

*Commanderie du Bon Temps  
Médoc et Graves  
Sauternes et Barsac*



**THE LEFT BANK  
BORDEAUX CUP**

*Commanderie du Bon Temps*

MEDOC · GRAVES · SAUTERNES · BARSAC

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

**2018**

**Press Kit**

**Press contact:** Marie Mézy-Saubot Email : [mms@commanderiedubontemps.fr](mailto:mms@commanderiedubontemps.fr)  
Phone: (+33) 5 56 30 38 40

Website: [www.commanderiedubontemps.com](http://www.commanderiedubontemps.com)  
Facebook: [@commanderiedubontemps](https://www.facebook.com/commanderiedubontemps)  
Instagram: [www.instagram.com/commanderiedubontemps](https://www.instagram.com/commanderiedubontemps)

**LBBC:** Facebook [@LeftBankBordeauxCup](https://www.facebook.com/LeftBankBordeauxCup)  
Instagram: <https://www.instagram.com/leftbankbordeauxcup>



Bordeaux, October 2017

**January- June 2018**  
**17th 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 more than 60 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 2017, 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, on Friday June 16<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.

## 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 2018

For **Asia**, the selections **will be held on January 25th in Shanghai** with the participation of (partial list based on the 2017 participation):

1. Chongqing University, China
2. Chun-Ang University, South Korea
3. FUDAN University, China)
4. Huaiyin Normal University, China
5. Nanjing University, China
6. SHANGHAI University of International Business and Economics (China)
7. Sichuan International Studies University, China
8. Tianfu College of Southwestern University of Finance and Economics, China
9. Tsinghua University Beijing, China
10. XI'AN JIAOTONG University (Xi'an China)
11. ZHEJIANG GONGSHANG University (Hangzhou, China)

**And on January 27th in Hong Kong** with the participation of: (partial list based on the 2017 participation)

1. The Chinese University of Hong Kong (CUHK)
2. Hong Kong Baptist University (HKBU)
3. Hong Kong University of Science & Technology (UST)
4. Korea Universty, South Korea
5. University of Hong Kong (HKU)
6. HKU School of Professional and Continuing Education (HKU SPACE)
7. City University of Hong Kong (CityU)
8. Hong Kong Institute of Vocational Education (IVE)
9. The Hong Kong Polytechnic University

For candidates from **North America**, the first phase of selections will take place in New York at the French Consulate on March 6<sup>th</sup> 2018. Are registered (partial list based on the 2017 participation)

1. Booth School of Business, U. of Chicago
2. Columbia Business School
3. Columbia Law School
4. Cornell U, School of Hotel Administration
5. Harvard Business School
6. Harvard Law School
7. MIT, Sloan School of Management
8. NYU Law School
9. NYU, Stern School of Business
10. Stanford University
11. UCLA, Anderson School of Management

12. Wharton, University of Pennsylvania
13. Yale Law School

For **French** teams selections will be held at Dauphine University in Paris on **March 29<sup>th</sup> 2018**.  
Are registered: (partial list)

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

For **European** universities, the selections will be held in London at the Connaught Hotel on Saturday April 21<sup>st</sup> with the participation of : (partial list)

1. Oxford University UK (tbc)
2. Cambridge University UK
3. IE Business School SPAIN
4. Copenhagen Business School DENMARK
5. Saint Andrews UK
6. HEC Lausanne, Switzerland
7. Imperial College of London UK
8. London School of Economics – UK
- 9 Bocconi - Italy

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 Friday June 8.

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 2017

- 1<sup>st</sup> : EM Lyon - France
- 2<sup>nd</sup> : HEC Lausanne - Switzerland
- 3<sup>rd</sup> : Sciences Po Bordeaux - France
- 4<sup>th</sup> : Hong Kong Science & Technology University – Hong Kong
- 5<sup>th</sup> : Zhejiang Gongshang University - China
- 6<sup>th</sup> : Columbia Business School - USA
- 7<sup>th</sup> : Bocconi University - Italy
- 6<sup>th</sup> : Tuck School of Business - USA

## THE PARTICIPANTS IN 2017

### **France (16)**

AgroParisTech - Audencia Business School Nantes - Ecole Centrale Paris - Ecole Polytechnique – EDHEC Business School – EM Lyon - ENS Paris - ESSEC – ESTP - Mines - ENSTA ParisTech - Sciences Po Bordeaux - Sciences Po Paris - SKEMA Business School - Université Paris II Panthéon-Assas - Université Paris Dauphine

### **USA (11)**

Booth School of Business, U. of Chicago - Columbia Business School - Columbia Law School - Cornell U., School of Hotel Administration - Harvard Business School - Keck School of Medicine of the University of Southern California - NYU, Stern School of Business - Tuck School of Business at Dartmouth - UCLA, Anderson School of Management - Wharton, University of Pennsylvania - Yale Law School

### **EUROPE (10)**

Bocconi University, Italy - Cambridge, UK – Copenhagen Business School, Denmark - Ecole Polytechnique de Lausanne, Switzerland - HEC Lausanne, Switzerland - IE Business School, Spain - Imperial College London Business School, UK - London School of Economics, UK - University of Oxford, UK - University of St Andrews, UK

### **ASIA (19)**

Chongqing University, China - Chun-Ang University, South Korea – FUDAN University, China)  
- Huaiyin Normal University, China – Nanjing University, China – SHANGHAI University of International Business and Economics (China) - Sichuan International Studies University, China – Tianfu College of Southwestern University of Finance and Economics, China - Tsinghua University Beijing, China – XI'AN JIAOTONG University (Xi'an China) - ZHEJIANG GONGSHANG University (Hangzhou, China)

City University of Hong Kong (CityU) - HKU School of Professional and Continuing Education (HKU SPACE)  
- Hong Kong Baptist University (HKBU) - Hong Kong Institute of Vocational Education (IVE) - Hong Kong University of Science & Technology (UST) - Korea University - The Chinese University of Hong Kong (CUHK)  
- University of Hong Kong (HKU)

## 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

2013

- 1<sup>st</sup> : Cambridge University – UK
- 2<sup>nd</sup>: Wharton Business School - US
- 3<sup>rd</sup>: Copenhagen Business School - DANEMARK
- 4<sup>th</sup>: EDHEC Business School Lille – FRANCE

2014

- 1<sup>st</sup>: EDHEC Business School Lille - FRANCE
- 2<sup>nd</sup>: OXFORD - UK
- 3<sup>rd</sup>: SKEMA Business School Lille - FRANCE
- 4<sup>th</sup>: 3 teams ex aequo NYU Stern – US et Chine University of HONG KONG et NANYANG University SINGAPOUR

## 2015

1<sup>st</sup>: Imperial College of London UK  
2<sup>nd</sup>: Cambridge UK  
3<sup>rd</sup>: University Paris Dauphine France  
4<sup>th</sup>: EM Lyon France

## 2016

1<sup>st</sup> : EM Lyon - France  
2<sup>nd</sup>: Oxford – UK  
3<sup>rd</sup> : Ecole Polytechnique de Lausanne – Switzerland et Hong Kong Baptist University

## LA COMMANDERIE DU BONTEMPS

The Commanderie du Bon Temps 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



- **Ecole KEDGE / AOC wine Club**

