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Bonjour Sheryll!

As we move into Summer, here is a short selection of news items for the coming months.

## Our June Offer

From today we are offering you **10% off** all our (already low priced!) wines paid for before close of business on 15th July and collected before the end of 2022. This cannot be combined with any of our other offers.

Once paid we pull your wines out of stock and put them into our perfect-temperature underground cellars where they will be stored 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. Especially bearing in mind what I say below about stocks at source!



## Travel

We are told that crossing prices are being quoted on the tunnel's website at a relatively high price. No doubt Eurotunnel is waiting to see how its summer bookings pan out before offering any advantageous prices direct to its customers. **But** as a Boursot customer you can take advantage of our special rates when travelling Monday to Thursday - and even outside those days, we can normally find you advantageous rates. This offer is only available by booking through us.

Travel conditions are Monday to Thursday; outward after 10am, return before midnight for a <185cm height car. Same day return or up to 3 day return.

You will have probably had it confirmed by several of your friends over recent months that there are indeed no checks on the border regarding the taking back of quantities of wine into the UK. Many customers read what is stated on the UK government's website but have then discovered for themselves that there is no red channel and absolutely no checks are being made - so we have been seeing many customers coming back and back and back, to take advantage whilst they can! Wedding business too is almost back to normal where couples will take away typically 200 to 300 bottles, saving themselves a small fortune.

There would be absolutely no point in perjuring myself and so with confidence I repeat below what I have said in previous recent newsletters:

**"When coming to collect there is still good news if you are travelling by tunnel.** It has been increasingly evident over recent months that UK border force at the tunnel has been instructed not to ask passengers about the quantity of duty-able goods including wine that they are carrying. Of the hundreds of our customers who have gone back laden with cases of wine, only three exceptions to the rule of not being asked anything have been reported to me:

- The person in the kiosk phoned his superior for advice on being told by our customer that he was carrying 20 cases of wine and after that call, told the customer "carry on sir, have a good day".
- Another customer had 60 boxes of wine for his daughter's wedding and was asked by the official to lower his back window so he could check for a migrant, only to see that there was no possible space for a migrant among all these cases and waved the customer through.
- A regular was asked to move aside a few weeks ago and the officer looked inside the hatchback and with a cheery smile said there was no space for a migrant amidst the 25 boxes of wine - on you go! (PH)

Social and media chatter about limits is simply not correct in reality but has been used to discourage some people from travelling to save money on their wine

purchases. Additionally, I paraphrase what one ex-customs officer told me "in fact it wouldn't be worth the time and aggravation to stop people, ask them, inspect the boot contents, calculate the taxes and take the money – the recovered sums would be simply not worth it for the time spent, let alone the delays generated".

Many of you have experienced this for yourselves over recent months and we hope that you have been telling all your friends and contacts! So, if you or someone you know needs to buy **wines for a wedding or other event** over the coming year, we can still help to keep your costs down! We have high quality wines at the best possible prices available to you. Come and try the various wines in a relaxed atmosphere and take away whatever you need. Such value is impossible by shopping in the UK because of the high duties and taxes imposed on wines there: £2.23 a bottle on still and £2.86 a bottle on sparkling + 20% VAT on that duty + 20% VAT on the value of the wine. Three taxes in one bottle and that's before the retailer's margin! You don't need to be a mathematician to work it all out!

If there are some wines that you would like us to block off for you, I suggest go to our ordering system on [www.boursot.co.uk/buy.html](http://www.boursot.co.uk/buy.html) and we will be happy to pull what you need from our stock so that you can rest safe in the knowledge that what you want is available to you."

## Boursot's Wine Events

On **Sunday 3 July** I will be hosting one of our **fun tastings and customer lunches** in Ardres. From 11am there will be a tasting in the shop of some of our recent arrivals and then we will move on to lunch at La Bonne Auberge which is famed here for its high quality yet reasonably priced meals. There we will have four courses preceded by a bubbly, and accompanied by two whites served side by side, two reds side by side and a sweet wine at the end. Over lunch I will talk a little about the background of some of these wines and about the current goings-on in the wine business.

If you would like to take part in this pleasurable day at the all-in cost of 47€ per person, just go to [www.boursot.co.uk/secure.html](http://www.boursot.co.uk/secure.html) which sends me an encrypted email with your sensitive data and where, in the notes box, you can write the number of people you'd like to book for. We will charge 50% now and 50% on the day. Please let us know as soon as possible because demand is likely to be strong for this event.

If you should like to come across by Eurotunnel that weekend, looking today via our account at their rates, if you spend 400€ with us on wine then we would charge you **84€ return** for that Saturday outward / Monday back. Or if you're spending 800€ we would charge you **just 50€** for the return trip. Travel prices are of course outside our control and could fluctuate according to demand.

It's an affordable opportunity to get away for a short break!

Our next wine evening dinner is expected to be on **Saturday 10 September** when the same sort of crossing rates should apply. Please drop me a line if you should like to be put on the advance guest list.



## Boursot's News in the World of Wine

*You often ask me as a wine presenter and writer to tell you my thoughts about what appears to be happening currently in the global wine market. Here are a couple of my latest thoughts.*

I have written here several times over the years about **bottles** and their **closures** and one of my constant thoughts has always been: why do all wines, regardless of value, appear in **glass bottles**? Bottles at 3€ or 300€ - it's always glass. Of course the answer has been about habit, expectation and marketing. But now with both supply problems and climate change issues, surely this will change now?

One advantage of glass of course is that it is relatively easy to recycle, but what other possible advantage is there of putting a cheap wine at 3€ into a glass bottle when it is made to be consumed immediately? Not only is there the additional weight and fragility, but additional packaging is required to maintain safe transportation of these bottles. Tetra Pak springs to mind as a possible solution but this contains plastic and a small amount of aluminium and so needs specialist recycling. Aluminium cans are probably the most all-round efficient but they do not allow any ingress of air, which is vital for the ageing or development of finer wine. So it would seem to me that we will now see many more "instant pleasure" wines in cans.

**Cork** has been a hot topic for many years and whilst screwcap has answered many of the early problems found with cork, it is not necessarily the complete answer. Most of the longer-lived wines such as fine red Bordeaux continue to use cork and the new generation of taint-free corks does at least give consumers a guarantee but in general one does not know until the bottle is opened whether it has been stoppered with a guaranteed cork. Perhaps it is time to put such relevant info on the back label? Overall the production of cork has been improved so much over recent years that incidence of a tainted wine has now become quite rare.

The supply of **cartons** has also become a tale of woe from some producers. So, combined with a shortage of **wine** following some short harvests over recent years, many producers across the world have been forced to raise their prices so as to cover their fixed costs. Some of these increases are beginning to be felt but in the main **we have succeeded in keeping our prices pretty constant over the last five years.**

**Our list** has grown recently as the business has been expanding again. However you may see some wines disappear soon from our list as their stocks run out at source, although they should reappear when their follow-up vintages become available. A particular example is the pair of ever-popular Hautes Côtes de Beaune wines from Mazilly in Burgundy: a rare example of good quality yet inexpensive red Burgundy. Having lost 80% of their harvest to the elements last year, supply will remain tight for some time but we do have a long trading relationship which should enable us to continue supplying you.

There is no great appetite to cut the production time to answer a stock problem, as that would dramatically alter the resulting flavour. One major Burgundy producer tells me that if they don't have a decent sized crop in 2022, they will have no wine to sell in two to three years from now. At this stage the weather has been kind this year, with next to no frost, a little too dry - but no particular problem ... but the hail season awaits ... and hail can wipe out an entire crop in minutes.

Over recent weeks I have visited several vineyard areas with some of our tour groups and the recurring story has been shortage of white wines in Burgundy and a shortage of champagne in Champagne! (Deliberate: small c for the wine, capital C for the region).

Here on the left is the process of *réuage* (or riddling) each bottle, being performed at Pol Roger in Epernay, where the Boursot family has a very special relationship extending back to the early 20th century. This helps to explain why we can get you such an attractive price, on average £13 per bottle less expensive than in the UK.



Our very own **Richard-Dhondt** is currently muttering about how there will be nothing left to sell us come September. I am taking remedial steps and we will see what transpires. I would advise that if you should like some for a wedding or similar, it may be prudent to get your order in early. The price is currently the same at 18,90€ - about £15.90 a bottle.

In 2021 despite covid, Champagne sales returned to 320m bottles which is the third highest ever, after 2006 at 322m and 1999 at 327m. Sales running so fast with short harvests has stretched supplies.

## Delivering wine across the EU

We continue to send out your gifts from the UK to the rest of Europe, with none of the additional new UK charges and we are happy to attach any note you may wish if it is a gift. We already do this for 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](http://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 excellent quality and value from us: we like to see our customers coming back for more! If someone 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-Dhondt, Cuvée de Réserve champagne** on your next order.

We look forward to seeing you again very soon Sheryl!

With all best wishes  
Guy

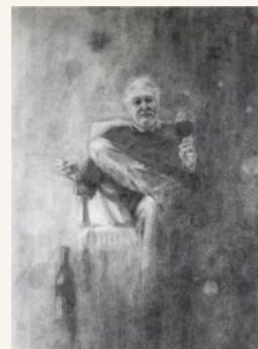
**Guy Boursot**  
**Wine Consultants SARL**

**Boursot's Wine Collection**  
9 rue de l'Arsenal  
62610 Ardres  
France

May 2022

## Art by SB Boursot

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



[www.boursot.co.uk](http://www.boursot.co.uk) - [ardres@boursot.co.uk](mailto:ardres@boursot.co.uk)

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