





11-Oct 06-Oct 01-Oct 26-Sep CHÂTEAUNEUF-21-Sep 16-Sep DU-PAPE -11-Sep 06-Sep HARVEST DATES 01-Sep ↓ 1940 1950 1960 1970 1980 1990 2000 2010 2020 1945 - 2012 Source: ONERC, 2014.

A WARMING CLIMATE – EARLIER HARVESTS IMPACT ON THE VINE

- RISING POTENTIAL ALCOHOL AND FALLING ACIDITY.
- SHIFT OF RIPENING PHASE TO HOTTER PART OF SUMMER = CHANGES COMPOSITION OF FRUIT
- BOOST SUGARS AND DIMINISH DESIRABLE AROMAS AND FLAVORS, DISRUPTNG THE BALANCE OF A WINE ... AND LOWERING THE QUALITY.





## REINVENTING THE BORDEAUX BLEND: LOSING 'PERSONALITY'

## TODAY

- 65% Cabernet Sauvignon
- 25% Merlot
- 5% Cabernet Franc
- 5% Petit Verdot



## TOMORROW

- 30% Malbec
- 20% Petit Verdot
- 20% Touriga Nacional\*
  - 15% Marselan\*
- 10% Castets\*
- 5% Arinarnoa\*

























