

Ep 60 Fine Wine Investment and Wine Collecting in Bordeaux w...

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SPEAKERS

John Jackson, Janina Doyle



Janina Doyle 00:07

Welcome to Eat Sleep Wine Repeat, a podcast for all you wine lovers, who, if you're like me just cannot get enough of the good stuff. I'm Janina Doyle, your host, Brand Ambassador, Wine Educator, and Sommelier. So stick with me as we dive deeper into this ever evolving wonderful world of wine. And wherever you are listening to this, cheers to you.



Janina Doyle 00:31

Hello to you all. Now if you have listened to yesterday's episode, you will know that we are going on to Bordeaux today. Now did you know that Bordeaux has 60 appellations, actually makes them the largest producer of appellations in the whole of France. Now, you may have heard of people talking about the Left bank and the Right bank. So to clarify, this is all based on where the vineyard sites are compared to the rivers. Now you have the river Gironde, which goes into the Atlantic sea. And as it comes inland, it splits into two rivers. On the right bank of the river Dordogne, you're gonna find those two major Dordogne, Saint-Émilion and Pomerol. Now their soils are more clay and for that reason Merlot and Cabernet Franc grow better and you'll just find a little bit of Cabernet Sauvignon there, so expect that in the blends. On the Left bank are the vineyards and appellations of the river Garonne. The soils here are more gravelly, and for that reason you'll find that Cabernet Sauvignon is king. But of course these wines are blended wine, so be very often blended with Merlot and then after that Cabernet Franc, followed by Petit Verdot, Malbec and a little bit of Carménère and so that goes from the Medoc region, down to the Haut-Medoc and within Haut-Medoc you'll find the four major regions, the appellations, Saint-Estèphe, Pauillac, Saint-Julien, and Margaux. Then the actual town of Bordeaux comes along and just underneath that you'll find Graves. Now you actually carry on further down the river, there will also be Sauternes, the famous place for sweet wine and actually is worth pointing out now, we talk about red wines of Bordeaux, 80% really is red. But they make sparkling, that's Crémant, that's made in a traditional method. They make white wines from Sauvignon Blanc and Semillon and a little bit of Muscadelle. There are Rosés, and then of course, the botrytized sweet wines. So the sweet wines that have been affected by noble rot. Now I wanted to make this episode about balance. And because of course it's got to focus on Bordeaux investment. Some of these wines that John may mention in the chat, maybe are outside of the price bracket that you're willing to pay. So I wanted to talk about a range of wines, a specific classification, that basically

offer a reliable shortcut to value in the Medoc. So, this classification is called Cru Bourgeois. It was established in 1932. And this category, this classification sits below the classified growths. So when we say classified growths, we're talking about the first growth to fifth growth that got their status back in 1855. You know, so what about all the other chateaus? Well, this classification came in to help boost that reputation of the lesser known chateaus that were still producing greater wines but you know, many people didn't know about. Now, sadly, there seems to be a lot of mess and politics surrounding Cru Bourgeois. So I'm going to try and give you a little bit of a history and explain what happened, what didn't happen, what got taken away.



Janina Doyle 03:56

So originally, in 1932, there were 444, estates part of the Cru Bourgeois. But a few decades later, the 1960s, people started realising off many of those chateaus had merged with others or bigger estates had bought them, some didn't even produce the wines anymore. So finally, as everything takes a little bit of time in Bordeaux. In 2003, the Alliance des Crus Bourgeois created a new system and this allowed for three tiers. So the basic tier was going to be just called Cru Bourgeois. The next tier up would be Cru Bourgeois Supérieur. And then the final tier, the best tier of all would be Cru Bourgeois Exceptionnels. 490 chateaus applied, and of that 247 we're allowed to use the term Cru Bourgeois of one of those three terms. There was 9 Exceptionnels, 87 Supérieurs and 151 of the Cru Bourgeois. Now the idea of this was every 12 years, they will reclassify, nice and simple, and people will understand what chateaus are producing fantastic wines. However, a lot of people were not happy. 76 estates in fact complained that they did not feel that things were taken into account, or it wasn't fair. It went to court and in 2004, their classifications were voided and by 2007, a magistrate voided the whole of the 2003 classification and this was all based on apparent conflicts of interest. So, the Alliance des Crus Bourgeois, they came up with a new term label Cru Bourgeois, and the idea with this, it's not going to be a classification, but more a mark of quality, and it will be awarded to the wines every single year. So since 2008, they got that going through. And each year, wineries would submit their wines to be blind tasted and to be able to say Cru Bourgeois. Now after around 10 years of pushing, perseverance, paperwork, the Alliance des Crus Bourgeois have managed to get the classification system up and running again. This is not going to be for wines, but for the chateaus. The classification system will last for five years, and it has those three tiers again. So this started from last year, so 2020. So for a winery to get this classification, they have to submit five vintages of each wine to be blind tasted, and if they do want to go for the Crus Bourgeois Supérieur or the Crus Bourgeois Exceptionnels, they have to be rated by environmental practices, their marketing and promotion of property and their technical management to be able to qualify for the two higher tiers. So look out for Crus Bourgeois on the bottles. Remember, most of these don't age for longer

than 10 years. So of course, they're not great for a long term investment. However, if you want to short term investment, fabulous, and it's also easy to find maturer vintages of these. Now if you want to check out some of the chateaus that got into the Exceptionnels category, look out for Belle-Vue who are in the Haut-Medoc and also le Boscq who are in Saint-Estèphe. It's also worth pointing out, a lot of the wineries have not wanted to get involved in the system again, because well, hey, lots of politics, it seems. In fact, none of the nine Exceptionnels from 2003 are in this list. So maybe you may want to try them because their quality is still fantastic. Look out for Château Phélan Ségur, Château de Pez, Château Les Ormes-de-Pez, Château Sociando-Mallet, Château Potensac, and several more. Just remember that 31% of the Medoc production is Cru Bourgeois, so definitely worth investigating if you're not in the long term investment game. Now before we go to the chat and see what John thinks and some name dropping, some other chateaus that you may want to try. I'm going to give you my winery of the week.



Janina Doyle 08:08

Now my winery of the week is Chateau de Villegeorge. Now I picked these guys for two reasons. One, they are owned by one of the most well known families in Bordeaux. And two, they produce wine again, that are affordable. So I wanted to stick with the kind of Cru Bourgeois movement that I was talking about, not long term investment. In fact, actually the wine I have from Chateau de Villegeorge is their second wine, which is L'Etoile de Villegeorge. So L'Etoile means the star. This is their second wine and it's a 2018, which you will soon discover 2018 was a fantastic vintage for Bordeaux. They used to be part of the Cru Bourgeois in 1932. And in fact, they had the status Cru Brougeois exceptionnels. Now right now the winery is owned by Marie-Laure Lurton and Lurton is the name you want to hold on to. So the Lurton cousins, they are huge in the world. This all started with Francois Lurton, who had four children who have now had 24 amongst them, so these 24 cousins are all around Bordeaux. You'll find them behind Château Durfort-Vivens, that's a second growth, and third growth Château Desmirail, and the delicious sweet wines of Château Climens, which is often referred to as the Yquem of Barsac. So now coming back to Chateau de Villegeorge, these guys are certified by the Terra Vitis. That means they are super environmentally friendly. In fact, actually looking on their website, there's a whole list of what they're doing, which is amazing. It's all about organic wines, sustainable development, socially, of course, environmentally and economically. So they've been certified since 2003. All on gravel soils, around 30 year old vines, they age their second wine in vat, so no new oak, just makes it super approachable. And this blend is 58.5, let's not forget that extra percentage of Cabernet Sauvignon, 37%, Merlot and 4.5% Petit Verdot. So let's give it a little try.



Janina Doyle 10:23

Now I've already been drinking this earlier. So just a little bit more for now, what I really like about it, and the nose is actually just really, really juicy, loads of the typical cassis and blackcurrant that you would expect. But it's like a little bit of graphite or something a bit like damp earth in there. And maybe even a little bit of lavender or dried herbs. And certainly a little touch of smoke as well. So it's not super complex, but there's a decent amount going on. Medium, medium plus body. It's actually just lovely and smooth. It's super easy drinking. Round, soft, fine tannins, medium. Lovely sweet fruits, it's a dry wine, but the fruit is concentrated and ripe. All that kind of blackberries, black cherries, and there is slight gameyness and it then mixes with cocoa powder. This would be nice with a little bit of lamb or to be honest, a really big, fat, juicy hamburger. So don't be scared to feel that with Bordeaux. It has to be something super posh. It definitely doesn't. There's a Bordeaux for every person and every price point. This was £14.99 from wine app. Right. Okay, now let's go to the chat and see what John thinks about Bordeaux, his favourite places and what he's recommending us.



Janina Doyle 12:05

Right, I think then maybe it's time to talk about Bordeaux because Bordeaux for you has now become one of your more favourite regions for investment or for drinking or for both?



John Jackson 12:19

Probably for both. I've kind of transitioned from well, not really transitioned because I still enjoy Napa Cabs. But Bordeaux was kind of next. And it was a reasonable kind of transition to Bordeaux since the varietals are pretty similar in most instances, and I really enjoy it and I still enjoy it to this day. So it's definitely a big percentage of my portfolio and, and it's often very investable as well so.



Janina Doyle 12:45

Okay, do you have a specific region because obviously there's the right bank and there's the left bank, which we can certainly touch on in a little bit more detail for anyone who isn't actually aware of Bordeaux. Do you prefer to go one side or the other or it's all good?



John Jackson 12:59

I enjoy both of them. But for whatever reason, I tend to buy a little bit more of the the left Bank.



Janina Doyle 13:03

Okay, so you're like you're more Cabernet based. Alright, and then, obviously, you're investing presumably in the Haut-Medoc. Presumably, within the four main regions, I would assume, do you have a favourite between Margaux, Pauillac, Saint-Estèphe, Saint-Julian, or again, it's more about the chateaus that you go for?



John Jackson 13:24

Here are we talking more about investment or personal enjoyment?



Janina Doyle 13:28

Both. I don't know actually, personal enjoyment.



John Jackson 13:32

Okay. So for personal enjoyment, I really enjoy, of course, Château Haut-Brion and La Mission Haut-Brion are probably way up there. Also a lot of the Pauillac producers, certainly like Pichon Baron, Pichon-Lalande, Mouton. Even Lynch-Bages, I enjoy Lynch-Bages, very much.



Janina Doyle 13:51

I think Lynch-Bages actually is, generally offers some really good value. When I was a sommelier, I would sell quite a bit of Lynch-Bages and actually talking about good value, I wonder what you think: Château Batailley. So these are the fifth growths in Bordeaux. Actually, in fact, I should probably touch on that just in case people don't know what we mean by first growth, which of course are the top classified wines in Bordeaux. But in 1855, there was a classification system, which is quite ironic that what kind of typical French it still hasn't been changed today. Other than obviously, probably one major change, which was when Mouton Rothschild got moved up to a first growth from second and that was in the 1970s. But other than that, everyone has maintained their classification system and it was basically these brokers back all the way in 1855, decided what was the most popular, what was the best chateaus and everything between first growth down to fifth growth was labelled. So what do you think of the first growth, second, third, fourth, fifth, because the fact that it hasn't changed and innovation has come in and you can now get third growth that can sometimes beat first growths in blind tastings and, you know, second growth actually sometimes aren't as good as fourth growth. Now, you know, it depends on each individual Chateau. But do you believe more or less still they are within their categories?

What do you think?



John Jackson 15:12

Yeah, I think certainly there's a lot of situations where you can point to some specific chateau that should be re, I guess reclassified. There's a lot of discrepancies there. For example, Lynch-Bages, as you mentioned as a fifth, it should probably be second or third at worst. Similarly, Pontet-Canet is another one that's been very, very strong for the past 10 years, and one I enjoy very much, so that could certainly be much higher. And then you're right, there's a number of them. Especially in the Margaux region, there's a number of them that are just not very good right now and haven't been for a while, that were in the classification.



Janina Doyle 15:48

Now, did you have a favourite region, because I actually have to say, and I don't drink enough Bordeaux. Just because the really good stuff does cost me a little bit. But Pauillac when I was pouring it, was always my favourite just because it really did have this, the most kind of smoky cigar box nature to it, but it had this almost like a lovely sweetness of fruit. Like that was always what got me with with Pauillac. And I always felt like, it's probably not true to say, but like, I always felt like that's classic Bordeaux. But at the same time, obviously the most kind of, I don't know, elegant and fragrant styles often, I think do come out of Margaux. So I don't know, do you lean to one rather than another?



John Jackson 16:32

I like all of them. I think you're right. And you've a point, you've pointed out certainly some of the strengths of those two regions for sure. But I would say, you know, certainly Pauillac is very, very nice, and I enjoy a lot of those producers. But Margaux, you're right. There's something so elegant and graceful about it. Both Chateau Palmer and Chateau Margaux. Even Rauzan-Ségla is, it's coming on strong lately. So, okay, there's something special about those wines. And then Saint-Julien has excellent value as well.



Janina Doyle 17:05

Do you think has excellent value, because actually, ironically, it's the only one that doesn't have a first growth. So for some reason, maybe people don't think of it as quickly and therefore actually allows those chateaus to shine and not, and you can get them for better value? I just I've always wondered, what do you think?



John Jackson 17:23

I think it does fly a little bit under the radar and I think it's definitely, probably not something that people invest in. So it doesn't have the huge run up in prices for the collectors. They don't at least invest as much certainly something like you know, Léoville-Las Cases may have a little bit more but, but even like a Léoville-Barton for example, with the 2020 futures. It's only \$90 right now, and it's very, very highly regarded, so.



Janina Doyle 17:50

So there you go, can we take that as a quote from you, put your money where your mouth is. Should we be telling everyone to go in and get some of that, and put it in their cellar?



John Jackson 17:59

I think they could do a lot worse. That's certainly a strong option.



Janina Doyle 18:03

That's a safe bet.



John Jackson 18:03

I don't think they would complain. I think they would be very happy with it.



Janina Doyle 18:03

I used to sell Chateau Gloria as a sommelier. And I always thought that was actually a pretty good value wine.



John Jackson 18:15

I agree. No, I recall buying, I think it was the 2000 Gloria. I got a deal on some of those. And, and that was an excellent buy.



Janina Doyle 18:23

There we go. There we go. Everyone get some Gloria. But no, yeah, it's I would say as well, just for people to understand because I suppose, you know, I think there's a saying or something in Bordeaux as well, which is that terroir is different every step you take. It can

be a bit of a joke for when you're actually trying to explain what a regions soil is. But actually, they very often say with Bordeaux, you know, really is different. And when you talk about the, you know, Lafite and Latour which are two first growths in Pauillac, as an example, Lafite is right at the top, and Latour is right at the bottom. And Latour is a firmer style. And then Lafite is much kind of smoother. It's this, I mean, they're completely contrasting. They're the furthest away and they're completely different in style, right?



John Jackson 19:07

And actually, Lafite for example, is right across the street from Pontet-Canet. And so Pontet-Canet is right next to Lafite. I continue to think Pontet-Canet is an excellent wine for people to buy if they enjoy good value. It's been doing so well, the last 10 years or so. They invested heavily in the property and upgrades in the early 2000s. And all those investments are paying dividends now and you can get that one for around \$110 for the 2020 futures, which is, I think a pretty good deal.



Janina Doyle 19:36

I guess, it's this journey of trying to find value right, in Bordeaux? But the longer you do it, the easier it gets, I guess.



John Jackson 19:47

That's true. And also though, even with the big names there are certainly pockets of value, on a vintage by vintage basis. With Mouton for example, for whatever reason, you can still get the incredible 1986 vintage and the 2005 vintage for much less than the 2000 vintage.



Janina Doyle 20:05

So in terms of vintages in Bordeaux, again, are you being pretty religious about noting down the best vintages? What do you think? I mean? The 2015, 2010, 2005 they like, they go in, they often do, they go in fives, it seems, were all fantastic vintages and uhhhh. The thing is, again, right bank and left bank completely different as well. They can be different in the same year. They're not you know, it's not religious, the whole category. But do you try and keep a note of all the best vintages, so again, you know what you're doing?



John Jackson 20:36

I try to keep up with it, for sure. So, certainly, when I started, I had to do some research to figure out historically what was best because I wasn't keeping up with it at the time. But

then since then I try to keep up with the literature and the reading and go to tasting opportunities and things of that nature. So I try to keep up with it on a regular basis as I go forward.



Janina Doyle 20:56

Actually, we've done really well in the last, I say we look, I'm including myself in Bordeaux, now. We have done really well. 2020, 2019, 2018 like I think the last, obviously ignore this year, because we were not there yet. But the last three years have been pretty good. So in terms of investment for the last few years that they should all be pretty good ones to purchase. Obviously, if you're going to the right chateau, right?



John Jackson 21:22

That's true. There has been more consistency. And I think due to the global warming, I think it's a situation where Bordeaux has been getting more consistently warm vintages. And they're not having the same struggle to ripen the grapes that they used to historically.



Janina Doyle 21:37

Yeah, well, good for us. I suppose there's at least some advantages isn't there?



John Jackson 21:40

There are.



Janina Doyle 21:41

I always say to everybody, thank god for that in England, because I mean, you know, 20 years ago, it was really, really difficult. And now we're making absolutely cracking English sparkling wine. So, a few more years, we might actually make some good Pinot Noir as well.



John Jackson 21:54

Definitely, no, it's it's come a long way, certainly.



Janina Doyle 21:56

Just a side note, have you drank any English sparkling wine yet?



John Jackson 21:59

I had one.



Janina Doyle 22:01

One, which one?



John Jackson 22:02

Well, I'm trying to remember. It was a 1996. And I'm drawing a blank on the name of the producer, but it's one of the top producers.



Janina Doyle 22:08

Nyetimber, probably.



John Jackson 22:10

Yes, it was a '96 Nyetimber.



Janina Doyle 22:12

I was gonna say if you drank it in America, and it was an aged version. Yeah, probably Nyetimber. Oh, there we go. That definitely showcases how, gradually there's a lot of other wineries that are competing with them, but they definitely show how good English sparkling wine can be. Right back to Bordeaux. Sorry, I fell off, I forgot where we were. But I was gonna say for people who, I suppose want to know a little bit about the difference in styles of those four major regions, if they want to start experimenting, we talked about that elegance in Margaux. And I believe that a lot of that elegance comes from the the soils, it's the most gravelly there. And the thinnest soils as well. So actually to the point that in really bad years, the wine, well used to be quite thin, it probably won't be now again as we mentioned with the global warming and then as you go all the way up, so then above Margaux is Saint-Julien. Then it's Pauillac and then Saint-Estèphe and actually Saint-Estèphe has the least gravel and actually, therefore, typically, you know, with a bit more clay can be a bit more powerful and a little bit more intense. We just got

to keep on drinking. Right?



John Jackson 23:14

Correct. Yeah, that's the best way to, to figure it out is to do some tasting and some comparison tasting. If you try one for each region, for example, then you can maybe get a sense for some some differences, but in Margaux oftentimes, they also have a little bit higher percentage of Merlot. And so that helps a little bit with the elegance as well, like Chateau Palmer, for example is oftentimes close to 50/50.



Janina Doyle 23:39

Oh, wow, is it? Okay.



John Jackson 23:40

Which is much different than Pauillac, certainly.



Janina Doyle 23:43

Yeah. Okay, so that's really interesting. I hate the fact that Merlot gets such a bad rap when actually you know, when we haven't even obviously touched, we'll leave it, we'll stick, we won't confuse people, we'll stick with the left bank, but we haven't even touched on the Merlot and more Cabernet Franc side of the right bank. But hey guys, if you want that go there: Saint-Émilion and Pomerol. Okay, a few more good value wines, are you again, you mentioned one in yesterday's episode, but where are a few more of your Saturday night drinking wines that are not for investment.



John Jackson 24:13

I'm trying to think, certainly Pontet-Canet and a lot of those Leovilles, were the wines that I started out buying.



Janina Doyle 24:22

Okay. Léoville-Poyferré.



John Jackson 24:24

Exactly. Poyferré. Las Cases is a little bit more, but you can still get some good values in

certain vintages. Actually, a right bank wine, Saint-Émilion Fonplégade, I think is a nice choice.



Janina Doyle 24:38

Oh, never, never, ever tried. Okay, right.



John Jackson 24:40

And the 2020 on futures for example. It's only \$45.



Janina Doyle 24:44

Okay, they go, everyone. And have you been to Bordeaux?



John Jackson 24:49

I have.



Janina Doyle 24:50

Because I mean, I've obviously been into the main town of Bordeaux, but I actually ironically, in terms of villages, and vineyards have only been to Saint-Émilion which, yeah, as you would know. Beautiful, beautiful town. It's actually much more beautiful than the Haut-Medoc which is actually quite flat and a bit um! You know, delicious amazing wines but not actually the most amazing scenery, so hence why I didn't fit it into the trip but have you done the whole thing?



John Jackson 25:12

I did a large part of it so I was there during the holidays. A lot of things were shut down but I did do the entire left bank. You know even the area near downtown by Pape Clément and Haut-Brion in that area.



Janina Doyle 25:26

Okay, of course because for anybody, actually, I don't really know the distance from not being there myself, but obviously Graves which obviously makes amazing wines and the first growth Haut-Brion is literally just underneath the town of Bordeaux, whereas all the

other sub appellations that we're talking about are actually a bit further away North. How, what's the difference from Bordeaux town to get to Margaux? It's not that far is it?



John Jackson 25:49

It's not that far, as I recall was maybe 10 or 15 minutes from the airport to that area. But then to get to Graves, it's maybe 10 minutes the other direction.



Janina Doyle 26:00

Oh really? It's literally just right, I suppose from the airport, but depending on yeah. But it is literally right underneath the Bordeaux town. What did you find? Did you see any difference in scenery? Did you have a favourite place? Was there something unique or interesting?



John Jackson 26:13

I actually toured Lynch-Bages, and Pontet-Canet. I was very impressed with Pontet-Canet. And that was an excellent visit. Chateau Palmer as well, very, very impressive. And I did a day in Saint-Émilion, as well, and enjoyed the right bank. And I did visit Fonplégade.



Janina Doyle 26:30

Oh, you did? Okay. Did you find it the most beautiful?



John Jackson 26:33

I did, although this is the middle of December, so there wasn't a lot to look at in terms of scenery. Everything was kind of brown.



Janina Doyle 26:41

You definitely didn't get the best of everything.



John Jackson 26:46

No, but that's the best time for me to get away from work, certainly. And so I would typically do my longer international trips around the Christmas holiday.

J Janina Doyle 26:55
Yeah. All right. Okay, so you're just gonna have to go, enjoy the actual cellars. And then just imagine the vines.

J John Jackson 27:02
Exactly. But I go to Napa all the time. And I've seen the vines there, so.

J Janina Doyle 27:05
You know, it was so funny. I went on. I don't know, it was like, I went on wine trips for about three years in a row. And every single trip I went on, I missed it through the summer season, so I never got to see any like ripe grapes on the vine, for like three years. Yeah, I just kept on mis-timing it, every single time. I'd get the leaves, but no grapes. Then finally I got it and I was like, oh, right, okay, you know but, yeah, sometimes timing it in that that perfect moment can be quite difficult, can't it?

J John Jackson 27:32
Yeah, for sure. So I'm excited. I'm excited to go back and visit a winery. It's been since March of 2020 since I've visited once, so next week will be the next time.

J Janina Doyle 27:42
Where are you going to go?

J John Jackson 27:43
To Willamette Valley in Oregon.

J Janina Doyle 27:45
Oh, of course. You said before we started recording, right, yes, absolutely. And what wineries are gonna go visit.

J John Jackson 27:49
I've got a pretty good list. But definitely, White Rose Estate and Christom. Archery Summit. Evening land. So I have a pretty good list planned.

- J** Janina Doyle 28:02
You are going to be busy.
- J** John Jackson 28:03
Definitely. But it's a good kind of busy.
- J** Janina Doyle 28:05
Don't buy too much. You've got nowhere to store it.
- J** John Jackson 28:07
Yeah, I'll try not to. I know that's true. I need to have a party or something to get rid of some inventory.
- J** Janina Doyle 28:15
Oh, well, let me if I can ever travel again. invite me over, right?
- J** John Jackson 28:17
For sure. You're always welcome.
- J** Janina Doyle 28:19
Oh, bless you. Thank you so much John. And for anybody who remembers John mentioning that he has some wine videos. So if you are going to take things seriously and want to know a little bit more, and certainly from his experience, it is just Attorney Somm, isn't it as your YouTube channel.
- J** John Jackson 28:35
It is. On YouTube, there's a space between the words Attorney and Somm, and then Instagram, it's all together as one word.
- J** Janina Doyle 28:42
There you go, so people can follow you and go down the journey. And actually, especially

on Instagram, you are often talking about the wines that you drink. So very different, for instance, to what I talk about on my Instagram. These are premium wines, a lot of cult wines, the first growths and you talk about stories and your tasting of them and people can really, you know, actually follow your journey and learn a little bit more through you. It's a little bit more interesting than reading articles, I think.



John Jackson 29:09

I think so, it looks a little bit of life into it. And, you know, we talk about how often we decanted the wines and so forth, and we provide some practical tips as well.



Janina Doyle 29:18

Umhuh. Fab. Lovely. All right, thank you so much. Hopefully everyone's gonna go over and see what you're doing. And I appreciate you just having a little chat and letting us know, a lot of name drops. So hopefully people took a pen and paper. There is a transcript, everybody. So go and download that. Go in the show notes and you'll find that and then you can start on the journey.



John Jackson 29:38

Yeah well, thanks so much for having me. It's been a pleasure.



Janina Doyle 29:40

No, thank you so much. Bye.



John Jackson 29:42

Okay. Bye.



Janina Doyle 29:46

Okay, so now of course, you're all familiar with the Cru Bourgeois classification system, and of course, the more prestigious and more famous 1855 classification system. Which is just for the left bank. Now if we go over to the right bank, the two most famous appellations are Pomerol and Saint-Émilion. Now Pomerol does not have a classification system, so sadly, you just need to go and have a look and find out what are the most premium wines. Certainly Le Pin and Petrus are considered the first growths of Pomerol. If we go to Saint-Émilion, they do have a classification system. So I'm going to quickly take

you through that now so we've ticked everything off the list. So this was established in 1955. And unlike the 1855 classification, which is pretty static, and things don't change, here in Saint-Émilion, every 10 years or so, they renew the classification. It still had its fair share of politics with the 2006 classification being declared invalid, we won't go down that route. So you have the premier cru classé A, which is the highest category. Then you have premier cru classé B, and then you have grand cru classé. Now if you see a wine saying 'grand cru' on the label, that's actually not part of the classification system. Basically means that they are following the appellation rules, but they're not part of this 1955 classification. Interestingly enough, this is a very hot topic as I record, because there were always two wineries, two chateaus that were in the premier cru classé A, and that was Château Ausone, and Château Cheval Blanc. Now in the last classification, which happened in 2012, there were two promotions and that was Château Pavie, and Château Angélu. So currently in the highest tier of this classification system, there are those four chateaus. Now it's this year that all the chateaus have to submit their dossier, so their documents, as next year, everything gets reclassified and renewed again, the 2022 classification. So the big news is that Château Ausone, and Château Cheval Blanc have come out and said they are stepping out of this classification system. They're not going to be involved anymore. Their beliefs from their side is that there's not enough focus on the terroir and their history, and the specific wine. And now there's too much focus on marketing. Apparently, they want to step away from the politics and focus specifically on terroir. Of course, this is very likely to weaken the classification system, and there's definitely going to be some very angry neighbours. It does also mean that they will have to withdraw their other chateaus that they own. So Château Ausone in 2014, bought La Clotte, and that is a grand cru classé and Château Cheval Blanc, in 2008, bought grand cru classé Quinault L'Enclos. Which both of them roughly retail for around the £60 pound, if you fancy giving them a try. Oh, and if you remember me mentioning the Lurton family, they're everywhere. Well, Pierre Lurton is director of Château Cheval Blanc. Right, that's the classification systems. Good luck finding your Bordeaux wines to drink now, to drink in 10 years or to invest for the long haul. As always, let's finish with a wine quote. And this is from Baron Felipe de Rothschild, who was the renovator as they say, of Château Mouton Rothschild throughout the 20th century. And Mouton, as many of you I'm sure know, is a first growth. And he said:



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"Excellent wine generates enthusiasm. And whatever you do with enthusiasm is generally successful."



Janina Doyle 33:59

Right, well, I think we should all take his advice and get ourselves some great wine. Hopefully, this episode has given you a little bit of an idea of where to go if you didn't know already. Thank you so much for listening. If you haven't done it already, go to Apple podcasts if you can, and leave a review. As you may have known, if you've been listening to this week's episodes, there is a competition. If you leave your review on Apple podcasts, screenshot it and send it across to me before the 30th of August 2021. You'll be in it to win it, and winning will be a virtual tasting with me. Full details are in the show notes. And for everybody else, please do just like, share, and subscribe. You really are helping the episodes to be far more discoverable. Right, until the next episode of Eat Sleep Wine Repeat, cheers to you!