

SELECTION 2022

HOT 50 BORDEAUX WINES



BOOST YOUR WINE SALES!

SELECTION

50 WINES

REFLECTIVE OF MODERN BORDEAUX

will be carefully selected by a panel of wine buyers, distributors, sommeliers, educators and journalists, through a blind tasting

WHAT'S IN IT FOR YOU?

THE SELECTED WINES WILL BE FEATURED IN MARKETING ACTIVITIES THROUGHOUT THE YEAR:



Hot 50 Bordeaux Wines launch to the trade at BDX Day London & Manchester



Press releases and sampling



Influencer events



Digital and social media



Inclusion in consumer and trade newsletters



Dedicated section on the website bordeaux.com helping consumers select wine



In store promotions

HOW TO PARTICIPATE

1
SIGN UP by
Tuesday 1st March 2022

Register using the following link:

www.cubecom.co.uk/hot50bdx

Registration is free and you can register up to 20 wines



2
SEND by
Tuesday 1st March 2022

Send **2 bottles** of each wine submitted to:

FAO Graham Ashlin
(H50BW- 'Your Company Name')

Sensible Wine Services
Unit 10 Dana Trading Estate
Transfesa Road,
Kent, TN12 6UT
Tel: +44 (0)1622 832 640



3
RESULTS by
April 2022

The results of the tasting will be announced in April 2022. If one of your wines is selected we will ask you to provide **12 further free bottles** for various activities and promotions over the year, and inclusion in the BDX Day events where the Hot 50 2022 will be launched to the UK trade and press





We are looking for a selection of wines available in the UK market that reflect **the modernity, quality and diversity of the Bordeaux region**. The focus is on the following categories:



Fresh & Crisp Wines
white wine
and Crémant de
Bordeaux



Smooth & Fruity
accessible
red wine and rosé



Rich & Complex
full bodied,
complex and
powerful red, white
and sweet wines

CRITERIA FOR PARTICIPATION

1. Truly representative of Bordeaux, and in particular **their appellation***.
2. Offer high quality to value ratio.
3. Priced at retail between £6 - 25
4. Accessible for a consumer to purchase throughout the UK via at least one of the following off-trade outlets - **supermarkets, multiple wine specialists, independent wine merchants (if they offer national delivery) and online wine retailers**. An on-trade listing is not sufficient for entry - the consumer needs to be able to purchase the wine for consumption at home
5. Wines registered must be the vintage available on the UK market from May 2022-2023

**The selection will take into account the representativeness of the different appellations and price brackets.*

MEDIA COVERAGE IN 2021

More than **100 million impressions** across nationwide consumer and trade media in 2021:



CONTACT US FOR MORE INFORMATION

**Conseil Interprofessionnel
du Vin de Bordeaux (CIVB)**

1, cours du XXX Juillet
33075 Bordeaux Cedex
www.bordeaux.com/gb

For further information
please contact **CUBE**:

Telephone: **+44 (0)208 401 5501**
E-Mail: **teambordeaux@cubecom.co.uk**

CUBE Communications,
Wimbledon, London, SW19 1RH



VINS DE
BORDEAUX |