



# Agassac

ose la capsule à vis.

Prenez un tour d'avance.

Agassac

boldly decides to use the screw-cap.

Turn to something different.

Agassac, le Bordeaux Agaçant  
[www.agassac.com](http://www.agassac.com)

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. CONSOMMER AVEC MODÉRATION

**Attentive to the problems encountered by its customers, Agassac was the first premium-quality Bordeaux wine to offer a choice between a conventional cork and a screw cap closure in 2004. This revolution is now fast-developing on the export markets. Agassac explains.**

### **Why now?:**

Because, thanks to the advances that have been made in research into various sealing techniques and in the manufacture of smoother necks to bottles, "screw caps fitted with synthetic liners have become a genuine alternative to, and serious competition for, traditional cork stoppers."\*\* (Michel Feuillat, emeritus professor from the University of Burgundy)

Because other producers are already using it to successfully maintain the ageing potential of their fine wines and guarantee, to a greater degree than is possible with a cork stopper, aromatic purity, the absence of premature oxidation and the eradication of differences in the wine from one bottle to another.\*

### **Beneficial aromatic development:**

Great red wines that, like those of Château Agassac, have spent a long period in the barrel, aren't exposed to the phenomenon of reduction. On the contrary, these phenomena, normal in the bottle, are alone responsible for the emergence of bouquet, and are able to develop advantageously (unlike young wines that haven't spent a long time in the barrel before being bottled).



### **Genuine ageing potential without the risks:**

As revealed during recent tasting sessions with fine red wines from 1966 conducted at the Boisset\* establishment, ageing potential is in no way affected. On the contrary, the wine is extremely well-conserved and the aromas sensational.

### **A highly effective sealing system:**

For 20 years, spirits companies have been using this method of closure without talk of leaks or cap deformation causing any kind of controversy. Groups such as Air France have adopted screw caps made by Alcan Packaging for their products, which are subject to innumerable knocks and considerable handling.

Which is why Agassac has chosen to use capsules from Alcan Packaging, whose research into and expertise in this kind of closure is recognised the world over:

*"The Stelvin concept, developed by Alcan Packaging - that is, the compression of the liner between the glass and the metal - protects consumers from the risk of unwanted leaks following knocks and bangs when handling bottles"*

K.HERREWYNN Sales director for the south of France.

**New storage capabilities:**

Are thus offered to distributors and consumers alike; bottles can be stored upright without posing a problem for the seal of the closure.

**A closure better suited to today's modes of consumption:**

Easy to open and perfect for consumers for whom a corkscrew has become an archaic "apparatus", twist-off caps are also ideal for keeping bottles that have already been opened.

Logically, they will find favour among restaurant owners with little time for the service of wines and for whom it isn't necessary to make a ceremony of opening a very good bottle of wine at the table.

**Which capsule for Agassac?:**

For aesthetic reasons, Agassac has opted for Alcan Packaging's Stelvin® Lux+. This capsule has an appearance similar to that of a traditional neck capsule with no apparent thread after capping.

And, from the technical point of view, Agassac will be using the Stelvin process along with Saran tin liners which, in the words of professor Michel Feuillat\*\*\*, "*behave in a manner comparable to that of a cork stopper, both from the point of view of developments in the oxido-reductive state (of the wine) as of the development of (its) organoleptic properties*".



***What has been said about screw cap closures....***

"...the latest vintages from the Château have been the best in the last fifty years and are models of harmony and execution ...2004 will doubtless be better than the excellent 2002, with even more vinosity from the outset and a fresher fruitiness of even greater distinction. ***"I am keeping a close eye on the Château's revolutionary decision to use twist-off capsules for bottling part of its harvest, which I completely understand given the current inconsistent quality of cork stoppers at even the most prestigious properties."***

**Michel Bettane, "L'Amateur de Cigare", August 2005**

"(Château d'Agassac 2004) ...liquorice, black fruit, grilled notes, palate with a discrete hint of oakiness but underlining ripe fruit flavours, fat tannins blending well in a delicious, long, solid and gastronomic whole - ***...twist-off closures still cause a stir in France, but there's no doubt we'll find ourselves adopting them.***"

**Le Point, June 2005**

« Rather than taking sides in the debate over the best wine closure, Bordeaux's Château d'Agassac, a cru bourgeois estate in the Haut-Médoc, is giving trade customers the choice of cork or screw cap on its 2004 vintage...***Agassac could end up being the first estate in Bordeaux to release a screw-capped red to consumers.*** »

**Jo Cook, Wine Spectator, May 2005**

***Plus***

**La Tribune**, wine supplement, November 2005; **Eurowine**, July 2005 ; **AFP Mondiale et économique**, June 2005, etc.