

Mercure

Grands Vins Mercure

Press Kit

2007



Press Contact for the Mercure brand

Jérôme Aubé

☎ **+33 (0)1 69 36 75 07** 📱 **+33 (0)6 17 78 27 94**
💻 jerome.aube@accor.com

Since 1983, the **Grands Vins Mercure wine list** has become a **strong point of brand identity**. Acknowledged by all professionals of the wine sector, it includes wines chosen because they will give out all their taste during the year and surprise by their richness... and **small prices!**

Today, there is a **Grands Vins Mercure wine list in 18 countries** around the world.

The **Echansons**, true **ambassadors of the Grands Vins Mercure**, are key to this operation.

New in 2007

A new pleasure-intensive, sensory approach promoted by the *Echansons* for the Grands Vins Mercure

Today, the concept is changing to embrace the new trends in consumption: a **new approach** has been implemented to **make the wealth of the Grands Vins Mercure offer available to all clients**.

Eliminating the cause for mortification allows clients to rely on their gustatory or sensory references to make their choice, without mistakes!



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Within Accor, Mercure represents the hospitality know-how that makes every stay unique

The Mercure network is present in **52 countries with 762 hotels.**

Warm, personal, human, each Mercure hotel is **unique.**

The 762 Mercure hotels make up **a family united around common values:** each establishment's own personality, the Grands Vins Mercure...

For both business and leisure travel, **Mercure hotels can meet every expectation** with prime locations in city centres, at the seaside or in the mountains, close to an airport...

Comfort, service quality and hospitality are the foundations of the reputation of the Mercure hotels and hoteliers.

For all our clients, Mercure represents **the reassurance of a major brand combined with the wealth of its diversity.**



Mercure Praha Centre Na Porici



Mercure Brussels Airport



Mercure Deauville Hôtel du Yacht Club



Mercure Bari Villa Romanazzi Carducci

Grands Vins Mercure, the key to success

Grands Vins at very appealing prices

The success of the Grands Vins Mercure wine list is based on its pricing policy: they generate **a small profit**.

When you choose a wine, the notion of pleasure is very important, but the value for your money is also significant. Today, clients no longer want to pay just any price for a wine!

This pricing policy appeals to many consumers and has ensured the customers loyalty: 15% of them agree that they choose to dine at restaurants of Mercure hotels for the Grands Vins Mercure list.

In 2006, the average public selling price in France was 27 euros a bottle.

Thorough selection for perfect quality

Since the creation of the Grands Vins Mercure wine list, the selections have been made with great care. They are made by specialists, using **blind tests**, in every country.

The Grands Vins Mercure are selected according to very strict conditions: vintage, volume, designation and price.

Grands Vins Mercure: a renowned "designation"

Wine merchants and winegrowers appreciate the efforts made by Mercure Hotels for demonstrating that, at a restaurant, a dish accompanied by a fine wine does not necessarily mean an expensive bill.

Convinced that the selection process is serious and professional, more and more winegrowers are presenting their wines and, once selected, they do not hesitate to mention this selection to their customers.

Grands Vins available by the glass

All Mercure restaurants, but also the hotels without a restaurant (at the bar), **offer** their customers Grands Vins Mercure **by the glass** (12.5 cl) from a reduced selection made up daily by the Echanson Mercure. Buying by the glass is an easy way of discovering the wines, comparing them, finding out your own preferences, or merely enjoying a good wine without overindulging.

Tastes, colours: a new way of discovering the Grands Vins Mercure

The concept changes in 2007 to embrace the new trends in consumption

Today, the concept is changing to embrace the new trends in wine consumption:

- **the emergence of foreign wines** challenging traditions and certainties,
- **the development of single-variety wines**, easier for consumers to understand,
- the development of **consumption "for pleasure"** challenging "expert" consumption,
- **varying demand**: wine by the glass (12.5 cl), by half-bottle (37.5 cl), by decanter (50 cl)...
- an increasing awareness of the **effects of wine on fitness and health**,
- a growing desire for things to be **simple** and **natural**...

A new pleasure-intensive, sensory approach

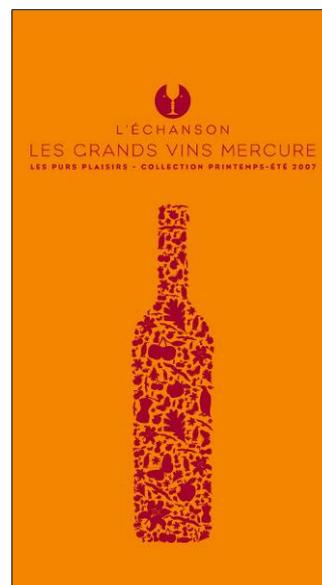
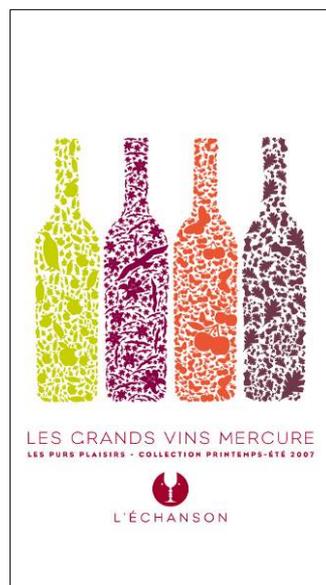
Mercure has devoted its attention to taking into account their customers' new habits.

A **new pleasure-intensive, sensory approach** has been implemented to make **the wealth of the Grands Vins Mercure offer** available to all clients. Backed by a new, innovative communication **addressed to all**, it proposes a new classification, more fun and intuitive, to **interpret with ease the references of the sometimes complex world of designations**.

The idea is to give all clients, from novices to connoisseurs, the keys to **choose a wine in accordance with their tastes and mood**, avoiding mistakes.

This new approach respects the traditional references of consumption and the habits of educated consumers in each country where Mercure (for instance, the regions in France and the varieties in other countries), and at the same time:

- takes into consideration the personality of every client,
- adapts to their degree of knowledge of the world of wine,
- invites them to share in the *art of living* by simplifying the wine culture.



Four main families of flavours

The wines are classified into **four main families of flavours**, each associated with a set of bright, fun colours and symbols:



"Fresh & Tasty" wines: the aroma of these red or white wines is easy to detect, both by smell or by taste. They are pleasant and expressive, and provide slight freshness.



"Fruity & Light" wines: these wines have retained the flavour of fresh grapes. They are appealing, easy to drink, simple and will delight all palates.



"Balanced & Elegant" wines: their harmonious nature develops into pleasant, subtle flavours. An promise of delicate and refined pleasure.



"Spicy & Full-Bodied" wines: These are wines with character. They are powerful and expressive. Their complexity provides a well-developed palette of aromas.

A fun, original wine list

The new Grands Vins Mercure wine list is **structured in an original and fun manner**. It presents a **precise classification that is nevertheless easy to understand**.

FRAIS & GOURMAND

CHATEAU PUY DE LIGNAC 2004 **BORDEAUX ROUGE**
Presaires Côtes de Blaye
25€ - la demi-bouteille 15€

LES ALLÉES CANTEMERLE 2004 **BORDEAUX ROUGE**
Haut Médoc
25€ - la demi-bouteille 15€

PREMIER CRU DES VAUCOPINS 2003 **BORGOGNE BLANC**
Chablis
25€ - la demi-bouteille 15€

LA TERRE DES ANGES 2005 **VAL DE LOIRE BLANC**
Sancerre
25€ - la demi-bouteille 15€

FRUITÉ & LÉGER

MICHEL PICARD 2005 **BORGOGNE ROUGE**
Cuvée
25€ - la demi-bouteille 15€

ROGER SALVIESTRE 2004 **BORGOGNE ROUGE**
Cuvée Chambertin
25€ - la demi-bouteille 15€

FLEURIE 2005 **BORGOGNE ROUGE**
Beaune
25€ - la demi-bouteille 15€

FRAIS & GOURMAND

Tant au nez qu'en bouche, on distingue très facilement les arômes de ces vins, rouges ou blancs. Ils sont agréables et expressifs avec une légère sensation de fraîcheur.

ÉQUILIBRÉ & ÉLÉGANT

Les caractères harmonieux de ces vins développent d'agréables saveurs subtiles. L'assurance de plaisirs délicats et raffinés.

LES GOÛTS & LES COULEURS
UNE NOUVELLE FAÇON DE DÉCOUVRIR LE VIN

I s'inspirent de votre goût par vos sens et vos années. Avec une classification par saveur, vous pouvez choisir vos vins en fonction de vos goûts ou de votre humeur sans vous tromper. Avec 4 grandes clés d'entrée, il est très facile de se retrouver dans ce monde merveilleux, mais parfois un peu complexe, des grands vins. Bon voyage.

WINE & FOODS À DEMANDER CONSEIL À VOTRE ÉQUIVANT

FRUITÉ & LÉGER

Ces vins ont conservé la saveur du raisin frais. Très faciles à déguster, ils sont gostoyants, simples et plaisants à tous.

ÉPICÉ & CHARPENTÉ

Ce sont des vins qui ont du caractère. Ils sont robustes et expressifs. Complexes, ils offrent une palette d'arômes très développés.

ÉQUILIBRÉ & ÉLÉGANT

L'ARGENTÈRE 2004 **BORDEAUX ROUGE**
Haut Médoc
25€ - la demi-bouteille 15€

CHATEAU RAMAFORT 2003 **BORDEAUX ROUGE**
Médoc
25€ - la demi-bouteille 15€

AHIRAL DE BEYCHEVELLE 2004 **BORDEAUX ROUGE**
Saint-Julien
25€ - la demi-bouteille 15€

LOUIS JADOT 2002 **VAL DE LOIRE BLANC**
Beaune ter cru
25€ - la demi-bouteille 15€

ÉPICÉ & CHARPENTÉ

MICHEL PICARD 2005 **BORDEAUX ROUGE**
Saint-Estèphe, Cru Bourgeois Supérieur
25€ - la demi-bouteille 15€

CLASSIQUE 2005 **VALLÉE DU RHÔNE ROUGE**
Saint-Joseph
25€ - la demi-bouteille 15€

HOO ROO CREEK 2004 **AUSTRALIE ROUGE**
South West
25€ - la demi-bouteille 15€

Some countries have preferred to retain a more conventional approach: white wines, red wines, rosé wines, ..., with or without images of the labels. However, each wine is identified by its corresponding colour code to help customers easily determine the family of flavours they seek.

LES COÛTS & LES COULEURS
UNE NOUVELLE FAÇON DE DÉCOUVRIR LE VIN
 Laissez-vous guider par vos sens et vos envies. Avec une classification par saveur, vous pouvez choisir vos vins en fonction de vos goûts ou de votre humeur sans vous tromper. Avec 4 grandes clés d'entrée, il est très facile de se retrouver dans ce monde merveilleux, mais parfois un peu complexe, des grands vins. Bon voyage.

WINE IS NOT A DEMANDER CONVINCE À VOUS ÉQUILIBRÉ

VINS ROUGES

L'ARCENIERE 2004 **ÉQUILIBRÉ & ÉLÉGANT**
 Haut Médoc Médaille d'or au Concours Mondial de Bruxelles 2006 et Concours de Bordeaux vins d'automne 2006
25€ - la demi-bouteille 15€

KEN FORESTER 2003 **ÉQUILIBRÉ & ÉLÉGANT**
 Médoc Les arômes fruités pointent derrière le bouquet. Limpide et brillant, félicité dans le verre. Il offre un plaisir four-texte.
25€ - la demi-bouteille 15€

MICHEL PICARD 2005 **ÉPICÉ & CHARPENTÉ**
 Saint-Estèphe, Cru Bourgeois Supérieur Chateau Tour de la Vie Les arômes fruités pointent derrière le bouquet. Limpide et brillant, félicité dans le verre. Il offre un plaisir four-texte.
25€ - la demi-bouteille 15€

CLASSIQUE 2005 **ÉPICÉ & CHARPENTÉ**
 Saint-Joseph Cuvée de Cuvée Les arômes fruités pointent derrière le bouquet. Limpide et brillant, félicité dans le verre. Il offre un plaisir four-texte.
25€ - la demi-bouteille 15€

VINS DU MONDE

ROGER SAUVESTRE 2004 **FRUITÉ & LÉGER**
 Cuvée Charentais-Médoc Les arômes fruités pointent derrière le bouquet. Limpide et brillant, félicité dans le verre. Il offre un plaisir four-texte.
25€ - la demi-bouteille 15€

FLEURIE 2005 **FRUITÉ & LÉGER**
 Fleurie Les arômes fruités pointent derrière le bouquet. Limpide et brillant, félicité dans le verre. Il offre un plaisir four-texte.
25€ - la demi-bouteille 15€

VINS BLANCS

CHATEAU PUY DE LICINAC 2004 **FRAIS & COURMAND**
 Premières Côtes de Blaye Les arômes fruités pointent derrière le bouquet. Limpide et brillant, félicité dans le verre. Il offre un plaisir four-texte.
25€ - la demi-bouteille 15€

PREMIER CRU DES VAUCOPINS 2003 **FRAIS & COURMAND**
 Chablis Les arômes fruités pointent derrière le bouquet. Limpide et brillant, félicité dans le verre. Il offre un plaisir four-texte.
25€ - la demi-bouteille 15€

MICHEL PICARD 2005 **FRUITÉ & LÉGER**
 Cuvée Les arômes fruités pointent derrière le bouquet. Limpide et brillant, félicité dans le verre. Il offre un plaisir four-texte.
25€ - la demi-bouteille 15€

FLEURIE 2005 **FRUITÉ & LÉGER**
 Fleurie Les arômes fruités pointent derrière le bouquet. Limpide et brillant, félicité dans le verre. Il offre un plaisir four-texte.
25€ - la demi-bouteille 15€

ROGER SAUVESTRE 2004 **FRUITÉ & LÉGER**
 Cuvée Charentais-Médoc Les arômes fruités pointent derrière le bouquet. Limpide et brillant, félicité dans le verre. Il offre un plaisir four-texte.
25€ - la demi-bouteille 15€

VIN PÉTILLANT

LA TERRE DES ANGES 2005 **FRAIS & COURMAND**
 Saonnois Les arômes fruités pointent derrière le bouquet. Limpide et brillant, félicité dans le verre. Il offre un plaisir four-texte.
25€ - la demi-bouteille 15€

A few examples from the Spring-Summer 2007 France wine list

"Fresh & Tasty"

Chablis 1^{er} Cru Montmains 2005 (Roux Père et fils).

24 euros per bottle - 17 euros per half-bottle – 4 euros per glass (12.5 cl).

A good vintage for this rounded Chablis which has the hint of freshness typical of this designation. For Chablis lovers!

"Fruity & Light"

Santenay 1^{er} Cru La Maladière 2004 (Vincent Girardin).

27 euros per bottle - 4.5 euros per glass (12.5 cl).

A little-known burgundy which honours its origins through its expression of the aroma of red berries and in particular, a delicacy and subtlety in the mouth! Discover it...

"Balanced & Elegant"

Château Vieux Sarpe – Saint Emilion Grand Cru 2004 (J Janoueix)

33 euros per bottle - 5.5 euros per glass (12.5 cl).

This bottle reveals all the wonderful complexity of two great Bordeaux varieties, merlot and cabernet. For unconditional enthusiasts of the designation!

"Spicy & Full-Bodied"

Tourelles de Longueville - Pauillac 2005 (Compagnie médocaine)

35 euros per bottle - 5.80 euros per glass (12.5 cl).

Its elegance, structure, strength and character are provided by the Pichon Longueville soil, an outstanding area for Pauillac. For lovers of full-bodied Bordeaux.

Ribera Del Duero Valdubon Cosecha 2004 (Yvon Mau)

19 euros per bottle - 3.20 euros per glass (12.5 cl).

A very intense wine, which is smooth despite being strong and full-bodied and delights the palate with its notes of red berries and a hint of spices.

An approach illustrated on all communication media

Mercure guides its clients to help them make the right choice whenever they wish to drink wine:

> bottle neck labels



> glass stem labels



> small table cards for the sale of wine by the glass in the bars.



> the blackboard for the bars:



but also thinks of those who do not necessarily finish their bottles, by offering them the possibility of taking it with them in a bottle-carrier bag.



The Mercure *Echansons*, the passion to advise you



Over the past 20 years, customers have become more demanding. The growing number of wine fairs, books and press articles on oenology have enabled them to acquire a some knowledge on the subject and references on wine prices.

However, even better informed and more experienced customers may be a little puzzled when it comes to choosing a wine. They need to exchange impressions, be given advice or to have their choice confirmed.

In 1995, to answer these requests, Mercure decided to employ a person responsible for Grands Vins in every hotel: the **Mercure *Echansons***.

These skilled wine experts are delighted to share their knowledge and help clients find the perfect wine for each dish.

Historically, the “Echanson” was an officer of a royal or noble household, whose function was to serve drink to his king or lord during meals.

A specific training

The Mercure *Echansons* receive a specific training mainly based on **detailed knowledge of the Grands Vins Mercure list of the year**. The Echansons are not wine waiters, but **restaurant staff members who have been specially trained**.

The introduction of Echansons has created a dynamic process at the heart of the network. Responsible and better informed, they have the mission of informing the Mercure restaurant team of the Grands Vins Mercure.

Since 1998, a **qualifying training** is organised in two parts. The first part is based on theoretical and practical studies. The second part, which is very demanding since the candidate has to evaluate his/her knowledge and his or her will to become excellent.

Subject to these standards, the Mercure *Echansons* will receive a badge, which he or she must wear on the collar: the *Echanson* badge, the *Echanson* Bronze badge, the *Echanson* Silver badge or the supreme reward, the *Echanson* Gold badge.



In 2006, 450 persons held the title of *Echanson* Mercure.

The *Echansons*, cornerstone of the Grands Vins Mercure selection

Every year, the Mercure *Echansons* and in particular the Gold *Echansons* take active part in selecting the wines making up the annual or semi-annual Grands Vins Mercure list, according to the country.

For instance, in France, the **expert committee** comprising representatives of the 30 Gold *Echansons*, assisted by **Olivier Poussier**, sommelier of the Maison Lenôtre and world's top sommelier of 2000, meets every year in autumn. They pick the Grands Vins Mercure from a list of over 600 suggestions.



Grands Vins of the Mercure world

For a customer travelling around the world, choosing an international network hotel means finding a landmark. All Mercure hotels wish the Grands Vins list to become a reference of the brand, both in Europe and in Asia.

Sharing the same passion for wine helps relations and dialogue between customers, whichever country they may be staying in.

Since 1990, the success encountered in France has led the Mercure hotels to implement this wine policy throughout the international network.

There is a **Grands Vins Mercure wine list in 18 countries**: Austria, Belgium, Brazil, Czech Republic, Egypt, Ecuador, France, Germany, Great Britain, Hungary, Italy, Luxemburg, Morocco, Netherlands, Poland, Portugal, South Africa and Switzerland.

These wine lists bring out the best of the winemaking in these countries.

Given their reputation, some French wine designations have been chosen for the Belgium, Luxembourg and Dutch hotels and for the Mercure Ginza in Tokyo and the Mercure in Prague.

Mercure intends to progressively offer the Grands Vins Mercure list throughout its worldwide hotel network, while respecting local customs.

Experts worldwide are selected to build the list of Grands Vins Mercure



Every year in more than 10 countries, a number of tasting panels are set up to make **blind tests** and **select** the wines that will be incorporated into the list of Grands Vins Mercure for the following year.

The taste panels include enthusiasts and professionals who like sharing their passion for wine: customers, journalists, wine waiters, oenologists, Echansons and managers of Mercure hotels.

The aim is to select wines that will give out all their taste during the year.

Since 1995 in France and Germany, Mercure has been offering **two lists of Grands Vins** per year: one spring/summer list and one autumn/winter list.

In the rest of the world, only one wine list is established for the year.



The Grands Vins Mercure Story

1983

The Grands Vins Mercure list was created

At a time when fine wines were often associated with gourmet food, specialist restaurants and high prices, the Mercure hotels showed that it was possible to offer fine wines at very attractive prices in their Hotel Restaurants. To do so, Mercure decided to abandon the multiplication ratio principle in favour of fixed margin profits.

The Grands Vins Mercure policy has changed since 1983 but the **main principles** that have made its success remain:

- **A thorough selection of wines;**
- **A fixed margin reduced to the minimum replaces the multiplication ratio;**
- **Quality wines at low prices.**

1990

The Grands Vins Mercure list became international

The success in France led the Mercure hotels to offer two selections, one for **Germany** and the other for **Austria**. Today, both countries are each offering 12 fine national wines.

1991

The Grands Vins Mercure from the French wine list were presented in **Belgium, Dutch and Luxembourg** Mercure Hotels.

1993

A Grands Vins Mercure list was created in **Hungary**.

1995

An **Echanson** in charge of promoting the Grands Vins Mercure was appointed in each Mercure Hotel.

1996

A Grands Vins Mercure list was created in **Italy**.

1997

Mercure started to use the **50 cl bottle** on the occasion of the Grands Vins of the Mercure World event at the 'Stade de France'.

1998

Introduction of a special training programme for Mercure Echansons in France, Belgium and Luxembourg. Launch of the **Bronze, Silver and Gold Echanson**.

1999

Mercure created **two Grands Vins Mercure lists**: one for Northern France and one for Southern France.

2000

Mercure created a Grands Vins Mercure list in **South Africa**.

2001

Mercure welcomed **more than 1,400 clients** on April 26, on the occasion of the *Grands Vins & Saveurs du Monde* event on the "Ile aux Perroquets" in Paris.

2002

Mercure created a Grands Vins Mercure list in **Brazil and the Czech Republic**.

2003

Four lists were created for France, to better suit the various regions.

The wines featured in the Grands Vins Mercure selection are served **by the glass** in the bars and restaurants of all Mercure hotels.

The Grands Vins Mercure are 20 years old.

Concurrently with the distribution of the autumn/winter list of wines for 2003-2004, Mercure has selected an exceptional wine: the **Château Léoville Las Cases second Cru classé de Saint-Julien, vintage 1983**, which is offered at the exceptional price of 115.65 euros per bottle.

2004

The Mercure *Echansons*' specific training is organised in Germany, Italy, Portugal, the Czech Republic and Hungary... and through to Tokyo.

2007

A **new pleasure-intensive, sensory approach** has been implemented to **make the wealth of the Grands Vins Mercure offer available to all clients**.

