

***For Immediate Release***

**Debut of Chateau Patache d'Aux 2006, Cru Bourgeois Superieur, Medoc**

Chateau Patache d'Aux 2006, one of the best Daily Bordeaux Wines in Hong Kong.

On 19<sup>th</sup> April 2010, Hong Kong - Concord Wines. Product Manager Kevin K Tang today announces the Hong Kong debut Chateau Patache d'Aux, the winner of various accolades and coveted medals at numerous "Oscars" of the wine industry and recently 'The Best 100 Daily Bordeaux Wines in Hong Kong' from SOPEXA.

"Modern Wine customers concern about taste and style of wines. Yet Chateau Patache d'Aux gives more by carrying to this market the romance and story of Chateau Patache d'Aux. The Aux had been "bodyguards" for generations: they were to the chevaliers for the Court of Armagnac and they became coach (patache) guards for the postal services after the Revolution. The descendants of the d'Aux purchased the vineyards, which was eventually classified CBS in 1932.", says Kevin Tang.



"Château Patache d'Aux is located in the far north of the Médoc in the commune of Begadan. It is owned by the Lapule family and consistently produces one of Bordeaux's best value clarets. There are 43 hectares of vineyards planted with 70% Cabernet Sauvignon, 20% Merlot, 7% Cabernet Franc, and 3% Petit Verdot." "The ripeness, soft tannins and green tones do point to Patache d'Aux resemblances to some Napa wines resulted from longer hang-time, oceanic influence, Cabernet fruit profile. It is reflective of the 'Meritage', he continued. " Chateau Patache d'Aux has an appealing character: the synergy of a story to tell, a modern fruit-forward style rooted in Bordeaux tradition in terms of blend and soil, and good balance in terms of fruit, acidity and tannins. The 2006 vintage lots of red fruit and edging tannins with interesting mixed fruit and great herbal tones better suited for food" said Kevin K. Tang.

Robert Parker also gave notes on this wine, "I have been following this estate since their beautiful 1982... The range of scores for these wines should give readers an idea of just how consistent this vintage is at this level. Given the style of the vintage, most of these wines should be accessible young yet evolve for a decade or more because of their concentration and tannic structure." It is extracted Wine advocate #164, Apr 2006 and #178, Apr 2008, showing the wine worth a try to people from different walks of life.

"Chateau Patache 'Aux is another manifestation showing the accumulation of Concord Wine's 12 years of good work, sales volume, long-term commitment and the integrity that gains the trust of our suppliers; it reflects also the customers incessant demand and new requirements

**Concord Wines**



which really help to keep Concord Wines walking to make the representations possible. “ he concluded.

Ends.

About Concord wines: Linking pleasure and wines with awareness and responsibility, Concord seeks to defend diversity in its wine supply, spread the education of taste, links producer of excellent wines to consumers through events and initiative, and helps in the creating of wealth through the endless fun of wine collection and purchases.

About Kevin K Tang: Veteran, international wine marketer, his specialization is Champagne, mid-range Bordeaux and high-end Burgundies. He is also Academic Adviser and External Examiner to various education boards.

About Chateau Patache d’Aux 2006, Cru Bourgeois Superieur, Medoc:

Retail price: HKD252 / bottle

Wholesale price: HKD178 / bottle

For further information:

Contact: Ms Alice Tsang, Marketing Manager, Concord Wines

Email: [alice\\_tsang@concordwines.com.hk](mailto:alice_tsang@concordwines.com.hk)

Tel: 2239 3513

Website: [www.concordwines.com.hk](http://www.concordwines.com.hk)

Concord Wines: Find us on Facebook

**Concord Wines**

2/F, B2B Centre, 36 Connaught Road West, Sheung Wan, Hong Kong  
Tel: 2239 3522 Fax: 2111 0253