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The new face of Bordeaux: Breaking stereotypes with 'Join the Bordeaux Crew'

How Bordeaux is redefining wine culture for a new generation

Friday, February 16, 2024



Imagine strolling through the vine-drenched landscapes of Bordeaux, where each vineyard tells a tale not just of centuries-old winemaking tradition but of a vibrant, evolving community. This is the vision that the Conseil Interprofessionnel du Vin de Bordeaux (CIVB) aims to share with the world through their latest campaign, "Join the Bordeaux Crew". Far from resting on its laurels, Bordeaux is shaking off the dust from its vintage bottles to showcase a side that's as refreshing as a crisp glass of Sauvignon Blanc on a summer's day.

Bordeaux, a name synonymous with wine royalty, often conjures images of grand châteaux and wines that demand reverence (and sometimes a pretty penny). But there's a revolution brewing in those historic vineyards. The "Join the Bordeaux Crew" campaign is more than a marketing slogan; it's Bordeaux's open invitation to experience wine in a way that's inclusive, diverse, and, most importantly, fun.

At its heart, this campaign seeks to humanize the Bordeaux wine experience. It shines a spotlight on the people who pour their passion into every bottle – from the viticultors cultivating the grapes to the merchants selling the wine. Bordeaux is championing the idea of community, breaking down the barriers that might have once made this wine region seem intimidating or exclusive.

This initiative couldn't be timelier. As the wine industry grapples with challenges like climate change and the need to appeal to a younger, more diverse audience, Bordeaux is leading by example. The campaign's focus on sustainability is particularly noteworthy. With over 75% of its vineyard area boasting environmental certification and a quarter of it committed to organic viticulture or in conversion, Bordeaux is not just talking the talk; it's walking the walk towards a greener future.

Digital activities aimed at key markets, including France, the United States, Belgium, and the United Kingdom, with plans to expand to China and Japan, are designed to showcase Bordeaux's modern face. This is a region that insists there's a Bordeaux wine for every taste, occasion, and budget, challenging the notion that it's reserved for the elite or special occasions only.

Perhaps one of the most striking aspects of the "Join the Bordeaux Crew" campaign is its emphasis on the increasing role of women in the wine industry. Moving away from the traditionally male-dominated image, this initiative celebrates diversity and inclusion, proving that wine knows no gender, just shared passion and purpose.

The story of Bordeaux's wine community – over 5,300 growers strong – is one of resilience and unity. Facing the trials of climate change and the global pandemic, this community has stood together, embodying a vision for the future that respects tradition while embracing innovation.

"Join the Bordeaux Crew" is not just an invitation to sip wine; it's a call to join a movement. Bordeaux is opening its arms, inviting everyone to be part of a community that values diversity, sustainability, and the sheer joy of sharing a good bottle of wine. So, whether you're a seasoned oenophile or new to the world of wine, Bordeaux is saying, "there's room at our table for you."