



21<sup>st</sup> of April 2020

## Organising the 2019 En Primeurs presentations

**The Union des Grands Crus de Bordeaux (UGCB) and Bordeaux Négoces (Association of Bordeaux Wine Merchants) are considering the possibility of proposing the 2019 En Primeurs in a modified format by the end of the summer.**

In light of the unprecedented situation, the "2019 En Primeurs" presentations, initially scheduled to take place from the 30<sup>th</sup> of March to the 2<sup>nd</sup> of April, have been suspended. Fighting against this disease has been and remains the priority.

A gradual return to activities nevertheless appears to be emerging in France and in other countries, supported by a phased deconfinement.

In view of these developments, a newly adapted and practical one-off programme may be offered to taste the 2019 vintage.

This could consist in organising adapted tasting sessions in Bordeaux and other cities around the world, in order to guarantee the best possible hygiene conditions while maintaining the same level of professionalism.

Small groups of retail professionals, wine critics and journalists may be welcomed in several successive private sessions while respecting barrier gestures and health protection regulations.

The details of this programme may be confirmed around the 11<sup>th</sup> of May.

If at this time, the authorities are able to validate the implementation of a gradual deconfinement, the dates and locations of these sessions will be established and communicated.

In the current working hypothesis, these modified tasting sessions would be planned during early summer, although this point may be adapted to take into account governmental recommendations or if the circumstances so require.

According to UGCB President Ronan Laborde, *"The UGCB and its members remain cautious. The current priority is to continue fighting against this disease. It is nevertheless hard not to look ahead to the aftermath, which seems to be gradually taking shape. The programme that we envision for the 2019 En Primeurs presentations will be professional and intimate, rather than a cause for celebration. After this difficult time, we hope we will be able to invite our friends and partners, in the coming weeks, in somewhat unusual circumstances, to taste the 2019 vintage, which inspires a great deal of curiosity and discussion. This new organisation, the details of which should be established in several days' time, will fully take into consideration the progressive and coercive nature of the deconfinement."*

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