

# Mike's Pretty Good Answers to Your FAQ's

## *En Primeur* Bordeaux 2009

### **What does *en primeur* mean?**

"*en primeur*" is simply the French term for a wine future, I use the terms "*en primeur*" and "future" pretty much interchangeably.

### **Well then, what is a wine future?**

A wine "future" is an opportunity to purchase wine before it's been bottled, literally while it's still in the barrel.

### **Why is 2009 so significant in Bordeaux?**

Great wines, from the best regions, are heavily dependent on the quality of weather over the course of a growing year (vintage). In Bordeaux, 2009 is considered by growers and wine professionals to be a vintage of spectacular quality, producing juice and, subsequently, wine of exceptional character.

### **Are Bordeaux futures expensive?**

No. They're cheap. - which is kinda the point. Futures are a means of *saving* money. Consumers win by paying lower prices now. Producers win by guaranteeing profits and realizing a return much more quickly than if they simply sold their wines after bottling. In fact, I've checked and I've determined that you can't afford to not buy futures.

### **When do *en primeur* prices expire?**

Producers only allow a percentage of their wine to be sold in this fashion. We don't know with certainty when any given producer's limit will be reached. We know only when we get the word from our source that, "Wine X" is no longer available *en primeur*. Our experience is that they rarely last past the summer. Because of this, if'n you're desirous of a particular future, it would be better to act sooner rather than later.

### **When can I expect to receive the futures I purchase today?**

You could build a house, by yourself, faster than you could take delivery of this wine. You could more quickly read War and Peace to your dog as you two hike the Appalachian Trail, *backwards*.

Buying futures requires some zen-like patience. It is usually a year and a half to two years before the wines are delivered, in bottle, to your anxious hands and even then, you might choose to let it lie down for a decade or so. (. . . or not.)

In any event, buying wine futures is an exercise in delayed gratification.

### **Are wine futures normally good investments?**

*hmmmm* . . . Though there are no guarantees, these will almost certainly rise in value, perhaps even significantly. However, to realize a return, as an investment, you'd have to find someone, on your own whose willing to buy after the wine's been in your possession for however long. If you try to sell it later through a dealer/broker/auction house, they'll require both provenance and a reasonable belief that the wine has been properly maintained during its stint as a guest at your house.

My recommendation is to buy now, while it's cheap, and consume it yourself some time later, smug in the knowledge that you paid considerably less for the wine you're now enjoying than did someone buying it off the shelf. - All together now: swirl, sniff, sip, and cackle.

### **What is this 100-point scale everyone refers to?**

This is a scale originated by wine critic Robert Parker that gives consumers a simple means of comparing the value of a wine relative to its price and to other wines. Different critics and wine promotional organizations use variations of Parker's 100 pt. scale and a wine given a "90" on one scale would not necessarily be given a 90 on another.

Still, the scale can be helpful, especially if comparing wines rated by the same critic. The scales used by both Parker (designated: RP) and Wine Spectator (designated: WS) are very similar and can reasonably be compared.

### **Where can I find out more?**

Man oh man. There's no dearth of websites and discussions out there on the interweb. I suggest Googling "2009 bordeaux vintage". That'll produce many links to independent critical analyses. Enjoy the reading.

### **When is payment expected?**

What time is it? - ha ha. just kidding. *wheeew!*, I love that joke.

*Anyhooo*, WG can only order these wines for you after they are paid for. So, feel free to chat us up about the wines all you like but please understand that you'll have to write that check or hand over the credit card before we fill out the order form and tuck you safely into our files.

### **How do I order Bordeaux Futures with Wine Gourmet?**

Easy peasy. Download the [ORDER FORM](#), peruse it for stunning bargains, indicate your choices and then get the order to us by whatever means are convenient. If you don't already have some form of payment info on file with us, be sure to include it. Or just stop by and we'll fill out the form together -'cause,

We love our customers. You are a customer. Ergo, we love you.

### **How will my order be confirmed?**

What? is your order Catholic? (Man, I got a million of 'em)

We will be monitoring the progress of the order process closely with the distributor. Once we have determined that all futures are properly ordered and accounted for, we will mail a letter to you to give you the final nod of approval. Assuming that the order, as you read it in the letter is correct, you need do nothing further than wait for the notice, at some point in the future, that your wine is in. The letter will simply reinforce your receipt as your proof of purchase.

### **How will I know my Futures have arrived?**

It seems to me that the future has arrived- but maybe that's just cause I used to go to the movin' pictures for 4 bits and that I can tell you where I was when Kennedy was shot. But, when your futures have arrived, we'll phone and e-mail all whose bottles have arrived (or even partially arrived) and, should we be unable to connect with you that way, we will mail you a postcard to let you know your ship(ment) has come in.