengärung”
  - 60 days if “Tank Method” is used



- **Classification of Sekt**

- Deutscher Sekt
  - Deutscher Sekt must fulfill the above requirements of “Sekt” and be produced using exclusively German wine, made via the traditional or tank methods.
- Sekt b.A. (“bestimmtes Anbaugebiet,” or “certain growing area”)
  - The base wine used for Sekt b.A. must fulfill the requirements of Qualitätswein, with grapes 100% from a specific German winemaking region.
  - Sekt b.A. must be produced by the Traditional Method.
- Winzersekt
  - Winzersekt has to fulfill the same requirements as Sekt b.A., and must list the vintage, varietal, and producer name on the label.
  - The winery may only use estate-grown grapes for this Sekt.
  - Many growers extend the minimum age on the lees of 9 months to three years or more in order to produce the highest quality Sekt.
- The Verband Deutscher Prädikatsweingüter
  - The VDP is recognized as an organization of the highest standards in German winemaking, representing some of Germany’s top producers.
  - The association recently established a new Sekt classification system with strict regulations for its member estates, mirroring those for still wine. The statute aims to inspire non-member estates to follow suit, which is already a growing trend.
  - Under this system, the highest quality Sekt is labeled VDP Sekt Grosse Lage and requires, among other criteria:
    - Hand-picked grapes from a single Grosse-Lage designated vineyard
    - Traditional bottle fermentation
    - A minimum of 36 months on the lees





## DRYNESS

- **German Sekt**
  - The designations for the styles of Sekt are different than for still wine, as the natural carbonic acid content of sparkling wine reduces the perception of sweetness. Accordingly, the permissible residual sugar levels of a dry sparkling wine are markedly higher than those of a dry wine.
- **Crémant de Bordeaux**
  - If you were to drink it on its own, the base wine for Crémant de Bordeaux would taste significantly drier than a still white or rosé wine, because the grapes for sparkling wines are picked much earlier than grapes for non-sparkling wines.
  - Depending on the type of Crémant, varying amounts of sugar will be added later in the winemaking process (a step called “dosage” or “liqueur d’expédition”), sweetening the end product.

