

## PRESS RELEASE

### A wine event not to be missed

AUTREMENT VIN, the first “tasting exhibit” showing atypical wines will take place on 19 November 2009 at the CENT QUATRE in Paris

With Michel Bettane and Bernard Burtschy

#### **Toulouse, 08 September 2009 –**

Have you ever tried before?

The Lledoner Pelut grape variety ; fine red wines of Saint-Emilion made with integral winemaking in barrels; wines from non grafted vines; reduced alcohol wines, rosé wines crafted like grand crus; Beaujolais wines made with lees contact; sparkling wines from the best terroirs of Burgundy, the Bourboulenc grape variety ?

AUTREMENT VIN is a completely new wine tasting event. It is neither a wine fair nor a wine competition. The purpose of Autrement Vin is to present new ways of making viticulture and wines but also to explain the diversity of talents that makes French wines so interesting.

The event will take place in the unusual and trendy new Paris place to be: the CENT QUATRE and will be presented in two main sessions:

#### The wine exhibit

The idea behind Autrement Vin started with the need to explore the wealth of French viticulture by focusing on unusual know-how or techniques. The French appellation system has shaped French viticulture and is a good and prestigious guide for the consumer. However, in this system, differences and particularities emerge and cannot fit anywhere. More and more wine makers decide to produce their wines in a different way. They are following their passion and often are taking risks from a winemaking of business point of view. The wines they produce, atypical but always authentic, will be presented and tasted, at the CENT QUATRE. Four categories have emerged:

##### > **The ill-fitted wines**

AOC wines, vins de pays, table wines: any noteworthy wine that corresponds to an unusual way of making;

##### > **The innovative wines**

Wines produced with new winemaking or new viticulture techniques;

##### > **The forgotten wines**

Grape varieties that have disappeared, old winemaking techniques or unknown appellations;

##### > **The sustainable wines**

Wines produced with sustainable development in mind.

## The tasting :

Michel Bettane and Bernard Burtschy, well known wine journalists and official supporters of the event will be among the circle of wine tasters. For Bernard Burtschy: “the concept of Autrement Vin is truly original, mainly because it is a tasting dedicated to the pleasure of drinking wine, based on the originality and the style of the wines. The main purpose of the event is to confront and compare the perceptions of each taster, to bring out the words that will define the unique style of each wine and to understand why it is different.”

The circle of wine tasters is composed of French and Europeans professional wine tasters, journalists, oenologists, sommeliers and wine buyers: Michel Bettane (Guide Bettane et Desseuve, Terre de Vins) Bernard Burtschy (Le Figaro), Myriam Huet (journalist and consulting oenologist for Maison Richard), Patrick Léon (winemaker), Frédéric Brochet (new wines and spirit director for Fauchon and atypical winemaker near Poitiers), Bernd Kreis (sommelier, was awarded “2009 best wine shop in Germany”) ... The circle of wine tasters will taste and comment on the most noteworthy wines in front of the public, during the gala evening at the CENT QUATRE, under the direction of wine enthusiast Jacques Berthomeau.

## The audience:

Journalists, distributors, wine shop owners and sommeliers: any French and European wine professionals. The “tasting exhibit” is also opened to the public (wine amateurs)

## Sponsors of the event :

L'Ecole du vin of Paris  
Chef & Sommelier  
Terre de vins magazine  
Saint-Gobain Emballage

## Practical informations:

Where: the CENT QUATRE, 104 rue d'Aubervilliers, Paris 19<sup>e</sup>

When: 19 November from 2 pm

Schedule:

**2 pm:** exhibit and tasting of the four categories of wine open to the public

**6 pm:** wine tasting and buffet dedicated to food from the French south west region with Paul@home.

**8 pm:** wine tasting commented by the circle of wine tasters

Information and registration for any wine professionals and wine amateurs:

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