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BOURSOT
Depuis 1650

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ways encouraged to see you again after what has seemed like such a long time. I think many of us have fallen into the trap of thinking that something happened when in reality it happened three years ago!

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the last two years we have been developing **an additional project that will start trading in September**: not in France but close to Cork in Ireland! Boursot is producing and wholesaling a selection of its good French wines to the increasingly discerning local wine market. Both the alcoholic duty and the VAT are even higher than they are in the UK but there seems to be a strong demand for quality and getting better value for the high price paid for a bottle of wine.

The shop in Ardres will of course remain open as usual 10 to 6 Monday to Saturday and will be run by David Charlut who has joined us after 20 years with Boursot with wine in Calais, Cherbourg and Le Havre. He is half English and half French so you can choose your language! Bruno, whom many of you know already, will remain in Ardres. In addition, I will be available to you on the normal ardres@boursot.co.uk address and by phone via the Ardres office.

In celebration of this new departure and to thank you for your continuing loyalty over recent less-than-easy times, we would like to offer you:

5% off your wine orders over 250€ value
10% off your wine orders over 500€ value
Collected from Ardres
Until close of business on Friday 9 September 2022
Wines offered subject to remaining unsold

You can pay for your order via the [Order Wines](#) button on our website and we will be happy to pull your wines out of stock and put them into our perfect-temperature cellars where they will be stored rent-free until you arrive. All wines are offered subject to remaining unsold so if there is a specific wine you have your eye on, you may find it prudent to book your stock early.

Prices

and

New

Every day in conversation with you, our customers, you confirm what you have been reading here for some time – that UK wine prices have gone crazy and some of the more “interesting” wines have become increasingly hard to find.

In France, wine prices have remained relatively stable and you can still buy decent wines from us from 4,40€ - about £3.70. As you will know, there is a high government tax on wine and for that reason the average saving is £3.50 per bottle and often the actual price saving can be as great as £11 a bottle. You get better value wine for your money in low-wine-tax France.

See that in our latest wine list, our selection has enlarged again now that business has returned to better levels. Among new additions is an excellent wine (Petit Chablis, Chablis, Premier Cru and Grand Cru) from the renowned producer **Séguinot-Bordet** which we have bought under a separate label of our own. This is saving you around 8€ per bottle if the same wine was to be bought in the UK.

One Rhône there are several wines that I could flag up, but some of you will recall the magnificent red La Ponce and white La Galopine from our old friends the **Domaine des Escaravailles** just outside Rasteau. The wines are back, even if they are only available in limited quantities. Also you should check out some of the wines from **Patrice Magni** in (a small village you will never have heard of... called...) Châteauneuf du Pape! Once tried, you will understand why I said that the reds and a white, all with traditional Rhône spiciness – and all grown within a few metres of the world-famous Château de Beaucastel (but at a fraction of the price).

If you have not been to Ardres recently, then I hope you will hop across soon. Clearly since 2016 freedom of movement has become less easy but we will help you. We can make your journey hassle-free and your day out in northern France as enjoyable as possible by pointing you in the right directions for places to visit. Just ask us.

It is more widely understood that there continue to be no customs checks on anyone bringing back cases of wine into the UK, despite what you may hear. One of our customers has been told off for taking full advantage of taking back as much of our wine as they wanted. Even when 65 boxes of wine were taken back, the person in the kiosk has remarked on more than one occasion that there was “no room for a migrant in there - carry on!”

One point to bear in mind is that there is no red channel, so there is neither a facility nor an obligation to declare anything. One friend was determined to declare his wine but might have caused a problem but was so frustrated by the lack of interest in his stash or any process by which he could pay, that he eventually gave up and followed the advice to drive on as if the conversation had never happened!

Crossing prices are currently being quoted on Eurotunnel's website at a high price. **But** as a customer, and assuming availability, you are welcome to take advantage of our special lower prices. We are able to get via our account when you wish to travel Monday to Thursday. Often, against the purchase of wine in Ardres we can also give you a free (return!) ticket or at least we can subsidise part of your cost.

Even outside those days mentioned above, as well as over longer periods, we can usually offer you advantageous rates, giving you further substantial savings.

To follow up on this, just use the secure web page www.boursot.co.uk/secure.html to let us know your preferred inward and outward timings and leave us your card details. We then make your booking on your card and you will receive your travel confirmation direct from Eurotunnel. If there is any duty to be made according to the amount you spend in our shop, that will be made against the value of your purchase when you collect.



For your friends or family in Ireland whom you feel could be interested in hearing about Boursot's wine activities, receive invitations to local gourmet dinners and please email me and I will be pleased to add their addresses to our Irish email database. We already deliver in Ireland via our www.boursot.com and we are also about to have stock on the ground, just outside the seaside town of Kinsale, close to Cork otherwise known as the foodie capital of Ireland.

Contributions will be gratefully received!

And if you should like any recommendations of places to eat or stay in the Cork / Kinsale locality, we should be able to offer you some guidance. Hope to

Boursot's Wine Events

Over 30 years I have been running wine dinners and they have always been enjoyable and provide people with a chance to get away (as if you really needed one!) - as well as an opportunity to try some new wines and to meet like-minded people: all this in an agreeable environment with good food and great wines, where everything is done for you. All of our dinners in France are for our English speaking customers and so are of course run in English! I would get a group of your wine loving friends together – these events are fun and I believe you will not be disappointed.

Our next wine event is on **Saturday 10 September** when we will be hosting a fun dinner at the Michelin starred Hotel la Mer on the sea front in Boulogne sur Mer, and where we have blocked off a number of bedrooms. The hotel has an outdoor swimming pool with spa facilities. We invited a couple of vineyard owners to come and present their wines but being busy, they felt it would not be possible for them to be absent from the winemaking. However I have received assurances of their loyalty at our future events! So on this occasion I will run the evening when I will talk about and you will enjoy **Contrasting Wines of the Rhône**, encompassing wines from villages such as Châteauneuf, Condrieu, Gigondas, Coteaux du Layon and Tavel.



If you would like to get away for this weekend, the all-in cost of the four course/six wine dinner is just 89€ per person. To enquire or to book, I suggest you go to the bottom right of our home page (www.boursot.co.uk) and click on the relevant link there and this will send us an email. Let us know the number of people and the number and type of bedrooms you'd like. (Bedrooms blocked are superiors at 160€ for a double, breakfasts included). We will charge 50% of the cost and the final 50% on the day. Please let us know as soon as possible because demand is looking to be strong for this event.

If you would like to **come across by Eurotunnel** that weekend, looking on our account today at their rates, if you spend 400€ with us on wine then we would charge you for, say, that Saturday outward / Sunday or Monday back. Or if you're spending 800€ we would charge you just 50€ for the return trip. Travel prices are outside our control and could fluctuate according to other factors. Just let us know if you'd like to use our tunnel arrangements.

And that the next proposed dates are **Saturdays 15 October and 19 November**. Christmas tasting and lunch at La Bonne Auberge will be on **Sunday 4 December**.

Boursot's News in the World of Wine

When I ask me as a wine presenter and writer to tell you my thoughts about what appears to be happening currently in the global wine world, here are a couple of my latest thoughts.

As for **this year's harvest** there has been very little damage. Some areas such as Cognac, parts of Bordeaux, Mâcon and parts of the south west have been spared. I hope it would not be tempting fate to say that otherwise, there has been relatively little hail damage, which has the ability to erase an entire crop with a single stroke. Frost damage has been almost negligible this year and thanks to the warm conditions, picking generally should start in the middle of August.



Talking to some of our local **Burgundy** producers, many of whom had run out of stock following recent harvests, they remain quietly hopeful that 2022 will produce both good quality and volume. Their topsoil, owing to heavy rains during the Spring, the water table is at a satisfactory level and is providing enough sustenance to the vines. It always amuses me, when taking groups around vineyards, that if I tell people that a vine's roots extend up to 25 metres underground, there is a gasp of astonishment! It's why irrigation is not permitted for vines – the vine by struggling, finds the best nutrition from the subsoils and bedrock along with hydration which gives additional trace flavours and complexity to the wines: something that is patently missing from mass-produced wines. The differences are real.

But parts of the **Languedoc** are now generally permitted to irrigate because of ongoing drought conditions. Exceptionally this year Pomerol has been granted the special dispensation to irrigate sparingly. Permission has to be sought in advance; it cannot just be applied.

The annual circus of **en primeur offerings from Bordeaux** in which infant juice is offered to the market at expensive prices and in this case the small 2021 vintage proved to be less than successful. Some reasonable quality Merlot and some reasonable quality Cabernet wines were produced but in overall terms, this will not be a "classic" vintage in which people might invest. Talking of investment, with global economic recession and depressed prices on the futures markets have remained obstinately depressed.

By contrast, **Champagne**, the time-honoured bellwether of economic times, has seen its sales leap and in recent short harvests, there have been supply shortages. Potential harvest yields are agreed in advance and this year's yield has just been set at 12,000 kilos per hectare which is the highest level in over a decade and hail damage so far has been minimal this year in Champagne.

UK's new independence is beginning to kick in, and with so few UK freight forwarders now willing to work under the new restrictions, the flow of wine supply is beginning to dwindle. Early last year I spoke with one of the few remaining (four at that time) specialist wine importing agents who told me he had a waiting list of companies, all hoping to import anything between a pallet and a container of wine. He told me they had no chance as his company simply did not have the capacity for more business and all its associated paperwork. Even then he predicted that many smaller UK wine merchants would either have to change their business model over the coming months or they would have to close. Such a shame.

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headed towards your holiday home or resort and would like some of our guaranteed quality wines, then you can have the wines **delivered to your door**. Alternatively if you'd like to pick up some wines on the way through but find that you're running late, call or email us to ask if the shop can stay open. We

ue to despatch your gifts from the UK to the rest of Europe, with none of the new UK taxes and we are happy to attach your note if it is a gift. We already offer a number of companies but this service is of course also available to individuals. Best to place your orders on www.boursot.co.uk/buy.html and choose the appropriate option. There is no minimum purchase and there is certainly no maximum! Delivery within France is next day/48 hours max or across the EU within 72 hours.

If you are happy with our wines, please help us by telling your friends about us and our wines. Your savings can be colossal and you can be assured of receiving the best value from us: we like to see our customers coming back for more!

If you recommend spends more than 150€ on our wine and goes on our e-mailing list, we will **reward you with a bottle of our exclusive Richard L'Écluse Réserve champagne** on your next order.

and I look forward to seeing you again before too long in Ardres, and in the meantime enjoy your holiday and Sheryl if you are passing back through.

and

see

us.

You

will

be

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best

Boursot
Consultants SARL

Wine Collection

'Arsenal

Ardres

Art by SB Boursot

Click on the picture to go to Sophia Boursot's [art website](#)



www.boursot.co.uk - ardres@boursot.co.uk

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