From: Severson, Karen

Sent: 7/25/2013 7:00:03 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 79098943 - CHATEAU PAVIE MACQUIN SAINT EMILION - N/A - Request for Reconsideration Denied - Return to TTAB - Message 4 of 4

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Attachment Information:

Count: 6

Files: Perse-10.jpg, Perse-11.jpg, wiki-1.jpg, wiki-2.jpg, vignoble.jpg, vignoble2.jpg

Pavie has definitely become a seriously expensive wine, with some bottles going for $500 a piece while other St Emilion wines just across the road barely sell at 10$ a bottle. Perse also makes several cheaper wines, but with wine consumption decreasing every year and Moldavia, China, and Chile offering their own wines, in which part of the market do you want to be? The future of Bordeaux wines lies in the high-end - no question about that.

But Perse's success does not make everybody happy.

This little **tower** on the side of Pavie is the former **town gallows**. People who had offended the all-powerful town council, the *jurade*, were hanged and left to rot on this spot for all to behold. Just how many winemakers in St Emilion would like to see the Persian hang from that tower is not clear. Fortunately, such wishes can no longer

be made a reality. The owners of underperforming properties are faced with the stark truth - if their wines don't sell, it is not due to the newcomers, anti-wine laws, the poor taste of of the public nor unfair competition from the New World. They now must admit that one can make extremely successful wines in St Emilion provided one listens to the market. *'In St-Emilion, as long as you buy wine properties and pour money into them, people don't mind. But if you manage to turn a wine around and make a commercial success, some people take it personally. They think your success is at their expense. Some local wine producers have actually asked wine critics not to rate our wines because they were «new»'*, explains Perse, not bothered in the least by the envy. Top Bordeaux wine critic Robert Parker awarded 100 points to Pavie's 2000 vintage, a very rare event.

Most wine producers in the Bordelais only drink their own wine. They think other wines will make them sick. I travel a lot and always check wine stores and wine aisles in supermarkets. Every year they sell less Bordeaux. Producers whose family has been making wine for generations often think that Bordeaux makes the best wine in the world, and that if it doesn't sell it's because customers have increasingly bad tastes. But you can't go on making your great-grandfather's wine and except people to buy it. At some point you have to ask yourself what the customer wants and see what other wines are selling. My competitors in St-Emilion don't tell me much, but I hear from wine workers we share. They tell me: «My boss' dream would be to make a Pavie».

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Château Pavie

From Wikipedia, the free encyclopedia

Château Pavie is a winery in Saint-Émilion in the Bordeaux region of France. It lies on the plateau to the southeast of St Emilion village. In 2012 it was classified in the first rank of the Classification of Saint-Émilion wine, as a Premier Grand Cru Classé (A), after having previously been a Premier Grand Cru Classé (B) since 1954.

Château Pavie	
Wine region	Bordeaux
Appellation	Saint-Émilion
Cases/yr	6500
Known for	Château Pavie (*Grand vin*) Château Tour Simard (second), "Les Aromes de Pavie" (starting from 2005)
Varietals	Merlot, Cabernet Franc, Cabernet Sauvignon
Website	chateaupavie.com

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History [edit]

Like other vineyards in Saint-Émilion such as Château Ausone, the Pavie vineyard dates back to Roman times. It takes its name from the orchards of peaches ("*pavies*") that used to stand there. The modern estate was assembled by Ferdinand Bouffard in the late 19th century by buying plots from several families. The plots were still managed separately, and the 9 hectares bought from the Pigasse family retained a separate identity as Château Pavie-Decesse.

However Bouffard struggled with phylloxera, and at the end of World War I he sold it to Albert Porte, who sold it to Alexandre Valette in 1943. His grandson Jean-Paul Valette sold it to Gérard Perse in 1998 for $31 million.

Perse is a Parisian millionaire and former cyclist who sold two supermarket chains to fund his entry into the wine business. He bought Château Monbousquet in 1993, Château Pavie-Decesse in 1997, and Pavie in 1998. He ripped out most of the old equipment, building new temperature-controlled wooden fermentation vats, a new cellar, and a new irrigation system in the vineyard. He brought in the controversial wine consultant Michel Rolland, who has seen yields cut from 55 hl/ha to 30 hl/ha with severe pruning and green-harvesting and encouraged malolactic fermentation in the wine. The result has seen the wine become much more concentrated and intense.

In 2012, Pavie was elevated to Premier Grand Cru Classé (A) status, which made it one of four such Saint-Émilion producers.[1]

Parkerization debate [edit]

The 2003 vintage of Pavie was a flashpoint in the debate about the "Parkerization" of wine. This drought year was always going to exacerbate the Perse style of concentrated, alcoholic wines. Jancis Robinson reviewed it thus:[2]

> "Completely unappetising overripe aromas. Why? Porty sweet. Port is best from the Douro not St.Emilion. Ridiculous wine more reminiscent of a late-harvest Zinfandel than a red Bordeaux with its unappetising green notes...12/20"

Yet the trade weren't too bothered since the wine was in a style that they knew Parker would like before he had even published his review:

> 'It is widely anticipated that Robert Parker will love it and we predict a massive score,' said Stephen Browett at UK wine merchants Farr Vintners. "

Parker even accused Robinson of lying in her tasting notes.[3]

References [edit]

1. ^ Anson, Jane; Lechmere, Adam. *Decanter.com* (September 7, 2012). "'Only three chateau dropped in new St Emilion classification".
2. ^ Styles, Oliver (2004-04-14). "Parker and Robinson in war of words". *Decanter*. Retrieved 2007-04-18.
3. ^ Robinson, Jancis (2004-04-22). "Ch Pavie 2003 - peace breaks out". jancisrobinson.com. Retrieved 2007-04-18.

External links [edit]

- Château Pavie official site **(French) (English)**
- Interview of Pavie owner Gerard Perse with many pictures - in English

Categories: Bordeaux wine producers

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Château Pavie

SAINT EMILION PREMIER GRAND CRU CLASSE

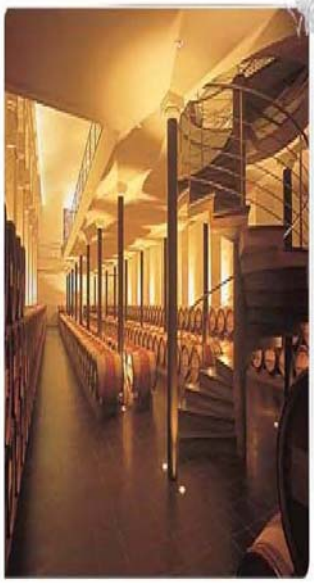
TASTINGS

estate "Pavie". It included another, separately-managed vineyard, which later became known as Pavie-Decesse.

A few years later, at the end of the First World War, Ferdinand Bouffard sold the estate to Albert Porte. He, in turn, sold it to the Vallette family in 1943.

Pavie achieved Premier Grand Cru Classé B ranking in the official classification of Saint-Émilion wines in 1954.

In the same way as his arrival at Monbousquet in 1993, Gérard Perse's purchase of Pavie, in 1998, did wonders for the estate. Its quality is now unanimously acknowledged by wine specialists around the world.



Technical details

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Château Pavie

SAINT EMILION PREMIER GRAND CRU CLASSE

TASTINGS

17 centuries of winegrowing | An exceptional terroir | A new reality | Adapting to the terroir

A new reality

First of all, basic vineyard practises were radically redefined. A major replanting programme was set into motion. This was done scientifically, matching grape varieties and soil types. Cabernet has been planted in the most prestigious parts of the terroir. The grape varieties are as follows: 60% Merlot, 30% Cabernet Franc, and 10% Cabernet Sauvignon. In addition, the vines are now trained higher to increase the leaf canopy.

The cellar facilities were completely restructured. A new vat room was built to replace the previous one which contained large vats incompatible with the new plot-by-plot vinified management. Twenty temperature

Technical details

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