

GLENGARRY

EN PRIMEUR

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WWW.ENPRIMEUR.CO.NZ



CHÂTEAU PICHON BARON

## AN INTRODUCTION TO EN PRIMEUR

Glengarry have sold fine wines via the En Primeur system since 1983; our first offering was in fact the super 1982 vintage, an auspicious starting point. Selling En Primeur went hand-in-hand with the importation of wine for retail sale in New Zealand; it was not until the early 1980s that wine from elsewhere could legitimately be purchased and sold through wine stores in New Zealand. Glengarry was the first to get involved with selecting fine wines from around the world and bringing that world to the palates of New Zealanders via a wine retail store.

In this introduction, we have detailed how it works, the advantages and history, as well as some views and thoughts on the system, En Primeur..

We are now about to start this year's En Primeur season.. We hope you will enjoy this introduction and find it useful. Our team would love to discuss En Primeur with you further, so please do not hesitate to contact us.

Liz Wheadon,  
Glengarry, General Manager



## WHAT IS EN PRIMEUR?

Also known as Wine Futures, Bordeaux Futures or, as we like to call it, a Liquid Investment.

En Primeur refers to the process of buying wine before it is bottled and released onto the market; the wine is normally delivered two years later. Originally, only red Bordeaux was sold in this way, but increasingly wines from Burgundy, California, the Rhône, Italy, vintage ports and even New Zealand have been offered En Primeur. Glengarry is so renowned for our Bordeaux selections though that we prefer to concentrate on them.

## WHAT ARE THE ADVANTAGES FOR ME?

In a word, price. When purchasing En Primeur, you are buying the wine at the initial release price, direct from Bordeaux. For many châteaux, this is usually the lowest you'll ever get, significantly lower than future retail prices.

Availability, too, is an important factor. These are some of the greatest wines from Bordeaux, often produced in such small quantities that they may never be seen on the open market. Even for En Primeur wine that does eventually make it to the retail shelves, the quantities available are extremely limited and there is no guarantee that one will acquire it at that stage.

To own a Bordeaux wine right from the start is the ultimate in provenance. Purchasing En Primeur means that the wine will leave the château and come directly to New Zealand via our temperature-controlled container.

Another advantage is the choice of bottle size. Purchasing this way allows you to select how you have your wine bottled, from half-bottles through to large format. Ideal, then, for a future event and/or for potential investment.

Birth years, birthdays, celebrations: this a great way to purchase wine for these sort of occasions.

## HOW DOES IT WORK?

The first part of the process involves the châteaux making barrel samples of their wine available for evaluation and review by wine experts and négociants. Only after this is the wine then offered to us for purchase. Glengarry has long-standing relationships with the best négociants in France, relationships that guarantee us the offer and supply of wine that is simply not made available to other merchants.

When offers are made to us we notify you immediately by email and requests are processed until the wines are fully allocated (during the height of this period offers can be made daily and can be fully allocated within hours). Where demand exceeds supply, we go back to the négociants and attempt to secure more stock, but there are no guarantees that more wine will be made available.

Note, whereas some merchants only offer en primeur wine by the unmixed case (12 bottles, 24 half-bottles, 6 magnums), Glengarry can offer the wine to you by the bottle, which makes purchasing wine en primeur a more accessible proposition for many customers.

Once you have requested the wine you want to acquire en primeur you will need to pay for it, but don't worry, you don't have to make full payment up front, rather, payments are made in two instalments. The schedule for payments and the time line for the arrival of stock is as follows:

## FIRST PAYMENT

The first en primeur payment is due in the year the en primeur offering is made - we will remind you when it is due. This payment contributes approximately 75% of the total price.

## ESTIMATED SECOND PAYMENT

The final payment is due on or before collection of the wines, or within 20 days of invoice of the Estimated Second Payment. This will be towards the middle of the second year following the year of ordering en primeur and includes final landed import costs. The Estimated Second Payment is estimated at the time of the en primeur offering until the wine arrives, but the estimate should be close to the mark. This payment component is approximately 25% of the total price.

## HOW IS THE WINE PACKAGED?

We order from France in case lots, though you can purchase less than a case. These are transported to us in attractive wooden boxes from the châteaux and shipped by our well-established distribution lines in secure, temperature controlled containers (an exclusive Glengarry service). Standard wooden box quantities are as follows:

BOTTLE SIZE		PACKAGING
Half-Bottles	375mL	Wooden case of 24 Half-Bottles
Half-Bottles	375mL	Wooden case of 12 Half-Bottles
Regular Bottles	750mL	Wooden case of 6 Regular Bottles
Regular Bottles	750mL	Wooden case of 12 Regular Bottles
Magnums	1.5L	Wooden case of 6 Magnums
Magnums	1.5L	Wooden case of 3 Magnums
Double Magnums	3L	Wooden case of 1 Double Magnum
Jeroboams	5L	Wooden case of 1 Jeroboam
Impériales	6L	Wooden case of 1 Impériale



## HOW DO I PURCHASE?

You can acquire en primeur wine online [www.enprimeur.co.nz](http://www.enprimeur.co.nz). Once logged in you can add the wine you are interested in to your wish list (if it is as yet unavailable) and then request that the wine be allocated to you (once available).

Feel free to contact us if you require any assistance with this process.

In Auckland: Regan McCaffery 021 992 340

or Wellington: Philip Rowe 021 754 300 or Meredith Parkin 021 972 526.

The 2017 campaign has just started and will remain open until 20th July 2018. First payment summaries will then be prepared in July and sent to you, these will be due for payment by the 20th August 2018.

## EXPLORING BORDEAUX

To start the journey of exploring Bordeaux, you need to first start with the Classification System. In 1855, being lovers of red tape, the French 'authorities' created what became known as 'The Classified Growths of the Médoc'. A five-class classification of 61 of the leading Médoc Châteaux (as well as two from Graves). This formalised lists that were already in place, based on each Châteaux relative quality as expressed by the prices of each individual estate. These growths, or 'Crus' range from first (Premier) through to fifth (cinquièmes). Over the years that have since passed, there has been very little change to the 1855 Classification other than Château Mouton Rothschild moving from second growth to first in 1973 - Baron Philippe de Rothschild reportedly saying - 'Mouton I am, Second I am not'. Château Cantemerle added as a fifth growth in 1856 and Château Dubignon, a third growth was absorbed into Château Malescot St Exupéry.

Saint-Émilion added its own classification system in 1955, which has subsequently been frequently amended. Pomerol has never been classified, although the greatest wine from this region, Château Pétrus, is generally spoken of in the same hushed tones as the five first growths of the Médoc.

The Médoc First Growths are;

Château Lafite-Rothschild (Pauillac)

Château Margaux (Margaux)

Château Latour (Pauillac) - not sold En Primeur

Château Haut-Brion (Graves)

Château Mouton-Rothschild (Pauillac)

Whilst much of the classification system holds true today, the inherent problem with a system is that some of the Châteaux have improved out of sight since it was first introduced, while others are considered to have rested on their laurels, smug in the knowledge that their wines will always fetch high prices, as this was what the classification was based on in the first place. Like anything, it is a good guide as long as one keeps in mind the fact that some of the wines outside its boundaries can still be superb.



Bordeaux is located in the South West of France, and is the wine region that produces more top quality wine than any other. Bordeaux is renowned for its reds, which are often referred to as claret. The reason these wines attract so much interest, and generate such high prices, is largely their ability to age, with a lot of them not showing their true potential for decades. The main red grapes grown are Cabernet Sauvignon, Merlot and Cabernet Franc. The most famous white region is that of Sauternes, where the world's most luscious dessert wines come from. The White wines from Bordeaux are made with Sauvignon Blanc, Sémillon and in some cases Muscadelle; the very best white wines, like red wines from Bordeaux, are extremely age worthy.

Bordeaux is neatly divided into two groupings of appellations - those on the left bank of the Gironde and those on the right, with the Dordogne running through them. In general terms, the left bank is home to Cabernet driven wines and the right bank Merlot dominant expressions. The appellations on the left bank include Margaux, Pauillac, St-Julien and St-Estèphe. The appellations on the right bank include Fronsac, Lalande de Pomerol and the two great appellations of Saint-émilion and Pomerol.

The city of Bordeaux is a UNESCO World Heritage site and the heart of this unique region. At the centre of all trade here is the Négociant system, an historic route to market that remains strong today; the châteaux sell their wines to négociants, who in turn offer them to their partners around the world, essentially an open trading market - with a few exceptions - we are, after all, in France.

## THE HISTORY OF EN PRIMEUR

The process of selling En Primeur is not as long-established as you might think. A little history: The role of the négociant in Bordeaux is intertwined with the region in many ways; initially establishing themselves in the region, they were first and foremost businessmen, though not from Bordeaux itself. The early négociants were of German, English and Dutch origin. Regarded by the châteaux as outsiders, it became necessary to employ a middle-man, giving rise to the role of the courtier, i.e. one who acted as intermediary between the buyer and the seller.

At this time négociants bought wine in cask, immediately after the grapes had been vinified; the négociant would then blend and bottle the wine. It was not until the 1920s that Philippe de Rothschild led the charge to change this system, with his the first château to bottle the wine within the estate. He quickly convinced all the first growths to follow suit. The négociants continued to purchase the wine immediately upon vinification, but instead left it with the château to look after and bottle. Initially only involving the five first growths, in 1967 all of the classified growths were required to estate bottle, with all French wines following shortly after.

The négociants carried all the costs of these stocks and aged them until they were ready for sale. It was not until the financially hard times of 1974 that, to relieve some financial pressure, they began to sell the wines to retailers globally while still in barrel at the châteaux, marking the birth of the En Primeur system we know today.

## IS THERE A FUTURE FOR EN PRIMEUR?

There is a lot of discussion in the media about En Primeur. There are those who question the relevance of rating cask samples, and those who question the validity of the process itself. Nonetheless, it is a system that has been shown to work. Does it provide good return on one's investment? It certainly has over the years, and may well continue to do so. Although some have looked to, and will continue to consider, Bordeaux for its investment potential, these are, before anything else, some of the world's greatest fine wines, created for drinking and savouring. The so-called 'lesser' vintages often mature earlier and represent excellent mid-term cellaring potential.

Have the prices gone too high? With the exceptional quality of the 2009 and 2010 years, the prices did reach new levels. Since then, the very top producers have maintained a certain, relatively high price level. Not all wines are at this level, though, and there is a bracket of top wines - below the 30 or so in the category above - that represent excellent value and are seriously good wines. Those top-end prices of a select few have, unfortunately, cast something of a shadow over the rest of the Bordeaux output.

As for the tasting of cask samples, one is sampling and assessing a young wine that has been created by the winemaker to evolve into its ultimate form. Experience shows that these final wines tend to not vary greatly from the samples reviewed. Comparing the scores of these samples, bestowed by critics, and the final wines themselves shows very little difference other than, usually, a point or two upwards.

There are a lot of people who bemoan the process, particularly the UK trade for whom, in good years, En Primeur is financially very important. There have been many calls from media for En Primeur to be reworked, perhaps done differently. Yet these same people turn up in droves each year to taste the wines; their curiosity gets them every time.

En Primeur is a fascinating process, one that attracts a huge amount of media attention and discussion. When you think about the time that must be spent on brainstorming marketing ideas to find a point of difference, the effort required to create a clever campaign and generate the marketing dollars to realise it, one could easily say that the Bordelaise have nailed it, via a workable system where the vintage is reviewed, analysed and disseminated out into the wine-drinking world. En Primeur can be regarded, then, as an excellent piece of wine marketing that is, for now, working just fine.



## WHY PURCHASE FROM GLENGARRY?

Within the French market, particularly at the upper level, Glengarry are very successful with our Bordeaux En Primeur offering. We lead the market in terms of cases shipped and dollar turnover, mainly through our loyal customers and our longstanding relationships with the best Négociants, enabling us to offer the best wines in reasonable volumes, even in high demand years such as 2005, 2009 and 2010. The Glengarry En Primeur service has been running since our first offer in 1982 and we are able to offer the security of experience and expertise in this exciting and growing wine service.

With our longstanding relationships and our experience honed over 30-odd years, we are old hands at this, and once again we made the commitment to ensure you the best service and advice, with Liz Wheadon in Bordeaux in April to taste the 2017 vintage . Follow her on twitter (#lizziewine) or our facebook and blog, aboutwine.co.nz.

## HOW TO GET INVOLVED

We have a dedicated En Primeur website - [www.enprimeur.co.nz](http://www.enprimeur.co.nz). Register there to get regular updates, offers and information. Once registered you can also prepare a wish list of wines you are interested in.

To follow the action live, follow Liz Wheadon on twitter (#lizziewine) or our facebook and blog, [aboutwine.co.nz](http://aboutwine.co.nz).

Feel free to contact us if you require any assistance with this process.

In Auckland: Regan McCaffery 021 992 340

or Wellington: Philip Rowe 021 754 300 or Meredith Parkin 021 972 526.

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