



**HOSPICES
DE BEAUNE**

THE 150th HOSPICES DE BEAUNE WINE AUCTION - 21 November 2010

4,848,760 EUROS*

400,000 EUROS - RECORD PRICE FOR "LA PIECE DES PRESIDENTS"

EUROPE AND ASIA ACCOUNTED FOR 97.5% OF THE SALE, BY VALUE



HOSPICES CIVILS DE BEAUNE	
Appellation	BEAUNE 1er Cru
Cuvée	Nicolas Rolin
Tranche	000 LA PIECE
Euros	400000
Frs CHF	542960
Dollars	548320
Livres	342000
Yens	3634000

The sale totaled € 4,848,760 (premium no included)

542 barrels of red wine and 100 of white wine realized € 4,444,200 (premium no included)

The President's Barrel: € 400.000

THE TRADITIONAL SALE OF WINE IN BARREL

This year the Domaine des Hospices de Beaune was offering a smaller amount of wine: 542 barrels of red wine and 100 of white wine. A new cuvée was added - Santenay Cuvée Christine Friedberg. The sale featured 32 cuvées of red wine and 13 of white.

Since 2005, Christie's has regularly organized tastings of the wines of the Hospices Beaune all over the world. This year, for the 150th sale, the Hospices and Christie's wanted especially to look towards China, where Burgundy wines have yet to establish their reputation. A series of dinners and tastings took place in Beijing, Shanghai and Hong Kong. During the 150th sale, Asia became the second most important region, after Europe, for its number of registered bidders, and the value of wines acquired, over-taking the USA. Europe accounted for 85.5% of the sale (by value), Asia 12.5%, USA 1.6%.

François Curiel, Chairman of Christie's Asia with François de Ricqlès, Chairman of Christie's France and Emmanuelle Vidal-Delagneau, Christie's France Business Director conducted the auction. Over 300 clients competed fiercely, bringing about an almost equal total to the 2009 record (€ 5,081,968)* – in spite of there being 155 fewer barrels in the sale.

"We are happy with the results, which are close to the 2009 record, even though we had 156 fewer barrels. The massive contribution of Europeans, who were the principal buyers at the sale and the dynamic input from Asian bidders accounted for this success. Asia is becoming the second most important market for great wines, ahead of North America, giving new opportunities for the Hospices de Beaune's widening reputation." **said Emmanuelle Vidal-Delagneau, Business Director and auctioneer in charge of the sale.**

THE RED WINES: +11.85 %

THE WHITE WINES: +15.70 %

"Many wines set record prices for the last ten years, beating the 2005 and 2009 vintages. For instance, amongst the reds: Clos de la Roche, Cyrot-Chaudron, Corton Charlotte Dumay, Volnay-Santenots de Massol and Beaune Nicolas Rolin. Amongst the whites : Corton-Vergennes Paul Chanson and Meursault-Genevrières Philippe Le Bon. These cuvées are now some of the most greatly admired of the Hospices de Beaune, alongside Mazis-Chambertin Madeleine Colignon and Bâtard-Montrachet Dames de Flandres." **declared Anthony Hanson, Master of Wine and Senior Consultant, Christie's International Wine Department.**

THE PRESIDENT'S BARRELS

€ 400.000

Each year, since 1945, the Hospices de Beaune has given their support to one or several charities by donating the profit of one barrel of wine known as: *la pièce des Présidents*. This year, the president's barrel was a special "tonneau" of 500 litres made for the occasion.

The incomparably talented French actor Fabrice Luchini came to support the association A.V.E.C. (*Association pour la Vie et l'Espoir contre le Cancer*), created by the eminent Professor and cancer specialist David Khayat. The president's barrel fetched a record price of €400,000 and was purchased by Monsieur Jacques Boisseaux of Maison Patriarche Père & Fils, Beaune.

** total with The President's Barrel and the alcohols (premium no included)*

Contact press: Hospices de Beaune

Laetitia Gendrier +33 3 80 24 46 46 laetitia.gendrier@ch-beaune.fr