



Old Bridge Cellars expands into Bordeaux with Château de Sours

January 23, 2013



Old Bridge Cellars is pleased to announce its expansion into Bordeaux with the introduction of **Château de Sours** to the US market. As of January 1, 2013, Old Bridge Cellars has undertaken all US sales and marketing activities for the winery, which joins the established portfolio of artisanal, family wineries.

Château de Sours has been producing wine in Bordeaux's right bank, 10km outside of St. Emilion in the town of Saint-Quentin-de-Baron, for over 200 years. Built in 1792, the château has been restored to its former glory by proprietors Martin and Nicolette Krajewski. Today, Château de Sours is producing some of Bordeaux's most respected red and white wines, and leading a renewed interest in rosé.

"Taking on Château de Sours is a natural extension of our portfolio," said Rob Buono, President, Old Bridge Cellars. "In the past year, we've brought on wineries from New Zealand, Italy and Oregon, all in line with our mission to provide compelling wines from real winemakers."

Amongst the wines, La Fleur d'Amelie Red (SRP \$15) and White (SRP \$15) offer a refreshing, fruit-driven range of modern Bordeaux wines. Château de Sours Red (SRP \$20), White (SRP \$18) and Rosé (SRP \$18) are classic Bordeaux blends capturing the property's modern winemaking style. The Reserve de Sours Sparkling Rosé (SRP \$20) is the only methode traditionnelle sparkling rose made in Bordeaux. La Source Red (SRP \$40) and White (SRP \$35) represent the pinnacle of Château de Sours' production, sourced from the estate's older vines.

"You might say Château de Sours has almost over-invested in the region - outspending even some of its illustrious St Emilion neighbors in its vineyard and winemaking facilities," said Gavin Speight, Wine and Marketing Director, Old Bridge Cellars. "Martin knew he's on special soil here. The wines show what can be achieved by finding the right terroir in a satellite region."

"We've already seen great success in the UK & Ireland, Canada, Europe, China, Hong Kong, Australia and New Zealand," said Martin Krajewski, Owner/ Proprietor, Château de Sours. "The US market is starting to welcome a more approachable style of Bordeaux wines and we're here to deliver."



Old Bridge Cellars is a leading sales, marketing and import company based in Napa, California, recognized for its collection of regional estates including d'Arenberg, John Duval, Greywacke, Kilikanoon, Jasper Hill, Cullen, Shoofly, Stickybeak and Frisk.

