

**FOR IMMEDIATE RELEASE**

**September 2018**

**Barton & Guestier launches its Exclusive Travel Retail collection**

**On the occasion of TFWA Cannes, Barton & Guestier unveils its first Exclusive Travel Retail collection consisting of 5 AOC wines: Bordeaux rouge, Bordeaux blanc, Saint-Emilion, Châteauneuf-du-Pape and Côtes de Provence.**

After the introduction – earlier this year - of its new **signature with the red B&G letters**, highlighting the **knowledge and authenticity** that have built Barton & Guestier’s reputation during almost 300 years, the company goes further with an even more prestigious and authentic tailor-made concept dedicated for the Duty Free channels.

The wines have been crafted in the same spirit as the new collections, reconnecting even stronger with the tradition of French wines while showing modern details and techniques: impactful red wax (instead of capsule) and a neckband reminds old French wine bottles, while the bottle shape expresses itself by using very minimalist and pure labels. The quality of the cuvées, made by Laurent Prada – B&G head winemaker, is exceptional.

**Trust and passion** are the pillars of the success of Barton & Guestier, a safe choice for consumers, including in Travel Retail where B&G sells more than 1 million bottles worldwide. “Working in close cooperation with our TR partners and offering exclusivity to travelers is a must today”, says Philippe Marion, Sales & Marketing Director. “Consumers have always been at the center of our strategy. After the launch of our consumer loyalty program “MyB&G” earlier this year, we are now working on an ambitious consumer experience program that will be implemented in Germany in December of this year.”



By founding in 1725 what became one of the first international wine companies in Bordeaux, Thomas Barton and Daniel Guestier had a vision: they **established a reputation for French wines** around the world. They were the first to **offer all the great French wines under one name**. Their model still applies today, their pioneering spirit, the winemaking expertise, as well as the passion to offer the best wines from France still drives the **B&G team every day!**

The Barton & Guestier Travel Retail range will be available in TR outlets as from October 2018.

RCSP: 15-25€



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### **About Barton & Guestier**

Founded in Bordeaux in 1725 by the Irishman Thomas Barton, Barton & Guestier has developed a premium brand strategy based on AOC and Varietal wines from the main French wine growing regions: Bordeaux, Loire, Burgundy, Beaujolais, Rhône Valley, Languedoc, Provence and Gascony. With almost three centuries of experience, the brand's expertise guarantees constant quality and style, and reassures consumers in an increasingly complicated market. Innovative and informative packaging, as well as modern communication tools, make Barton & Guestier wines accessible for winelovers in over 130 countries.

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Keep up with the latest new on Barton & Guestier : [www.barton-guestier.com](http://www.barton-guestier.com)



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