

VINS DE BORDEAUX



PRESS RELEASE FROM THE CONSEIL INTERPROFESSIONNEL DU VIN DE BORDEAUX

Bordeaux, 25 February 2021

Smear campaign targeting Bordeaux wines acknowledged by the courts

Thursday 25 February 2021: the Libourne Court of Justice has given its judgment in the trial between the Conseil Interprofessionnel du Vin de Bordeaux (Bordeaux wine council) in association with 25 companies and organisations (winegrowers, merchants, federations, appellation unions) and the association Alerte aux Toxiques and its representative Ms Murat. The Court totally upheld the arguments put forward by the interprofession.

The Court ruled that remarks published by Ms Murat, representative of the Association, in particular through a press release and press kit in September 2020, constituted “**an unequivocal wrongful smear**” of Bordeaux wines and should therefore be condemned.

The communication campaign undertaken by the association Alerte aux Toxiques was built on an interpretation it knew to be false of the results of analyses of pesticide residues on the basis of a panel of 22 wines, including 19 from Bordeaux.

The Court noted that the association Alerte aux Toxiques and Ms Murat had clearly gone beyond their role and abandoned their objectivity “**by communicating a deliberately truncated and denigrating report that cannot be considered measured**”.

“Beyond the methodology used, which is highly open to criticism, the results actually confirmed that all the wines analysed were completely irreproachable.” Bernard Farges, President of the CIVB

These denigrating remarks, made publicly and widely distributed, resulted from a malicious intention with regard to the wines of Bordeaux and aimed to put proven discredit on the products of Bordeaux winegrowers and on the groundwork they have been undertaking for many years. Today, more than 65% of the Bordeaux vineyard area has a certified environmental approach, compared with 35% in 2014.

The Court also noted that “**this smear has caused harm to the Bordeaux vineyard, which is moving towards modifying its practices**”. The court ordered Ms Murat to cease all distribution of her denigrating remarks.

“We are satisfied with today’s judgment. It takes into account the harm that we have suffered collectively and reminds everyone that denigrating remarks cannot go unpunished.” Bernard Farges, President of the CIVB