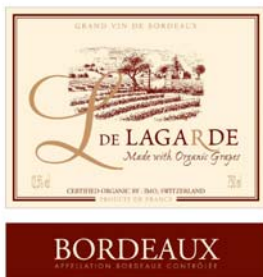




**L DE LAGARDE Rouge - The only "Green" Wine Made with Organic Grapes
Featured in Bordeaux Top 100 National Promotion**

The Bordeaux Wine Council will host its Fifth Annual Top 100 Bordeaux promotion in the fall, presenting 100 classic, contemporary and affordable Bordeaux wines throughout stores in New York, Boston, Miami, Seattle and San Francisco. These 100 classic, contemporary and affordable wines were selected from hundreds of wines nominated by importers across the U.S. In December 2009, an independent expert jury sampled all entries in a blind tasting and selected the very best of Bordeaux for their Top 100 promotion. L DE LAGARDE has the honor of being the **only wine made with organic grapes** to be selected for this prestigious national promotion.

Bordeaux Top 100 Promotional Events held across the country will include:



- Bordeaux tastings in thousands of stores across the country.
- Direct mail marketing reaching millions of consumers.
- Exposure through promotional Web site www.Bordeaux.com as well as individual store Web sites.
- Bordeaux case stacks in stores.
- Employee education classes spotlighting Bordeaux.
- Bordeaux will be the featured wine for October at fine wine dinners in various restaurants across the country where consumers can gain further exposure to the wines.

The Award-Winning Wines of Vignobles Raymond are grown in Entre-Deux-Mers in the Bordeaux region of France. The family property of the domaine du Château de Lagarde has been built up over the years by successive generations. Today, in order to look after their heritage, they carry on using a special mixture of ancestral tradition and the most efficient technology.

Because of winemaker **Lionel Raymond's** strong beliefs and respect of environment and terroir, he converted the entire vineyard (321 acres) to certified organic agriculture. L DE LAGARDE is one of very few organic winery initiatives in France, and is the most important ecological project by a French winery. Not only are the vineyards organic, but there is also close to an acre of green buildings on the land. The winery employs many energy conserving and ecologically friendly practices throughout production.



L DE LAGARDE Bordeaux Rouge
SRP \$14.99

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"Our participation in this celebrated promotion provides us with the exciting opportunity to introduce thousands of new wine enthusiasts to our delightful organic Bordeaux."

-Lionel Raymond

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