

**The 11<sup>th</sup> event of the International Wine Tasting Competition  
“Left Bank Bordeaux Cup”,  
for wine-appreciation clubs of leading business schools and universities  
EDHEC LILLE team members are the winners in 2012!**

On Friday 28<sup>th</sup> June, at Château Lafite Rothschild in Pauillac, the Edhec Lille French team clearly placed itself in the lead **at the end of this international final**, defeating the other teams from...

Chicago Business School USA  
Copenhagen Business School DANEMARK  
Centrale Lille FRANCE  
Warthon Business School USA  
City U Hong Kong CHINE  
Oxford ROYAUME UNI  
Jiao Tong University (Sjtu) MBA Shanghai CHINE

A captivated audience watched as candidates pitted their skills during two tests:

- A series of 10 multiple-choice questions
- A wine tasting test carried out in three stages: **1)** candidates had to 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, and **3)** give tasting comments and identify a wine, (a different one for each team).

Inside the impressive circular barrel storehouse at Château Lafite Rothschild, delicately illuminated by candlelight, the suspense remained at its climax right until the last tasting test, as the candidates vied with one another in knowledge and talent.

For the second time, “Left Bank Bordeaux Cup” acquires international status for this wine tasting competition organized for wine-appreciation clubs of leading business schools and prestigious universities. Following the same concept as the well-known America’s Cup, challengers from North America, Asia and Europe came to compete against the best wine-appreciation clubs of the finest higher education establishments in France.

Chaired by Baron Eric de Rothschild, owner of Château Lafite Rothschild, the “Left Bank Bordeaux Cup” wine tasting competition organized by the Commanderie du Bontemps was initially launched in 2002.

In 2004, the competition first welcomed teams from England and it is now a traditional feature that teams from the Universities of Oxford and Cambridge take part each year. 2011 opened a new chapter for this competition, with the arrival of challengers from all over the world.



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