

PRE-ARRIVAL OFFER

PRE-ARRIVAL OFFER OF BOUCHARD PÈRE & FILS GRAND CRU & PREMIER CRU 2006

Singapore, Wednesday, 1st July 2009, Taste Fine Wine Merchant is pleased to announce the pre-arrival offer of Bouchard Père & Fils Grand Cru and Premier Cru 2006.

Established in 1731 by Michel Bouchard and passed on successively for nine generations, the Bouchard Empire has grown with each generation. It is now the largest vineyard owner of world-renowned collection of premier cru and grand cru in Côte d'Or, Burgundy. Comprising 25 crus of premier terroir in Burgundy, the holding has grown in stature with Joseph Henriot of Champagne Henriot at its helm, with an unparalleled portfolio of white and red Burgundies.

This offer is valid until 30th July 2009. Stocks are sold, in lots of 24 halves; 12 bottles; 6 magnums & 1 jeroboam; on a first-come-first-served basis and as they are extremely limited and it is expected to sell out in a short space of time. Payment 7 days after confirmation is required to secure quantities. Delivery of all orders will be in end September 2009 and are not returnable.

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Price List (inclusive of Goods and Services Tax)

Grand Cru	Retail Price	Offer Price
1. Bouchard PF (D) Montrachet 750ml	\$700.00	\$595.00
2. Bouchard PF (D) Chevalier Montrachet La Cabotte 750ml	\$680.00	\$578.00
3. Bouchard PF (D) Chevalier-Montrachet 750ml	\$400.00	\$340.00
4. Bouchard PF (D) Le Corton 750ml	\$130.00	\$110.50
5. Bouchard PF (D) Chambertin Clos de Beze 750ml	\$350.00	\$297.50
6. Bouchard PF (D) Chambertin 750ml	\$300.00	\$255.00
7. Bouchard PF (D) Clos de Vougeot 750ml	\$240.00	\$204.00
8. Bouchard PF (D) Echezeaux 750ml	\$280.00	\$238.00

Premier Cru	Retail Price	Offer Price
9. Bouchard PF (D) Meursault Genevrieres 750ml	\$120.00	\$102.00
10. Bouchard PF (D) Meursault Perrieres 750ml	\$135.00	\$114.75
11. Bouchard PF Beaune Greves V L'Enfant Jesus 750ml	\$160.00	\$136.00
12. Bouchard PF (D) Volnay Caillerets Ancienne Carnot 750ml	\$120.00	\$102.00

Special Formats	Retail Price	Offer Price
13. Bouchard PF (D) Chevalier-Montrachet 375ml	\$200.00	\$170.00
14. Bouchard PF (D) Corton Charlemagne 1500ml	\$400.00	\$340.00
15. Bouchard PF (D) Le Corton 375ml	\$65.00	\$55.25
16. Bouchard PF (D) Le Corton 3000ml	\$550.00	\$467.50
17. Bouchard PF (D) Meursault Genevrieres 375ml	\$60.00	\$51.00
18. Bouchard PF (D) Meursault Perrieres 375ml	\$68.00	\$57.80
19. Bouchard PF Beaune Clos de la Mousse 375ml	\$45.00	\$38.25
20. Bouchard PF Beaune Greves V L'Enfant Jesus 375ml	\$80.00	\$68.00
21. Bouchard PF Beaune Greves V L'Enfant Jesus 1500ml	\$320.00	\$272.00
22. Bouchard PF Beaune Greves V L'Enfant Jesus 3000ml	\$680.00	\$578.00
23. Bouchard PF Beaune Premier Cru Red 375ml	\$42.00	\$35.70
24. Bouchard PF Beaune Clos de la Mousse 375ml	\$94.00	\$79.90
25. Bouchard PF Gevrey Chambertin 375ml	\$44.00	\$37.40

About Bouchard PF (D) Montrachet Grand Cru

Stephen Tanzer: Compelling nose offers pineapple, fresh almond, marzipan and spices ("smells like grapes under the press," notes Prost). Very rich and sweet but at the same time rock-solid, with the combination of stony minerality and firm acidity contributing to the uncanny tactile quality of this grand cru. Wonderfully velvety and long on the aftertaste, with a rising finish that's positively exhilarating. 93-96 points

About Bouchard PF (D) Chevalier Montrachet La Cabotte Grand Cru

Stephen Tanzer: Deep aromas of apple, pear, clove and smoky oak. Fat, sweet and full; larger-scaled and lowertoned than the "regular" Chevalier-Montrachet, showing less lift and early seductive character today. A very solidly built, spicy, chewy wine that will need following. I picked up a whiff of salted butter in the empty glass. More Montrachet- than Chevalier-like. 92-94 points

About Bouchard PF (D) Chevalier-Montrachet Grand Cru

Stephen Tanzer: Good pale color. Cool, pungent aromas of orange rind, ginger and chlorophyll; smells like grapes. At once suave and powerful on entry, then chewy and utterly primary in the middle, with superb acids intensifying the flavors of flowers, minerals and soft citrus fruits. Best today on the endless rising finish, which saturates the palate with minerals. A great 2006 in the making. 93-96 points

About Bouchard PF (D) Le Corton Grand Cru

Stephen Tanzer: Good medium red. Medicinal dark cherry, blueberry and a minty nuance on the nose. Juicy and precise, with the minty, menthol coolness giving shape to the cherry and mineral flavors. Young and quite primary, finishing with firm structure and excellent cut and length. This is 13.8% natural alcohol but I never would have guessed it. 89-92 points

About Bouchard PF (D) Chambertin Clos de Beze Grand Cru

Stephen Tanzer: Deep red-ruby. Pure, highly nuanced nose combines raspberry, game, mocha, leather and dried flowers. Lush but firm, with a terrific sappiness at the core, especially for such a seamless wine. A wonderfully complex but very young wine with explosive finishing flavors of dried flowers, smoke, tobacco and mint. The tannins are remarkably fine for the year. 93-96 points

About Bouchard PF (D) Chambertin Grand Cru

Stephen Tanzer: Deep red-ruby. Soil-driven aromas of iron, mocha, game and dried flowers. Wonderfully chewy and tactile, with a distinct wildness complicated by herb and spice notes. Highly concentrated but at the same time sappy and light on its feet. A superb wine of terroir, with wonderful definition and thrust. Finishes with substantial but very fine tannins and outstanding length and perfume. I find this much more easy to taste than the 2005 at the same stage. 92-95 points

About Bouchard PF (D) Clos de Vougeot Grand Cru

Stephen Tanzer: Bright red-ruby. Redcurrant, plum, blueberry and smoked meat on the nose, lifted by exotic spices and flowers. Primary and delicate, with lovely definition and lift to the dark cherry and floral flavors. A suave, firm, very stylish Clos Vougeot with a vibrant, floral finish. Should make a lovely and classic example of this vintage. 91-94 points

About Bouchard PF (D) Echezeaux Grand Cru

Stephen Tanzer: Good deep red-ruby. Superripe aromas of redcurrant liqueur, blueberry, red licorice, spices, leather, earth and toast. Supple, sweet and fine-gained, with lovely minerality giving it a light touch. Very suave, long wine, finishing with smooth tannins, a strong flavor of dark berries and terrific lift. 91-93 points

About Bouchard PF (D) Meursault Genevrieres Premier Cru

Stephen Tanzer: Bright, pure aromas of lemon, lime, minerals and ginger. At once sweet and precise, with lovely sugar/acid snap to the flavors of citrus peel, spices and flowers. A very perfumed and crisp wine with a long, aromatic, firmly stony aftertaste. Classic rather than exotic: I love this wine's rising finish. 92-94 points

About Bouchard PF (D) Meursault Perrieres Premier Cru

Stephen Tanzer: Deep aromas of lemon drop, pineapple and wet stone. Impressively fat and quite dry, even a bit reduced, and less accessible and vibrant today than the Genevrieres. The pineapple fruit is joined by gingery spices and minerals. A very serious, youthfully backward wine with a slightly bitter, dusty finish. This will need time. 90-93 points

About Bouchard PF Beaune Clos de la Mousse Premier Cru

Stephen Tanzer: Medium red. Redcurrant and leather aromas offer good lift. Supple on entry, then juicy and more closed than the Beaune du Chateau, with a trace of greenness and less flavor intensity. These vines are planted north-south and normally take longer to ripen, which may have resulted in a drier expression in a year like 2006. A bit muscular and dry on the back. 86-88 points

About Bouchard PF Beaune Greves V L'Enfant Jesus Premier Cru

Stephen Tanzer: Good deep red-ruby. Expansive, complex aromas of flowers, licorice, graphite, tobacco and sexy oak spices. Sweet, sappy and lush, with captivating energy to the fruit-driven flavors of dark cherry and raspberry. Finishes with suave but very firm tannins and a slightly medicinal note of licorice. Prost intentionally showed this at the very end of the line-up of 2006s to make the point that this big boy could stand up to Bouchard's top examples from the Cote de Nuits. It is indeed impressive, even if it can't match the estate's grand crus for length. 90-93 points

About Bouchard PF (D) Volnay Caillerets Ancienne Carnot Premier Cru

Stephen Tanzer: Good deep medium red. Less obviously ripe on the nose than the Taillepieds, with a minty note apparent today. Tight on the palate and not particularly ripe or expansive. Pepper and mint qualities contribute to an impression of leanness. Prost noted that this fruit was harvested early but with a rather elevated 13.7% potential alcohol; the team was afraid of getting too much alcohol if they waited longer to pick. And yet I find something undernourished about this cuvee. 87-89 points

About Bouchard PF (D) Corton Charlemagne Premier Cru

Stephen Tanzer: Knockout nose of lime, apple, pineapple, crushed stone and charred oak, all lifted by a peppery nuance. Extremely primary and unformed but superconcentrated and as chewy as a solid. Flavors of musky citrus peel, wet stone and white flowers avoid coming off as austere thanks to the wine's underlying sweetness. From a normal crop load, notes Prost, pointing out that the yield in 2006 was actually considerably higher in Chevalier-Montrachet. 94-97 points

About Bouchard PF Beaune Premier Cru Red

Stephen Tanzer: Moderately saturated medium red. Strawberry and raspberry liqueur on the nose, plus a hint of leather. Solid, ripe and dense, with a hint of exotic fruits. Not currently showing quite the definition of the 2005 at a similar stage, but this offers very good potential. Winemaker Prost notes that this is the 100th anniversary for this label, which is a blend of premier crus from the "north, middle and south" of the appellation. In fact, from 1970 through 1984, this was actually a multiple-vintage bottling, as Bouchard sought to make a wine with immediate drinkability. 87-89 points

About Bouchard PF Gevrey Chambertin

Stephen Tanzer: Good full medium red. Inviting wild berries, game and menthol on the nose. Supple and sexy, with a light touch to the flavors of redcurrant, mocha and game. Offers good intensity and minerality and finishes with fine, dusty tannins and good length. This very large lot of 75,000 bottles has already been blended. 86-89 points

About Taste Fine Wine Merchant

Founded in 1998, Taste Fine Wine Merchant represents thirty of the world's best wineries. The diverse portfolio includes large players to ultra-boutique growers in all the major wine-producing continents. Taste Fine Wine Merchant counts Zind-Humbrecht, Château de Beaucastel, Bouchard Père & Fils, William Fèvre, Perrin & Fils and Champagne Henriot in their portfolio. Taste Fine Wine Merchant distributes with innovative marketing methods to the on-premise (restaurants, bars and clubs) together with specialised wine stores. Taste Fine Wine Merchant, also provides wine training services by trained professionals to on-premise clients and their staff to better equip them with knowledge and the technicalities behind each of their wines.

To subscribe to this offer please contact:

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