

After more than sixty years of selecting wine and over 100 million bottles of wine tasteviné, the Tastevinage will celebrate its 100th wine-tasting session on the 29th September at the Château du Clos de Vougeot. Ever ready to meet the expectations of Producers and Consumers, the Tastevinage wants to introduce some innovations that will hopefully strengthen the brand and its reputation for expertise in selecting quality burgundy.

During this very special event, chaired by the first female Master of Wine from Asia Jeannie Cho Lee, the changes marking the Tastevinage's relaunch will be unveiled before the jury.

## THE 100th EDITION – RENEWAL IS THE WATCHWORD

### RE-EXAMINING AN IDENTITY

The Tastevinage brand combines quality, traditional values and the will to adapt. The brand should preserve its existing image while adding a touch of elegance and modernity. This has been achieved by introducing changes to the Tastevinage's visual identity, refining the look of the badge and label. The new labelling will appear on the bottles of the wines selected by the judges at the next wine-tasting session on the 29th September.

### THE NEW TASTEVINAGE WINEGLASS

The changes will also affect the wine-tasting. For the 100th session, the judges will be able to use the new Tastevinage wineglass, an elegant and original creation designed exclusively for the brand.

Specifically adapted for tasting burgundy, the blown glass captures to the full the unique organoleptic qualities of each of the wines examined. With its distinctive "retro-olfactory" design, the glass will play an indispensable role in analysing red, white and sparkling wines.

This product will be on sale in the gift-shop at the Château du Clos de Vougeot.

### THE MAJORS: A POST-SELECTION AWARD

The latest innovation to appear is the MAJORS, a distinction awarded to the jury's favourite wine

The Majors from the 99th Tastevinage (spring) session and the 100th Session will be honoured at a special event to be held on the evening of the 16th November at the Château du Clos de Vougeot. Bringing together the growers, wine professionals and journalists, the event will celebrate the outstanding savoir-faire of the selected laureates.

## THE TASTEVINAGE – THE SEAL OF APPROVAL FOR WINES FROM THE GREATER BURGUNDY WINE REGION

Created in 1950 by the Confrérie des Chevaliers du Tastevin, the Tastevinage is a brand which singles out those wines most representative of the Greater Burgundy Wine Region, from the Chablis in the Yonne to the crus of the Beaujolais. Made up of a jury of experts from the wine world – the growers, merchants, brokers, wine-waiters, oenologists, distributors and journalists – the Tastevinage is a process of rigorous assessment in which, to preserve impartiality, the wine is subjected to a blind tasting.

At the end of the selection process, the Tastevinage seal is awarded to those wines that correspond most faithfully to their appellation and vintage, providing the consumer with a guarantee of authenticity and pleasure.