

*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**

**2014**

**Press Kit**

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*Commanderie du Bontemps  
Médoc et Graves  
Sauternes et Barsac*

Bordeaux, January 2014

**January- June 2014  
13<sup>th</sup> event of the 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.

2013 confirmed the growing success of The Left Bank Bordeaux Cup with entries from 9 US teams, 15 from France, 14 from Asia, and 5 from Europe: Great Britain, Denmark and Nederland.

In 2013, after selections held in New York, Hong Kong, Shanghai, London and Paris, the eight teams selected (two for the United States of America, two for Asia, two for Europe, and two for France) will compete at the final which will be held in the vast and strikingly impressive circular barrel storehouse at Château Lafite Rothschild in Pauillac, as part of Vinexpo Bordeaux on Friday June 14<sup>th</sup>.

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.

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## 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 VARIOUS STAGES OF THE COMPETITION : from January to June 2014

For candidates from **North America**, the first phase of selections took place in New York at the French Consulate on January 21<sup>th</sup> 2014. Are registered :

1. Booth School of Business, University of Chicago
2. Columbia Law School (Devinimus),NYC
3. Columbia Graduate Schools of Business, NYC
4. Harvard Business School, Boston
5. Johnson School of Management at Cornell University, NYC
6. Sloan Business School, MIT Massachusetts
7. Stanford Business School
8. Stern School of Business, NYU
9. Wharton, University of Pennsylvania
10. Yale Law School

For **Asia**, the selections **attended on March 5<sup>th</sup> 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

**And on March 8<sup>th</sup> 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)
7. Hong Kong Baptist University (HKBU)

For **European** universities, selections will be held in London at the Connaught Hotel on Saturday April 26<sup>th</sup>. Are registered :

1. Oxford University UK
2. Cambridge University UK
3. Nyenrode Business Universiteit NEDERLANDS
4. Copenhagen Business School DENMARK
5. Saint Andrews UK
6. London School of Economics (tbc)

2 universities will go through to represent Europe at the final.

For **French** teams selections will be held at Dauphine University in Paris on **Wednesday May 15<sup>th</sup>**. Are registered :

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

2 universities will go through to represent France at the final.

The six foreign teams selected (two for the United States of America, two for Asia and two for Europe) will compete against the two best teams from French universities, leading business schools or higher education establishments at the final to be held at Château Lafite Rothschild, in Pauillac, on Wednesday June 25<sup>th</sup>, as a preliminary event to the Wine Festival in Bordeaux.

All the candidates will receive a selection of wines carefully chosen amongst the appellations of the Médoc, Graves, Sauternes and Barsac, but the number of bottles awarded will depend upon the position the team achieves in the final. The Winners will receive Air plane tickets from AIR FRANCE to come back to Bordeaux.

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 chateaux of Bordeaux's left bank.

## THE WINNERS IN 2013

### **1<sup>st</sup>: Cambridge University - UK**

2<sup>nd</sup>: Wharton Business School - US

3<sup>rd</sup>: Copenhagen Business School - DENMARK

4<sup>th</sup>: EDHEC Business School Lille - FRANCE

5<sup>th</sup>: Yale Law School - US

6<sup>th</sup>: ESSEC Business School Paris - FRANCE

7<sup>th</sup>: HKU Space - CHINA

8<sup>th</sup>: Chongqing University - CHINA

## THE PARTICIPANTS IN 2013

### **France (15)**

Polytechnique, Centrale Lille, HEC ,Skema Lille, Sciences-Po Paris, Mines, ESSEC, ESCP Europe, ENS Lyon, Dauphine, ENS Paris, Centrale, Edhec Lille, Sciences-Po Bordeaux, Faculté d'Orsay.

### **USA (9)**

Columbia University Business School, Columbia University Law School, University of South Carolina Darla Moore School of Business, Harvard Business School, University of Pennsylvania Wharton, University of Chicago Booth School of Business, Yale Law School, Northwestern Kellogg School of Business, NYU Stern School of Business.

### **EUROPE (5)**

Oxford, Nyenrode Business Universiteit (Pays-Bas), Copenhagen Business School, Cambridge, Saint Andrews

### **ASIE (13)**

Hubei university of economics (Wuhan), Nanjing University, Tsinghua University (Beijing), Chongqing University Sun Ying, Zhejiang University (Hangzhou), Nanyang Technological University (Singapour), Yonsei University (Corée du Sud)  
The Chinese University of Hong Kong (CUHK), Hong Kong University of Science & Technology (UST), University of Hong Kong (HKU), HKU School of Professional and Continuing Education (HKU SPACE), City University of Hong Kong (CityU), Hong Kong Institute of Vocational Education (IVE)

## **RESULTS OF PAST LEFT BANK BORDEAUX CUP 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



**CHAMBRE DE COMMERCE ET D'INDUSTRIE DE BORDEAUX**

