

*Commanderie du Bontemps
Médoc et Graves
Sauternes et Barsac*



**THE LEFT BANK
BORDEAUX CUP**

Commanderie du Bontemps

MEDOC · GRAVES · SAUTERNES · BARSAC

**Wine Tasting Competition
for leading business schools,
higher education establishments and universities**

2013

PRESS KIT

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CCI BORDEAUX

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January- June 2013
The Left Bank Bordeaux Cup
First International Wine Tasting Competition
for leading business schools, higher education establishments and universities

With the participation of nearly 50 wine clubs in the world, **The Left Bank Bordeaux Cup becomes the First International Wine Tasting Competition for leading business schools, higher education establishments and universities.** According to the well-known concept of the America Cup, challengers from North America, Asia and Europe will come to compete against the best wine clubs of universities, leading business schools and higher education establishments in France.

Chaired by Baron Eric de Rothschild, owner of Château Lafite-Rothschild, this unique Wine Tasting Competition, organised by the Commanderie du Bontemps, first came into existence in 2002. The aim of this contest is to enable the future elite of our country to come into closer contact with Great Growth wines of Bordeaux's left bank.

Many French leading business schools, higher education establishments and universities have taken part in this event since the time it was initially launched: Ecole Centrale de Paris, Dauphine University, Ecole Normale Supérieure, Ecole Supérieure de Commerce de Paris, ESSEC, HEC, Sciences-Po, Polytechnique, Ecole des Mines de Paris... Since 2004, the competition first welcomed competitors from England, the Universities of Oxford and Cambridge and their participation is now a traditional feature.

2011 opened a new chapter in this contest with the arrival of challengers from all over the world.

2012 confirmed the growing success of The Left Bank Bordeaux Cup with entries from 8 US teams, 15 from France, 14 from Asia, and 5 from Europe: Great Britain, Denmark and Netherland.

This event contributes undoubtedly to the influence of the great wines of the left bank of Bordeaux. It is an opportunity to reconcile the students of various cultures gathered around a common passion: wine.

THE COMPETITION PROCEDURE

Facing a jury comprised of estate owners who are members of the Commanderie du Bontemps and in front of an audience of wine enthusiasts, candidates pit their skills against one another during two heats:

- A series of 10 multiple choice questions.
- A wine tasting test carried out in three stages. The teams must:
 - 1) List in the correct order, from the youngest to the oldest, three vintages of the same château,
 - 2) Specify the appellation, vintage and identity of a wine,
 - 3) Give tasting comments and identify a wine, which will be a different one for each team.

In case of a draw, subsidiary questions will separating teams.

THE VARIOUS STAGES OF THE COMPETITION **From January to June 2013**

For candidates from **NORTH AMERICA**, the first phase of selections took place in New York at the French Consulate on January 22th 2013. Are registered :

1. Harvard Business School, Boston
2. Columbia Law School (Devinimus), NYC
3. Columbia Business School, NYC
4. Kellogg School of Management, Northwestern University, Chicago
5. Wharton, University of Pennsylvania
6. Yale Law School,
7. Booth School of Business, University of Chicago
8. Stern School of Business, NYU
9. Darla Moore School of Business, University of South Carolina

2 universities will go through to represent US at the final : **Yale Law School** and **Wharton Business School**.

For **ASIA**, the selections **attended on February 23 in Hong Kong** with the participation of:

1. The Chinese University of Hong Kong (CUHK)
2. University of Hong Kong (HKU)
3. HKU School of Professional and Continuing Education (HKU SPACE)
4. City University of Hong Kong (CityU)
5. Hong Kong Institute of Vocational Education (IVE)
6. Hong Kong University of Science & Technology (UST)

And on February 26 in Shanghai with the participation of:

1. Hubei university of economics CHINA
2. Nanjing University, CHINA
3. Tsinghua University CHINA
4. Chongqing University CHINA
5. Zhejiang University CHINA
6. MBA Zhejiang University CHINA
7. NTU SINGAPORE
8. Yonsei University SOUTH KOREA

HKU Space and **Chongqing University** are the universities which will go through to represent the Asian continent at the final.

For **EUROPE**, the selections of European universities were held in London at the Connaugh Hotel on **Saturday May 18**. Were registered :

1. Oxford University (UK)
2. Cambridge University (UK)
3. Saint Andrews University (UK)
4. Nyenrode Business Universiteit (NETHERLANDS)
5. Copenhagen Business School (DENMARK)

2 universities will go through to represent Europe at the final : **Cambridge University** and **Copenhaguen Business School**.

For **FRANCE**, French teams selections were held at Dauphine University in Paris on **Wednesday May 22** . Were registered :

1. HEC
2. Ecole Polytechnique
3. Skema Lille
4. Sciences-Po Paris
5. Mines
6. ESSEC
7. ESCP Europe
8. ENS Lyon
9. ENS Paris
10. Centrale
11. Edhec Lille
12. Sciences-Po Bordeaux
13. Faculté d'Orsay
14. Centrale Lille
15. Dauphine

The two winning teams are : **ESSEC** and **EDHEC Lille**

The eight teams selected (two for the United States of America, two for Asia, two for France and two for Europe) will meet in the final at Château Lafite Rothschild, in Pauillac, on Friday June 14th, in opening of Vinexpo Bordeaux, after a wine tour starting from June 12.

During their stay in our region, a wine tour organised by the Commanderie du Bontemps will enable students to take part in several wine tasting sessions and discover the acclaimed *terroirs* and famous estates of Bordeaux's left bank.

The winners will receive a selection of wines carefully chosen amongst the appellations of the Médoc, Graves, Sauternes and Barsac, and flight tickets from AIR FRANCE to come back to Bordeaux.

THE FINALISTS TEAMS IN 2012

- 1-EDHEC Lille (FRANCE)
- 2-Centrale Lille (FRANCE)
- 3-Chicago Business School (USA)
- 4-Warthon Business School (USA)
- 5-Copenhagen Business School (DANEMARK)
- 6-Oxford (UK)
- 7-City U Hong Kong (CHINE)
- 8-Jiao Tong University (Sjtu) MBA Shanghai (CHINE)

THE PARTICIPANTS 2012

FRANCE

Centrale, Dauphine, EDHEC Lille, ENS Lyon, ENS Paris, ESCP Europe, ESSEC, HEC, Mines, Polytechnique SKEMA Lille, Sciences-po Bordeaux, Sciences-po Paris, Centrale Lille, Supélec.

USA

Columbia Law School, University of Pennsylvania, Wharton, Harvard Business School, Northwestern – Kellogg School of Management, Stanford, University of Chicago – Booth School of Business, Yale School of Management

EUROPE

Cambridge, Oxford, Saint Andrews – GREAT BRITAIN
Nyenrode Business Universiteit - NEDERLAND
Copenhagen Business School MBA- DENMARK

ASIA

NTU - SINGAPOUR

Sun Yat Sen (Canton), CHINA
Jiaotong (Shanghai), CHINA
Fudan (Shanghai), CHINA
Zhejiang, CHINA
Chongqing, CHINA
Nanjing, CHINA
Hubei University of Economics (Wuhan), CHINA
Tsinghua (Pekin), CHINA

Chinese U, HONG KONG
Hong Kong U, HONG KONG
HKU Space, HONG KONG
Institute of Vocational Education (IVE), HONG KONG
CityU

RESULTS OF PAST “20 SUR VIN” COMPETITIONS

2004:

1st: Oxford
2nd: Cambridge
3rd: Sciences-Po
4th: Centrale

2005:

1st: ENS
2nd: INA
3rd: Cambridge
4th: Oxford

2006:

1st: Cambridge
2nd: Sciences-Po
3rd: Université Dauphine
4th: Oxford

2007:

1st: University Dauphine
2nd: Oxford
3rd: Sciences-Po
4th: Cambridge

2008:

1st: Cambridge
2nd: ENS
3rd: Essec
4th: Oxford

2009:

1st: ENS
2nd: Sciences-Po
3rd: Oxford
4th: Cambridge

2010:

1st: Université Dauphine
2nd: Polytechnique
3rd: Oxford
4th: Cambridge

2011 :

1st : Harvard Business School, USA
2nd: Chinese University, Hong Kong,
3rd: Nyenrode Business Universiteit Netherlands, tying with WHARTON School, USA,
4th: Cambridge University, Great Britain,

2012 :

1st : EDHEC Lille
2nd: Chicago Business School USA
3rd: Copenhagen Business School DANEMARK
4th: Centrale Lille FRANCE

LA COMMANDERIE DU BONTEMPS

The Commanderie du Bontemps de Médoc, Graves, Sauternes et Barsac brings together winegrowers, merchants and brokers, wine professionals keen to share and promote the wines produced by their terroirs, as well as their knowledge and skill. This wine brotherhood came back into existence in 1949 and celebrated its 60th anniversary in 2009. This association inherits traditions dating back several centuries, but is now decisively and confidently thinking and planning towards the future.

This renowned wine brotherhood is one of the oldest and largest; it groups together the finest wine estates on left bank of the Gironde and the most esteemed figures of the Bordeaux wine trade. It organises numerous events, the Fête des Vendanges, the Fête de la Fleur..., inductions, extraordinary chapters. All these occasions most certainly contribute, in France and far beyond its frontiers, to the far-reaching influence of Bordeaux's fine wines.

So it is no coincidence that Bordeaux's fine wines are taking an interest in tomorrow's elite currently being educated in leading business schools, higher education establishments and universities all over the world, all the more so since the majority of these have their own wine clubs, whose members are extremely well-informed wine enthusiasts.

PARTNERSHIPS



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www.bordeaux.cci.fr



www.decanter.com



www.mauriac-voyages.com

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