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FOR IMMEDIATE RELEASE:

**CHAÎNE DES RÔTISSEURS PARTNERS WITH BORDEAUX WINE COUNCIL (CIVB)
TO CREATE NEW YOUNG SOMMELIERS COMPETITION PRIZE**

*Educational Trip To Bordeaux Wine Region Awarded To Winner Of Chaîne Young
Sommeliers Competition*

Madison, New Jersey (March 30, 2016): The oldest and largest wine and food society in the U.S. and the world, the [Chaîne des Rôtisseurs](#), announces a new prize for the winner of its annual national Young Sommeliers Competition. Thanks to a new collaboration between the Chaîne and the Bordeaux Wine Council (the [Conseil Interprofessionnel du Vin de Bordeaux](#), or CIVB), the winner of the Chaîne Young Sommeliers Competition receives a weeklong educational trip to the Bordeaux wine region, enabling the victor to discover the far-reaching diversity of Bordeaux wines, sponsored by the CIVB.

Hosted annually by the Chaîne des Rôtisseurs, the Young Sommeliers Competition presented by Moët & Chandon promotes sommelier education and service skills contributing to the understanding, appreciation, and enjoyment of fine wines and other crafted beverages. Now in its 16th year, the contest is one of the most challenging and highly respected competitions for young wine professionals in the nation, according to Harold Small, Bailli Délégué des Etats-Unis (U.S. National President) of the Chaîne des Rôtisseurs.

“We are thrilled to announce our partnership with the CIVB. We’re especially pleased that Master of Wine and CIVB North American Market Advisor Mary Gorman-McAdams will present the award at the competition’s national ceremony in April,” continued Small. “The ability to provide learning experiences like this to aspiring sommeliers and young chefs is among the things of which the Chaîne des Rôtisseurs is proudest.”

The Chaîne competition tests entrants on blind tasting ability, tableside wine service skills, and many areas of wine knowledge, including viticulture, vinification, wine laws, wine geography, plus spirits, beer, port, and sherry.

“We are absolutely delighted to have this opportunity to further engage with the U.S. sommelier community,” said Gorman-McAdams. “This prize sponsored by CIVB will allow the next generation of leading sommeliers the opportunity to experience the terroir, the people, and the wines of Bordeaux, and to truly embrace what has long been one of the greatest and seminal wine regions of the world.”

(Continued)

In February and March, 2016, 27 sommeliers who scored highest on the first-round test given in December 2015 competed in regional exams in the Chaîne's nine regions. One candidate from each region advances to the National Competition presented by Moët & Chandon, to be held April 28-29, 2016 at the Hilton Sonoma Wine Country Hotel in Sonoma, CA. Judges include Master Sommeliers, Masters of Wine, and selected Chaîne members with extensive wine knowledge.

In addition to the new CIVB sponsored prize of the educational Bordeaux trip, the winner of the national competition receives a scholarship to further his or her wine studies, Moët & Chandon Champagne, and is invited to compete in the Chaîne's International Young Sommeliers Competition to be held in Vaduz, Liechtenstein August 25-26, 2016.

About the Chaîne des Rôtisseurs

The Confrérie de la Chaîne des Rôtisseurs is the world's oldest, largest and most prestigious food and wine society with 24,000 members worldwide. There are 125 chapters and 6,000 members throughout the United States. Important programs include annual Young Sommeliers and Young Chefs competitions held both nationally and internationally. Founded in Paris in 1950, the Chaîne's roots reach back to 1248 in France. It is dedicated to honoring the skills and practices of the masters of the culinary arts and those individuals who craft our libations. For additional information: www.chaineus.org.

About the Conseil Interprofessionnel du Vin de Bordeaux

The Conseil Interprofessionnel du Vin de Bordeaux (CIVB), or Bordeaux Wine Council, was created in 1948, as the official inter-professional body representing the Bordeaux wine industry - winegrowers, négociants (or merchants) and brokers. It has four main missions – marketing and promotion of Bordeaux wines; technical development; economic and statistical data collection & analysis (production & sales of Bordeaux wines worldwide) as well as the protection of the Bordeaux wine brand and its diverse terroir against counterfeiting.

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