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From The Boston Globe

Bordeaux pairs well with Hub, wine council says

November 17, 2009 06:57 AM

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What's the right wine-pairing for a cheeseburger? Hand a ground-beef fan a three-pound wine list, and he might reply, "All of the above."

But among the best choices may well be a Bordeaux wine. So says the Bordeaux Wine Council, which has just launched a new marketing campaign. According to a wine council [press release](#), one aim of the campaign is to introduce "a new contemporary, but classic look with elegant illustrations and a bold sense of color that puts a modern spin on Bordeaux's image."

Some of the campaign unfolds www.enjoybordeaux.com, and among the website's features is "Le Wine Buff," which offers guidance on selecting the proper wine for the occasion. Through Dec. 15, "Le Wine Buff" will feature live online chats with "seasoned sommeliers from around the country," the council's press release says. (The photo that appears with this post was taken from the council's website.)

Here's some current "Le Wine Buff" advice now on the website: "You might



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want to try something that goes with some of your favorite everyday foods like spaghetti and cheeseburgers. For instance, Alios 2006 (Premieres Cotes de Bordeaux), pairs very well with those dishes."

A fine red wine to complement the cheeseburger is all very well and good, your hearty trencherman might say, but where is the local angle on this story?

It turns out the wine council is planning a road trip, and one scheduled stop is the Hub.

Or as the press release says: "A series of online advertisements are running nationally on high traffic lifestyle and epicurean websites along with video spots in New York City taxi cabs and a wallscape advertisement on a building in Manhattan. The Bordeaux Wine Council will also host a series of consumer events in November and December in Boston, New York City, Chicago, and Miami."

And the campaign's mantra? "Life goes better with Bordeaux."

Hard to argue with that. (Globe Staff)

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