



## Editorial by Philippe Marion

### > B&G ART OF LIVING

It was great to see many of you at Vinexpo and at Château Magnol, where we shared another great moment of B&G Art of Living with you!

Nearly 290 years of experience have taught us that nothing reveals the unique character of a wine better than pairing it with a dish. Bringing out the alchemy between aromas, flavours and textures, the match with food gives a special spark to the emotion of wine tasting. We now honour this conviction, by making **food & wine pairing and in a broader way "Art of Living" our company philosophy.**

Our French and Bordeaux heritage, gives us comprehensive understanding of wine and gastronomy which is an essential part of **Art of Living** or as we say in French "Art de Vivre". Of course there is more to Art of Living than food & wine, it is also the pleasure of being together, sharing a moment, sharing emotions in mutual respect of nationalities, cultures and convictions.

This **B&G Art of Living** is what we convey at Château Magnol, especially at our Wineschool since 1989, and it is what we want to share with you on your markets.

It is therefore with great pleasure that in this issue of Assemblage, we introduce our new **"Wine & Dine, it's B&G time" advertising campaign** and our **Culinary Passeport** by Chef Frédéric Prouvoyeur. In addition, you will discover the resume of **Vinexpo**, the special **Food & Wine pairing sessions proposed by Dominique Laporte, Best Sommelier of France**, an extract of **restaurants worldwide where you can find B&G wines** and much more.

Bon appétit and as always,  
**Be my Guest!**

**Philippe MARION**  
Sales & Marketing Director



## Summary

<b>Editorial by Philippe Marion</b> .....	<b>1</b>
<b>New Brands</b> .....	<b>2</b>
<b>Hot</b> .....	<b>3</b>
<b>Event &amp; Markets</b> .....	<b>6</b>
<b>Press review &amp; Awards</b> .....	<b>8</b>
<b>Good Practice</b> .....	<b>12</b>
<b>Food &amp; Wine Pairing</b> .....	<b>12</b>
<b>People</b> .....	<b>14</b>
<b>Agenda</b> .....	<b>15</b>
<b>B&amp;G History</b> .....	<b>16</b>



Barton & Guestier  
DEPUIS 1725



# ASSEMBLAGE Newsletter

N°47 - JULY 2013

## New Brands

### > NEW B&G ADVERTISING VISUAL



The new Barton & Guestier **"Wine & Dine, it's B&G time"** advertising campaign is a real invitation to experience the magic of food & wine pairing, wherever you are. From Paris to New York and from Tokyo to Moscow, the campaign highlights the pleasure of finding the right match, whatever the dish. Thanks to the wide range of high-quality wines carefully made and brought to you by B&G winemakers, Barton & Guestier is able to offer wines to match every type of cuisine, from traditional French gastronomy to the most exotic flavours from all over the world. The clocks can be easily adapted to any city and typical dish worldwide.

The signature "Be my Guest", already widely present on [B&G's Fanpage on Facebook](#), is a true invitation to share a moment or meal together.

The new advertising campaign is already running in international titles like Wine Enthusiast and Decanter and also visible at Bordeaux airport.

The visual is available in high resolution format upon request or on the B&G Pro Club of [www.barton-guestier.com](http://www.barton-guestier.com).

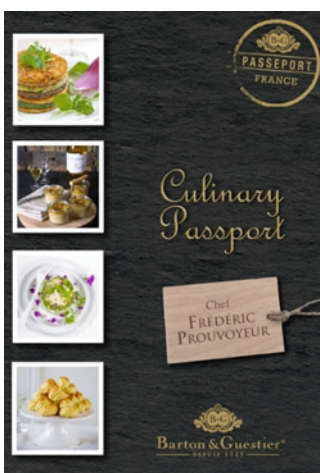
### > B&G CULINARY PASSPORT

This attractive **cook-book** proposes mouth-watering recipes from **Chef Frédéric Prouvreur**, each matching a wine of the Barton & Guestier Passeport range. Each of the 19 appellation wines of the range is associated to a regional recipe -easy to make- and specially adapted by Chef Frederic, for international use. You can also find Frederic's recommended cheese pairings with each wine, as he is a great cheese-lover ([discover all the Chef's secrets in the special interview](#)).

The printed version of the Culinary Passport is available :  
- in French - B&G Ref 0428 at 26,35 € per set of 20  
- in English - B&G Ref 0429.

The Russian and Spanish versions are in development.

The flipbook versions are online on our website [www.barton-guestier.com](http://www.barton-guestier.com) or by a click on one of the following links: [English](#); [French](#)





## > KINGSIZE B&G ICEBUCKET

This large icebucket is suitable for 6 to 10 bottles and big formats. The B&G branding is in gold and the "diamond" decoration filters the light in a very elegant way, which makes the icebucket a prestigious tool at banquets, parties and tasting events.

Available under B&G Ref N°0427 at 53,80 €.



## Hot

### > ARE YOU ON THE LIST?

Exported all over the world, Barton & Guestier wines can be found in the **best restaurants and hotels**. We are always honored to know that **our wines are enjoyed on your tables**. In Indonesia, we even have a B&G Tower full of our wines at the JW Marriott in Medan!

Take a look at the list just below to see if your restaurant is mentioned! Countries are in alphabetic order.

If you are not there yet, **let us know and help us to complete the list!** Just send an email to [petra.frebault@barton-guestier.com](mailto:petra.frebault@barton-guestier.com) with information about your restaurant or your hotel. Don't hesitate **to join a picture** of your chef or your team **with a bottle of B&G wine!** As always, putting faces on names is important for us to build a stronger and closer relationship with our customers.

#### > Canada

- CN-Tower

#### > Ecuador

- Oliveto Restaurante
- Restaurante Rincón de Francia
- Restaurante Hotel Oro verde.

#### > Jamaica

- Hotel Four Seasons
- Liguanea Club
- Saffron Indian Cuisine
- Spanish Court Hotel

#### > Ireland

- Amber Spring Hotel
- Ashford Castle
- Barbertstown Castel
- Belissimo
- Clarion group
- Clarion group
- Clarion group
- Clarion group
- Eala Ban
- Flemmings Restaurant
- Gemelles Restaurant
- Katie Dalys
- K-Club
- Lautreck Restaurant
- Millstones Restaurant
- Roly's Bistro
- Sligo
- The Blue Heaven Hotel
- The George boutique hotel
- The Grand Merick Hotel
- The Granville Hotel
- The Radisson Farnham Estate Hotel
- The Shack Restaurant
- The Shelbourne Park Hotel
- Tra Ban



> **Jordan**

- Al Qasr Metropole Hotel
- Bistro One
- Blue Fig
- Brick Lane
- Bristol Hotel
- Cantaloupe Restaurant
- Casper & Gambini's
- Centro
- Crowne Plaza Hotel
- Dubliner's Irish Pub
- Fakhr El-Din Restaurant
- Four Seasons Hotel
- G Club
- Grand Hyatt Hotel
- Houston's Restaurant
- InterContinental Hotel
- Kempinski Ishtar
- Le Royal Hotel
- Levant Restaurant
- Marriott Dead Sea Spa & Resort
- Marriott Hotel
- Millennium Hotel
- Movenpick Hotel
- Murphy's House of Rock
- O Six
- Oobé
- Regency Hotel
- Ren Chai
- Romero Restaurant
- Rovers Return
- Shaman Lounge
- Sheraton Hotel
- Sky Lounge
- Switch 51
- Teatro
- The Living Room
- The Lodge
- Trattoria
- Vinaigrette
- Winter Valley Warwick Resort & Spa
- Yoshi

> **Kaliningrad**

- Pizzeria Mama Mia
- Restaurant "Skromnoe Ocharovanie bourgeoisie / Chaihana"
- Restaurant DOLCE VITA (ДОЛЧЕ ВИТА)
- Restaurant/bar/karaoke "Planeta"
- TABASKO Restaurant

> **Netherlands**

- De Treeswijkhoeve
- Grand Hotel Huis ter Duin
- Hotel de l'Europe
- Restaurant-Café In de Waag

> **POLAND**

- Akademia" Restaurant

> **Puerto Rico**

- Four Points Sheraton
- Gran Melia
- Ritz Carlton
- Sheraton PR Convention Center

> **Nicaragua**

- HOTEL BARCELO MANAGUA
- HOTEL CROWNE PLAZA MANAGUA
- HOTEL HILTON PRINCESS
- HOTEL HOLIDAY INN SELECT
- HOTEL VILLAS DE PALERMO
- HOTEL INTERCONTINENTAL PLAZA REAL
- RESTAURANTE EL ESKIMO
- RESTAURANTE LA MARSELLAISE
- RESTAURANTE LOS RANCHOS
- RESTAURANTE LA PIAZZETTA

> **Trinidad**

- Apsara
- Chaud Resturant
- Crews Inn Lighthouse Restaurant
- Hakka Restaurant
- Lattitude Restaurant
- More Vino POS
- More Vino SOUTH
- Paprika Resturant and Lounge
- Skippers at Trinidad Yatch Club
- Texas De Brazil
- Valpark Chinese Restaurant





## > Turkey

- Dragon Susi Hotel
- Kybela Restaurant
- Mahsen Restaurant
- Malpas Hotel
- Mercure Hotel
- Merit Hotels
- Merit Park Hotels
- Merit Royal Hotel
- Niyazi's Restaurant
- Niyazi's Restaurant
- Savoy Hotel
- Shyna Fish Restaurant

## > Turks & Caicos Islands

- Bay Bistro Restaurant & Bar
- Coyaba Restaurant
- Grace Bay Club
- Hemingway's Restaurant & Bar
- Opus Restaurant & Wine Bar
- Pelican Bay Restaurant & Bar

## > Ukraine

- Entertainment center " Misto"
- Gloria Jeans Coffes
- Grand Pettine
- Khreschatyk Club
- Korsar
- Mozart Restaurant
- Mozart Hotel
- Night Club "Moloko"
- Night Club «Zolotoy Nosorog»
- Sady Pobedy
- Svecha
- The red Lobster Restaurant
- Trattoria Gustosa

## > United Kingdom

- Le Petit Bistro
- The Folly

## > Venezuela

- BAR RESTAURANT A CAPELLA
- CARACAS HOTEL PALACE
- CLUB NÁUTICO DE MARACAIBO
- EUROBUILDING INTERNACIONAL, C.
- HOTEL RENAISSANCE LA
- HOTEL TAMANACO, C.A
- PESTANA CARACAS HOTEL & SUITES
- RESTAURANT AVILA TEI
- RESTAURANT BAR EL BARQUERO
- RESTAURANT BELLE VUE
- RESTAURANT LA ESTANCIA
- RESTAURANT LASSERRE
- RESTAURANT LE COQ D'OR
- RESTAURANT LEAL 61, C.A
- STEAK HOUSE DE LEE HAMILTON

## > White Russia / Bielorussie

- Bar "Laguna"
- Bar-cafe "latte"
- Billiard Club "Classic"
- Cafe "Chapiteau"
- Cafe "Coffeberry"
- Cafe "Grand Cafe"
- Cafe "Kabanchik-2"
- Cafe "Turkish kebab house"
- Cafe-bar "Sphere-bowling"
- Cafe "Fresh cafe"
- Cafe "Olivo"
- Hotel "Europe"
- Hotel "Orbit"
- Night club "Dozari"
- Night club "Energy"
- Night club "Laguna"
- Restaurant "Bella Rosa"
- Restaurant "Gostiny Dvor"
- Restaurant "In Vino"
- Restaurant "Old traditions"
- Restaurant "Pripyat"
- Restaurant "Shliahetski maentak"
- Restaurant "Zhuravinka"
- Restaurant-club "Vernissage"
- Sushi bar "Eurasia"



Barton & Guestier  
DEPUIS 1725

# ASSEMBLAGE Newsletter

N°47 - JULY 2013

## Event & Markets

### > VINEXPO

#### A SUCCESSFUL ALTHOUGH RAINY VINEXPO

##### [WATCH THE B&G VINEXPO CLIP!](#)

To name just a few numbers about this edition of Vinexpo : 48000 visitors from 148 countries, 2400 exhibitors from 44 countries.

For B&G it meant 5 fully booked days with around **180 meetings and tastings** on 70 m2, and at **Château Magnol** : **3 fabulous dinners** hosting **150 people from 35 countries**, a great tasting followed by lunch for around 60 producers of the B&G wine growing community coming from all over France...

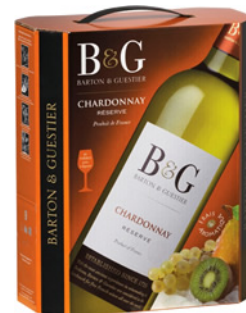
Vinexpo was the occasion for **B&G to introduce Food & Wine Pairing as part of the company philosophy**, with the new **B&G Wine & Dine advertising campaign** and the [special Food & Wine pairing session for the press](#), proposed by **Dominique Laporte, Best Sommelier of France**.



It was also the time for the sales & marketing team to put a special spotlight on recently launched ranges like **The Pairing Collection**, **B&G Passeport**, **B&G Réserve in 3-ltr BIB**, **B&G Sparkling Blanc de Blancs** and **Rosé** and also new packaging for **Fleur de Vigne**, **B&G 1725**, **French Tom**, **B&G Sparkling Rosé** and last but not least the extension of the **Thomas Barton Réserve** range with a **Saint-Julien**.

[For detailed product information, click here](#)

Some new ideas - highly confidential - have also been tested, but more news will follow soon.









## Press review & Awards



### > B&G Réserve Cabernet Sauvignon 2012

**Bronze medal - Médaille de bronze**  
International Wine Challenge 2013 (United Kingdom)

**Silver medal - Médaille d'argent**  
Grand Prix Vinex (Czech Republic)



### > B&G Réserve Pinot Noir 2012

**Commended - Recommandé**  
International Wine Challenge 2013 (United Kingdom)



### > B&G Réserve Sauvignon Blanc 2012

**Bronze medal - Médaille de bronze**  
International Wine Challenge 2013 (United Kingdom)

### > Original B&G Sauvignon Blanc 2011

**Guide Hachette 2013**  
(France)



### > Original B&G Merlot

**Recommended - 2 stars**  
Savoir Vivre (Germany)



### > B&G Passeport Bordeaux Rouge 2011

**Commended - Recommandé**  
Decanter World Wine Awards 2013 (United Kingdom)

**Best Buy**  
Wine Enthusiast (USA)



### > B&G Passeport Bordeaux Blanc 2012

**Bronze medal - Médaille de bronze**  
Decanter World Wine Awards 2013 (United Kingdom)





Barton & Guestier  
DEPUIS 1725



# ASSEMBLAGE Newsletter

N°47 - JULY 2013

## > B&G Passeport Côtes de Provence Rosé 2012

Gold medal - Médaille d'or  
Sélections Mondiales Canada 2013

Gold medal - Médaille d'or  
USA - Ultimate Wine Challenge 2013

Silver medal - Médaille d'argent  
(Medal included in the label)  
Concours Mondial du Rosé 2013 (France)

Silver medal - Médaille d'argent  
Concours Mondial de Bruxelles 2013 (Belgium)



## > B&G Passeport Vouvray 2011

Gold medal - Médaille d'or  
Guide Gilbert & Gaillard 2013



Great Value / Strong Recommendation  
USA Ultimate Wine Challenge 2013

## > B&G Passeport Rosé d'Anjou 2011

Gold medal - Médaille d'or  
Guide Gilbert & Gaillard 2013



WINE ENTHUSIAST  
MAGAZINE



## > B&G Passeport Saint-Emilion 2010

87 points - WINE ENTHUSIAST USA  
Selected in TOP 100 TODAY'S BORDEAUX

## > B&G Passeport Graves Blanc 2011

87 points - WINE ENTHUSIAST USA



## > B&G Passeport Margaux 2010

87 points - WINE ENTHUSIAST USA  
Selected in TOP 100 TODAY'S BORDEAUX

## > B&G Passeport Sauternes 2010

87 points - WINE ENTHUSIAST USA  
Selected in TOP 100 TODAY'S BORDEAUX





## > Les Charmes de Magnol Bordeaux Blanc 2012

**Silver medal - Médaille d'argent**  
Concours Mondial du Sauvignon 2013 (France)

## > Les Charmes de Magnol Rosé 2011

**Guide Hachette 2013**  
(France)

## > Les Charmes de Magnol Médoc 2011

**Very good / Strong recommendation**  
USA Ultimate Wine Challenge



## > Château Magnol 2011

**87 points**  
WINE ENTHUSIAST USA

**Very Good / Strong Recommendation**  
USA Ultimate Wine Challenge

## > Château Magnol 2010

**Awarded 87 by Andreas Larsson**  
Best Sommelier of the World 2007

**Awarded 87 by Markus Del Monego**  
Best Sommelier of the World 1998

during 100% Blind tasting - TASTED MAGAZINE



## > Prince Noir 2011

**Awarded 4 glasses (4/5)**  
Guide Hubert - France



Barton & Guestier  
DEPUIS 1725

# ASSEMBLAGE Newsletter

N°47 - JULY 2013



## > Thomas Barton Réserve Saint-Emilion 2011

**Bronze medal - Médaille de bronze**  
Decanter World Wine Awards 2013 (United Kingdom)



## > Thomas Barton Réserve Médoc 2011

**Commended - Recommandé**  
Decanter World Wine Awards 2013 (United Kingdom)



## > Thomas Barton Reserve Privée Médoc 2009

**Silver medal - Médaille d'argent**  
(Medal applied on the bottles)  
Decanter World Wine Awards 2013 (United Kingdom)



## > Thomas Barton Reserve Privée Médoc 2010

**Awarded 89 by Andreas Larsson**  
Best Sommelier of the World 2007

**Awarded 88 by Markus Del Monego**  
Best Sommelier of the World 1998

during 100% Blind tasting - TASTED MAGAZINE



## > Chicken & Turkey 2011

**Best Buy**  
Nejlepší nákup Wine & Degustation 2013  
(Czech Republic)  
**Best Buy**  
Wine Enthusiast - USA



## > Chops & Burgers 2010

**Best Buy**  
Wine Enthusiast - USA



## > Salmon & Trout 2012

**Bronze medal - Médaille de bronze**  
New Brunswick Wine Excellence  
(Canada)

**Best Buy**  
Wine Enthusiast - USA



## > B&G Premium Sparkling Chardonnay

**Gold medal - Médaille d'or**  
Prague Wine Trophy 2013 (Czech Republic)







## Good Practice

> **CHÂTEAU MAGNOL RECOMMENDED BY ANDREAS LARSSON, BEST SOMMELIER OF THE WORLD, IN TASTED MAGAZINE, AS THE PERFECT PAIRING WITH FRENCH MASTER CHEF EDOUARD LOUBET'S RECIPE**

The summer 2013 issue of Tasted Magazine unveils recipes of the world's greatest chefs, with wine pairings recommended by **Andreas Larsson, Best Sommelier of the World 2007.**

**Château Magnol 2010** was his selection to accompany the rack of lamb recipe from **Chef Edouard Loubet, French Master Chef with 2 stars in the Michelin Guide.** He obtained a grade of 18/20 from the Gault & Millau book, that elected him chef of the year in 2011.

Discover more about his famous restaurant **Domaine de Capelongue** in **Bonnieux-en-Provence** here:

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



ÉDOUARD LOUBET  
DOMAINE DE CAPELONGUE - Le Château - Chemin des Calvans - 84480 Bonnieux en Provence - France - Tél. +33 (0)4 90 78 80 70 - reservation@capelongue.com - www.capelongue.com

### RACK OF LAMB WITH CLAPARÈDES SERPOLET (SHEPHERD' PURSE OR WILD THYME), ROASTED IN A CAST IRON CASSEROLE WITH AN INFUSION OF SILVER QUEEN (LEMON SCENTED THYME)

Ingredients	4	
<b>FOR THE MEAT</b>		
• 2 racks of lamb with 8 ribs		
<b>FOR THE SAUCE</b>		
• 1 onion		
• 1 carrot		
• 1 stalk of celery		
• 2 sprigs of Silver Queen		
• 1 bunch of Bay leaf		
• 10 cl of red wine		
• Seasonings of the rack of lamb		
• 1 small sprig of		
<b>MEAT</b>		
Click and trim the racks by removing the meat between the ribs, remove the backbone if the rack is still attached to it. Set aside the trimmings for making the broth or stock. In the cast iron casserole heat together one spoon of butter and a spoon of oil. Season both sides of the lamb ribs. Heat for the butter to be warm enough before placing the lamb in the casserole. Colour the two sides of the meat and then place the dish in an oven at 220°C for 20 minutes. The lamb should remain between underdone and pink. Remove the lamb from the casserole and pour off the fat.		
<b>SAUCE</b>		
Make a broth or a stock with the trimmings of the two racks. First sauté the trimmings of the lamb together with the onion and the carrot, cut in cubes. Allow to turn an attractive golden colour and deglaze with red wine. Moisten with 2 litres of water and allow to simmer for 2 hours. Pass through a conical sieve.		
<b>FINISHING TOUCHES</b>		
Trim the lamb by removing any dry pieces on the racks. Cut the rack in slices along the small ribs, serving 5 per person. Place the slices of rack of lamb attractively on a serving dish, one slightly across the other in a circle. Heat under the salamander, coat the meat with the sauce and add a bouquet of thyme as decoration.		
<b>GARNISHING</b>		
Advice concerning an accompanying dish: choose a light grain of potato or marrow or squash.		
<b>Put 2 soup spoons of sugar, 3 sprigs of rosemary and 3 sprigs of thyme to caramelize in the cooking casserole. Add a soup spoon of chicken stock. Deglaze the casserole with the broth or stock of lamb and thicken with potato starch. Pass the sauce through a conical sieve. Put a branch of the thyme used in the recipe in the sieved sauce and allow to infuse.</b>		



CHATEAU MAGNOL  
HAUT-MEDOC - FRANCE

By Andreas Larsson

2010

Medium deep, ruby red colour. Pure and fresh nose with some mineral notes, crushed berries, blackcurrant, dark plum and discreet oak. The palate is vivid and fresh with a classic, austere structure, pure fruit and good length.

## Food & Wine Pairing

> **SURPRISING PAIRINGS OF B&G WINES WITH INTERNATIONAL GASTRONOMY BY DOMINIQUE LAPORTE, BEST SOMMELIER OF FRANCE**

Proposing **unexpected pairings and creating surprises**, that's what **Dominique Laporte** did on Barton & Guestier's booth at Vinexo during the Food & Wine pairing session created for journalists, bloggers and B&G customers on Wednesday June 19th.

The goal was to illustrate that Barton & Guestier wines are the perfect match to international food, wherever the place, who over the cook, and whatever the dish.





For this occasion, Barton & Guestier's international food selection was the following:

- From Asia (Japan): Salmon sashimi,
- From Europe (France): Brillat-Savarin (a French cheese)
- From North-America: Buffalo tartare...



Said Dominique Laporte: "It is important to point out that **there is more than one perfect match**. In terms of matching there are no wrong answers. Every one has his own preferences and **the right choice depends on personal taste**. Not every one reacts in the same way to sweetness, bitterness, acidity or saltiness. I like to demonstrate that by choosing different wines and tests people's reactions".



For the **Salmon Sashimi** matching, Dominique Laporte chose the **B&G Réserve Sauvignon Blanc** and **B&G Passeport Chablis**. At first the participants tasted the wines without the food, to perceive and register the differences between the wines : the fresh and aromatic Sauvignon Blanc with its citrus notes is of course completely different from the Chablis - 100% Chardonnay - with its very round and creamy notes.

When tasting each wine with the salmon, participants discovered 2 different dishes: with the Sauvignon Blanc, the aromatic citrus notes covered slightly the taste of the fish, where with the Chablis the fish taste and especially the creamy or fat texture of the fish was emphasized.

In terms of "preferences", the participants were divided in 2 groups, exactly as Dominique announced.

For the **Brillat-Savarin** matching, Dominique selected **B&G Passeport Vouvray** and **B&G Passeport Rosé d'Anjou**, two rather sweet wines from the Loire valley. The attendants were surprised by this choice but very willing to try. Moreover, most admitted never having tried a Rosé wine on a cheese.



The Brillat-Savarin cheese is made of cow milk and extremely creamy; it contains 75% fat.

The matching with both wines emphasized this creaminess, the Rosé d'Anjou making the cheese slightly saltier than the Vouvray. Dominique explained that fat, sugar and alcohol are all part of the same family and that's why the cream of cheese fits perfectly well with the sweetness of the wines.



With the buffalo-tartare, Dominique offered **B&G Réserve Cabernet Sauvignon** and **B&G Passeport Médoc**.

The B&G Cabernet Sauvignon shows blackcurrant aromas with soft vanilla notes, where the B&G Passeport Médoc, a blend of Cabernet Sauvignon and Merlot, is more complexe and elegant, with well present tannins.

The tartare was made with a dressing of oil, salt and pepper. The matching with the B&G Cabernet Sauvignon did not influence the taste of the tartare, where the tannins of the Médoc proposed a subtle opposition to the fat of the tartare, enhancing the taste of the buffalo meat itself.

No need to say that the tasting sessions were followed by passionate discussions. Do not hesitate to create your own tasting experience by proposing two wines for one course... rosé wines with cheese... The choice is yours!



Dominique Laporte is Best Sommelier of France and passionate about wine and food.



## People

### > INTERVIEW WITH...

### FRÉDÉRIC PROUYEUR - CHEF DE CUISINE AT CHÂTEAU MAGNOL



#### ***Have you always dreamt of becoming a Chef?***

No not really, it was in 1975 that I obtained entries for the International Hotel School at Touquet Paris Plage, and also for the "Ecole Boule" (famous French fine arts and crafts school) in Paris, because at that time I

was a rather good designer. I finally choose the Hotel School because there were more job possibilities and until today I have never regretted that choice.

#### ***Who or what decided you to become a Chef?***

When we were young, my brothers and I were often alone at home as my father was in politics and my mother followed him, so the question always was: who is cooking today? In the beginning it was my older brother, but very quickly I took over.

#### ***You traveled a lot on cruise ships before starting at B&G. Was that important for you?***

Yes I traveled a lot when I was young. It started when I went in the Navy and sailed the Indian ocean for 8 months. That was where I caught the travel-virus. When I started my career I switched regularly from land to sea and when it was "land" it was in Switzerland and UK most of the time. I loved to discover new horizons, new cultures and new food. The experience on the cruise ships and of course "eating local" when I was off duty, is unforgettable.

#### ***Where do you find your inspiration today?***

Most of the time I find my inspiration when I go out to restaurants or while watching culinary shows on TV. Generally speaking my (many!) cooking books are also a great source. I do not like today's molecular cuisine, I prefer traditional cuisine.

#### ***Do you have a favorite ingredient, herb or spice?***

I really like to cook fish and the sauces to accompany fish. My favorite herb is basil, and among all spices I prefer curcuma, cumin and "piment d'Espelette" (pepper coming from the Pyrénées village of Espelette), but of course I have to be very reasonable in terms of quantity.

#### ***One thing you always have in your fridge?***

Cheese! I just love cheese, but only quality cheese.

#### ***Do you often go out to restaurants?***

In the past I went out to very few, but only to 1 or 2-star restaurants where I got my inspiration. Nowadays, I go out more regularly and I chose less expensive, but still very nice restaurants.

#### ***And cooking at home? A favorite recipe?***

For the every day cooking it is my girl-friend, but when we invite friends, it's me in the kitchen. I do not have any real favorite recipe, but I must admit I do like my own Crème Brulée.

#### ***When you prepare a recipe, do you immediately associate a wine?***

I always think about the wine when starting the recipe and while handling the ingredients. I always imagine the best possible association, but it is not always easy.

#### ***A favorite (B&G) wine?***

I love Sauvignon blanc and B&G Sancerre is one of my favorites and if I had to chose a red wine, it would be Château Magnol.

#### ***What are the most remarkable changes since you have been at the Château?***

Over the years the Château has become a real communication and promotion tool for Barton & Guestier wines, and I really like that. Moreover, the building itself - thanks to the various works that have been realized - looks more and more beautiful, which adds to the prestige of Barton & Guestier in general.

#### ***What has been your greatest success in terms of dinner?***

The first great compliment I remember came from Mr. Pierre Elliott Trudeau (Canadian Prime Minister) : "un diner exquis". Another one from Mr. Bronfman (owner of Seagram) during a meal with his friends, he wrote me a thank you letter and signed on the menu. And after that, I received great compliments on my gastronomic cooking tours, especially in Singapore and Bangkok.

#### ***Has there been a great miss?***

It is always difficult to impose a menu on our invites, and I am sure that sometimes people do not like the dish I serve. I also remember dropping plates in the kitchen, which makes a lot of noise, when we had an event with the Duke of Kent and Mr. Alain Juppé. They had a good laugh, but I felt very bad all day.





### Can you name some Chefs that came to the Château?

In 1992, I had the honour to meet Mr. Alain Pic. At that time all the journalists were commenting the event, because Alain was supposed to follow up on his father, but in the end, it was his sister Anne-Sophie who took over the restaurants. She is very successful today. In 1994, I prepared a special dinner with Toum, a famous Chef from Thailand. And in 1999, during Vinexpo, it was Paul Bocuse who came here. He is my reference, my "benchmark". On this occasion, he also signed my very first cookbook (received years earlier), which was written by him!

### How did you become passionate about old menus?

It was a coincidence. I liked to go to second hand open markets and my collection started with a menu from 1910, and then another one from 1890. In the beginning it was the year and the look of the menu itself, that attracted me, but later it was rather the content of the menu itself, always very inspiring!

[Click here to discover some pictures of the old menus.](#)

*Frédéric joined Barton & Guestier in 1987. He graduated from the Culinary School of Le Touquet in 1978 and worked his way through prestigious restaurants such as the Volkshaus Hotel I Bern, Switzerland, l'Oustau de Beaumanière (5 Forks and 2 Stars Michelin) with reknowned Chef Raymond Thuillier on the French Riviera, and the Restaurant Le Gamin in London. For a few years, Frederic also travelled his talent around the world and cruised with the Paquet Company on the "Massalia" and the "Mermoz".*

## Agenda

### > MEET B&G AT THE FOLLOWING EVENTS

Schedule meetings or announce your presence right now, by clicking on the links.

#### > October 20-25, 2013

**TFWA - Booth N° D42 in the Yellow Village**  
> Cannes - France  
B&G contacts: [Philippe Marion](#) - [Marina Julien](#)



#### > February 10-14, 2014

**Prodexpo**  
> Moscow - Russia  
B&G contact: [Alexandra Vnukovskaya](#)

#### > March 19, 2014

**France Under One Roof**  
> London - United Kingdom  
B&G contact: [Ignacio Marcos](#)

#### > March 23-25, 2014

**Prowein**  
> Düsseldorf - Germany  
B&G contacts: [Philippe Marion](#) - [Alexandra Vnukovskaya](#)

#### > March 2014

**TANG JIU HUI 2014**  
> Chengdu - China  
B&G contact: [Carlos Varela](#)

#### > April 6-10, 2014

**Duty Free Show of the Americas**  
> Orlando - USA  
B&G contacts: [Audrey Clos](#) - [Philippe Marion](#)

#### > May 27-29, 2014

**Vinexpo**  
> Hong Kong  
B&G contacts: [Carlos Varela](#) - [Philippe Marion](#)



## B&G History

The **history of Barton & Guestier** is **passionate and rich**. Almost three centuries of wines, labels, markets, people and passion...

Discover hereafter some old (starting in 1888) or famous (French President Valérie Giscard d'Estaing/Russian President Léonid Brejnev) menus that are part of Chef Frederic Prouvoyeur's personal collection. They are not all related to Barton & Guestier, but all of great beauty.

For the next issue of Assemblage there will be some interesting extracts of food & wine pairing recommendations dating from a cooking book from 1894...

Enjoy!





Potage Printanier  
 Hors-d'Œuvre variés  
 Tranche de foie gras truffé  
 Lamproie Bordelaise au vin vieux  
 Ris de Veau aux Petits Pois  
 Cœur de Filet mignon sur canapé  
 Purée de Champignons  
 Salade Russe  
 Bombe glacée  
 Desserts

CAFÉ · LIQUEURS

VINS

St-Emilion rouge et Graves St-Emilion sur table  
 Château Lucas ..... 1924  
 Château Trimoulet ..... 1923  
 Château Pavie ..... 1919

MOUSSEUX

SYNDICAT DU COMMERCE  
 DE LA MORUE

HOSTELLERIE DE PLAISANCE  
 SAINT-EMILION

8 Juin 1929.









Jean-Baptiste Oudry (1686-1755)

Musée du Louvre

Palais de l'Élysée

## *Dîner*

*offert en l'honneur de*

*Son Excellence Monsieur Leonide I. Brejnev*

*Secrétaire Général du Comité Central*

*du Parti Communiste de l'Union Soviétique*

*Président du Praesidium du Soviet Suprême de l'U.R.S.S.*

*par*

*Monsieur le Président de la République*

*et*

*Madame Valéry Giscard d'Estaing*

*Mardi 21 Juin 1977*



*Foie gras glacé à l'essence de truffes*

*Navarin de homard aux légumes de printemps*

*Selle des Alpes farcie à la Duxelle*

*Gâteau de choux-fleurs Mont d'Or*

*Salade panachée*

*Nougatine glacée à la fraise, coulis de fraise des bois*

*Château Suduiraut 1967*

*Chablis 1<sup>er</sup> Cru 1975*

*Château Gravaud-Larose 1964*

*Custringer Comtes de Champagne 1970*

*l'Orchestre à Cordes*

*de la Garde Républicaine de Paris*

*dirigé par*

*le Lieutenant-Colonel Beutry*

*interprétera pendant le dîner*

*2 Symphonie*

*Sonate opus 34 pour cordes*

*3 Sinfonia en Sol Majeur*

*Suite en Ut Majeur*

*Noctettes*

*Les Indes Galantes*

*Symfonia "alla rustica"*

*Suite de pièces*

*Ch. H. Blainville*

*Bodin de Boisvertier*

*Allinoni*

*Lully*

*Glazounov*

*Rameau*

*Vivaldi*

*Marchand*



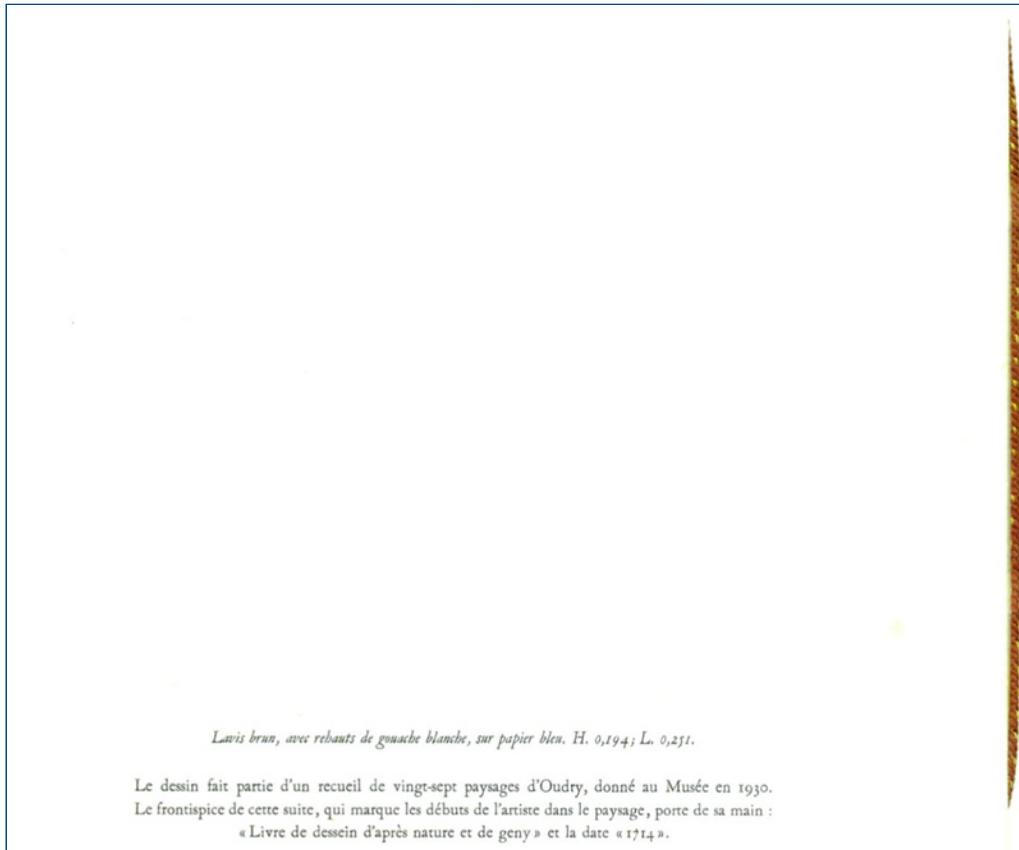


Barton & Guestier  
DEPUIS 1725



# ASSEMBLAGE Newsletter

N°47 - JULY 2013



*Lavis brun, avec rebauts de gouache blanche, sur papier bleu. H. 0,194; L. 0,251.*

Le dessin fait partie d'un recueil de vingt-sept paysages d'Oudry, donné au Musée en 1930.  
Le frontispice de cette suite, qui marque les débuts de l'artiste dans le paysage, porte de sa main :  
« Livre de dessin d'après nature et de geny » et la date « 1714 ».

**Barton & Guestier** - Château Magnol - 87, Rue du Dehez - B.P. 30 - 33292 Blanquefort - France

Websites: [www.barton-guestier.com](http://www.barton-guestier.com) - [www.thomasbartonreserve.com](http://www.thomasbartonreserve.com) - [www.theartoffoodpairing.com](http://www.theartoffoodpairing.com) - [www.chateaumagnol.com](http://www.chateaumagnol.com)

Follow Barton & Guestier on Facebook : [www.facebook.com/bartonguestier](https://www.facebook.com/bartonguestier)

Newsletter contact : [petra.frebault@barton-guestier.com](mailto:petra.frebault@barton-guestier.com)

