

Mercure

Press Kit

Grands Vins Mercure



Since 1983, the **Grands Vins Mercure wine list** has become a **strong point of brand identity**. Acknowledged by all professionals of the wine sector, it includes wines chosen because they will give out all their taste during the year and surprise by their richness... **and small prices!**

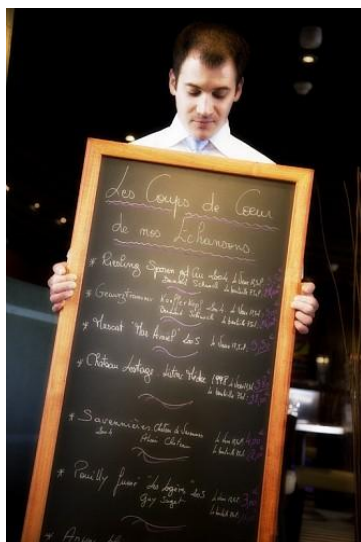
Today, there is a **Grands Vins Mercure wine list in 16 countries** around the world.

The Echansons, true **ambassadors of the Grands Vins Mercure**, are key to this operation.

A pleasure-intensive, sensory approach promoted by the Echansons for the Grands Vins Mercure

In 2008, the concept has changed to embrace the new trends in consumption: **a new approach** has been implemented to make **the wealth of the Grands Vins Mercure offer accessible to all clients**.

Eliminating the cause for mortification allows clients to rely on their gustatory or sensory references to make their choice, avoiding mistakes!



Mercure Paris Orly – France
© J.Y. Gucia



Mercure Paris Montparnasse – France
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A genuine hotel experience guaranteed by a strong brand.

Whether you are on a business or leisure trip, Mercure promises your stay will be a success through the unique combination it offers: the strength **of an international network of 700 hotels with guaranteed quality standards** and the genuine experience of **hotels, all different**, rooted in their local community and managed by **passionate hoteliers**.

Mercure is the **third largest midscale hotel chain worldwide** – *outside North America* - with a network of nearly **700 hotels in 49 countries**.

Warm, personal, human, each Mercure hotel is **unique**.

The Mercure hotels make up **a family united around common values**: each establishment's own personality, the Grands Vins Mercure...

For both business and leisure travel, **Mercure hotels can meet every expectation** with prime locations in city centers, at the seaside or in the mountains, close to an airport...

Comfort, service quality and hospitality are the foundations of the reputation of the Mercure hotels and hoteliers.

For more than 35 years, Mercure represents the **hospitality know-how that makes every stay unique** within Accor.



Mercure Kuta Bali - Indonésie
© Philippe Wang



Mercure Suzhou Park Hotel and Suites - Chine © Jack Burlot



Geste du Métier Mercure Allemagne
© Fabian Charaffi



Mercure Maurepas - France
© Marc Bertrand



Mercure Paris Montparnasse - France
© Stéfan Kraus



Mercure Royal Fontainebleau - France
© Jean Guichard



Geste du Métier
© Pierre-Emmanuel Rastoin



Mercure Paris La Défense 5 - Courbevoie - France
© Marc Bertrand



Les Grands Vins Mercure, Nearly 30 years of success

Grands Vins at very appealing prices

The success of the Grands Vins Mercure wine list is based on its pricing policy: they generate **a small profit**.

When you choose a wine, the notion of pleasure is very important, but the value for your money is also significant. Today, clients no longer want to pay just any price for a wine!

This pricing policy appeals to many consumers and has ensured the customers loyalty.

In 2010, the average public selling price in France was 34 euros a bottle.

Thorough selection for perfect quality

Since the creation of the Grands Vins Mercure wine list, the selections have been made with great care. They are made by specialists, using **blind tests**, in every country.

The Grands Vins Mercure are selected according to very strict conditions: vintage, volume, designation and price.

Grands Vins Mercure: a renowned "designation"

Wine merchants and winegrowers appreciate the efforts made by Mercure Hotels for demonstrating that, at a restaurant, a dish accompanied by a fine wine does not necessarily mean an expensive bill. Convinced that the selection process is serious and professional, more and more winegrowers are presenting their wines and, once selected, they do not hesitate to mention this selection to their customers

The Echansons, cornerstone of the Grands Vins Mercure selection

These skilled wine experts are delighted to share their knowledge and help clients find the perfect wine for each dish.

Grands Vins available by the glass

All Mercure restaurants, but also the hotels without a restaurant (at the bar), offer their customers Grands Vins Mercure **by the glass** (12.5 cl) from a reduced selection made up daily by the Echanson Mercure. Buying by the glass is an easy way of tasting the wines, discovering them, comparing them, finding out your own preferences, or merely enjoying a good wine without overindulging.



Mercure Paris
Montparnasse - France
© Stéfan Kraus



Mercure Rouen Val de Reuil
France © Ludovic Aubert



Mercure Paris Orly
Rungis France
© Pierre-Emmanuel Rastoin



Mercure Wien Europaplatz
Vienne - Autriche
© Charly Erwin



Mercure Goldschmieding
Castrop Rauvel
Allemagne © J. Y. Gucia

Tastes, colours: a new way of discovering Grands Vins Mercure

Four main families of flavours

The wines are classed into **four main families of flavours**, each associated with a set of bright, fun colours and symbols:



"Fresh & Tasty" wines: the aroma of these red or white wines is easy to detect, both by smell or by taste. They are pleasant and expressive, and provide slight freshness.



"Fruity & Light" wines: these wines have retained the flavour of fresh grapes. They are appealing, easy to drink, simple and will delight all palates.



"Balanced & Elegant" wines: their harmonious nature develops into pleasant, subtle flavours. An promise of delicate and refined pleasure.



"Spicy & Full-Bodied" wines: These are wines with character. They are powerful and expressive. Their complexity provides a well-developed palette of aromas.

A fun, original wine list

The new Grands Vins Mercure wine list **is structured in an original and intuitive manner**. It presents a **precise classification that is nevertheless easy to understand**.

FRAIS & COURMAND

Pouilly Fumé 2007 La bouteille 27 €
Terraz de Pouilly Vincent Corrand La demi-bouteille 14 €
 Bourgogne Blanc
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

Beaune 1er Cru 2006 La bouteille 30 €
Orléans Vincent Corrand
 Bourgogne Rouge
 Un vin blanc d'exception, d'une robe d'or et d'un parfum de fruit mûr et de miel.

Pouilly Fumé 2007 La bouteille 27 €
Terraz de Pouilly Vincent Corrand La demi-bouteille 14 €
 Bourgogne Blanc
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

FRAIS & COURMAND

Tout ou rien, quel bouche, on distingue les fraiches et les notes de cerise rouge ou de fraise. Les notes agréables et expressives d'un vin d'élaboration de prestige.

FRUITÉ & LÉGER

Ces vins ont conservé le goût du fruit frais. Ils sont faciles à boire, ils sont polyvalents, agréables et rafraîchissants.

EQUILIBRÉ & ÉLEGANT

Pouilly Fumé 2007 La bouteille 27 €
Terraz de Pouilly Vincent Corrand La demi-bouteille 14 €
 Bourgogne Blanc
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

Pommard 2007 La bouteille 30 €
Contant Vincent Corrand La demi-bouteille 14 €
 Bourgogne Rouge
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

FRUITÉ & LÉGER

Creze Hermitage 2007 La bouteille 24 €
Le Reveret Vincent Corrand La demi-bouteille 14 €
 Bourgogne Rouge
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

Santenay 1er Cru 2006 La bouteille 30 €
Waller Vincent Corrand
 Bourgogne Rouge
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

Creze Hermitage 2007 La bouteille 24 €
Le Reveret Vincent Corrand La demi-bouteille 14 €
 Bourgogne Rouge
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

Santenay 1er Cru 2006 La bouteille 30 €
Waller Vincent Corrand
 Bourgogne Rouge
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

DES COÛTS & DES COULEURS

4 FAMILLES DE SAVEURS POUR CHOISIR VOS VINS SELON VOTRE ENVIE.

Avec 4 grandes catégories, il est très facile de se retrouver dans ce monde merveilleux, mais parfois un peu complexe, des grands vins. N'hésitez pas à demander conseil à votre Échanson.

EQUILIBRÉ & ÉLEGANT

Ces vins ont conservé le goût du fruit frais. Ils sont faciles à boire, ils sont polyvalents, agréables et rafraîchissants.

ÉPICÉ & CHARPENTÉ

Ces vins ont un caractère plus complexe. Ils sont puissants et expressifs. Leur palette d'arômes est très développée.

ÉPICÉ & CHARPENTÉ

Pouilly Fumé 2007 La bouteille 27 €
Terraz de Pouilly Vincent Corrand La demi-bouteille 14 €
 Bourgogne Blanc
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

Pommard 2007 La bouteille 30 €
Contant Vincent Corrand La demi-bouteille 14 €
 Bourgogne Rouge
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

Contraire 2007 La bouteille 30,50 €
Waller Vincent Corrand
 Bourgogne Blanc
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

Pouilly Fumé 2007 La bouteille 27 €
Terraz de Pouilly Vincent Corrand La demi-bouteille 14 €
 Bourgogne Blanc
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

Pommard 2007 La bouteille 30 €
Contant Vincent Corrand La demi-bouteille 14 €
 Bourgogne Rouge
 Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne. Cuvée d'élaboration de prestige qui rassemble les cépages les plus fins de la région de Bourgogne.

A few examples from the Grands Vins Mercure wine lists

"Fresh & Tasty"

Luxembourg

Riesling 2008 – Les Terrasses (Domaine Alice Hartmann)

28 euros per bottle

Royaume Uni

Mount Harlan Viognier Calera (Californie)

£29 euros per bottle (approximately 39 euros)

"Fruity & Light"

Autriche

Grüner Veltliner 2008 (Weingut Rainer Wess)

21 euros per bottle

Hongrie

Etyeki Pinot Grigio 2007 – (György-villa)

14 euros per bottle

"Balanced & Elegant"

France

Château Preuillac 2007 (Yvon Mau)

27 euros per bottle

Allemagne

Freiburger Steinmauer 2008 (organic wine)

22.50 euros per bottle

"Spicy & Full-Bodied"

Pays-Bas

Rioja Alta Reserva Do 2001 (Bodegas Beronia – Spain)

28 euros per bottle

Pologne

Penfolds Bin 2 2005 (Australia)

99 PLN per bottle



Grands Vins Mercure
© Pierre-Emmanuel Rastoin



Grands Vins Mercure
© Jacques Yves Gucia



Grands Vins Mercure
© Jack Burlot

An approach illustrated on all communication media

Mercurie guides its clients to help them make the right choice whenever they wish to drink wine:

> Bottle neck labels



> glass stem label



> table cards for the wine by the glass in the bars.



> The flyer in the room



but also thinks of those who do not necessarily finish their bottles, by offering them the possibility of taking it with them in a bottle-carrier bag.



The Mercure Echansons, passionate advisors

Over the past 20 years, customers have become more demanding. The growing number of wine fairs, books and press articles on oenology have enabled them to acquire some knowledge on the subject and references on wine prices.

However, even better informed and more experienced customers may be a little puzzled when it comes to choosing a wine. They need to exchange impressions, be given advice or to have their choice confirmed.

In 1995, to answer these requests, Mercure decided to employ a person responsible for Grands Vins in every hotel: **the Mercure Echansons**.

These skilled wine experts are delighted to share their knowledge and help clients find the perfect wine for each dish.

Historically, the "Echanson" was an officer of a royal or noble household, whose function was to serve drink to his king or lord during meals.

A specific training

The Mercure Echansons receive a specific training mainly based on **detailed knowledge of the Grands Vins Mercure list of the year**. The Echansons are not wine waiters, but **restaurant staff members who have been specially trained**.

The introduction of Echansons has created a dynamic process at the heart of the network. Responsible and better informed, they have the mission of informing the Mercure restaurant team of the Grands Vins Mercure.

Since 1998, **a qualifying training** is organised in two parts. The first part is based on theoretical and practical studies. The second part, which is very demanding since the candidate has to evaluate his /her knowledge and his or her, will to become excellent.

Subject to these standards, the Mercure Echansons will receive a badge, which he or she must wear on the collar: the Echanson badge, **the Echanson Bronze** badge, **the Echanson Silver** badge or the supreme reward, the **Echanson Gold** badge.



Gold



Silver



Bronze

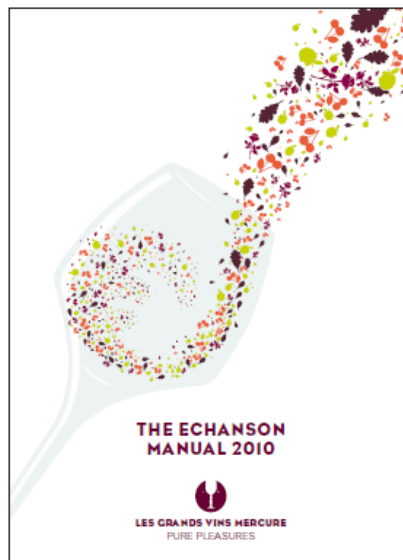
In 2010, more than 700 Mercure employees hold the title of Echanson, 30 of them being ranked Gold Echanson in France, Germany, Great Britain, Italy, Hungary and Australia...

The Echansons, cornerstone of the Grands Vins Mercure selection

Every year, the Mercure Echansons and in particular the Gold Echansons take active part in selecting the wines making up the annual or semi-annual Grands Vins Mercure list, according to the country.

For instance, in France, the **expert committee** comprising representatives of the Gold Echansons, assisted by **Olivier Poussier**, sommelier of the Maison Lenôte and world's top sommelier of 2000, meets every year in autumn. They pick the Grands Vins Mercure from a list of over 600 suggestions.

EQUILIBRÉ & ELÉGANT Printemps/Été	ÉPICÉ & CHARPENTÉ Printemps/Été	FRUITÉ & LÉGER Printemps/Été	FRAIS & COURMAND Printemps/Été
 <p>BOURCOGNE ROUGE</p> <p>Beauve 1^{er} cru 2007 Bastion, Chanson Père & Fils</p> <p>Région : Bourgogne, Côte de Beaune Cépage : 100% Pinot Noir Nature des Sols : Argilo-calcaires</p> <p>Robe : Rubis brillant, beaux reflets sur un disque épais. Nez : Arômes intenses de framboises, de mûre sur notes d'épices. Bouche : Densité et bien structurée, belle fraîcheur aromatique, tannins subtils, fin de bouche généreuse.</p> <p>Température de service : 14 - 16°C Prix : la bouteille : 31 € - le verre 12,5 cl : 5,20 €</p> <p style="text-align: right;">BOURCOGNE ROUGE 25</p>	 <p>VALLÉE DU RHÔNE ROUGE</p> <p>Cornas 2007 Les Arènes, M. Chapoutier</p> <p>Région : Vallée du Rhône septentrionale Cépage : 100% Syrah Nature des Sols : Granit en décomposition et argilo-calcaires</p> <p>Robe : Rouge intense, avec quelques reflets violacés. Nez : Fruits très mûrs, confitures de framboises et cassis. Bouche : Mûres, épices, tannins denses et serrés avec une bonne persistance en bouche.</p> <p>Température de service : 17 - 19°C Prix : la bouteille : 35 € - le verre 12,5 cl : 6 €</p> <p style="text-align: right;">VALLÉE DU RHÔNE ROUGE 47</p>	 <p>BOURCOGNE ROUGE</p> <p>Chambolle-Musigny 2007 Les Clos, Domaine Antonin Guyon</p> <p>Région : Bourgogne, Côte de Nuits Cépage : 100% Pinot Noir Nature des Sols : Argilo-calcaires</p> <p>Robe : Rubis étincelant. Nez : Arômes délicats de petit fruits et de violettes. Bouche : Élégant avec une texture soyeuse et un bel équilibre.</p> <p>Température de service : 16 - 17°C Prix : la bouteille : 29 € - le verre 12,5 cl : 6,50 €</p> <p style="text-align: right;">BOURCOGNE ROUGE 13</p>	 <p>BOURCOGNE ROUGE</p> <p>Alexe Corton 2007 1^{er} cru Les Fourmières, Domaine Antonin Guyon</p> <p>Région : Bourgogne, Côte de Beaune Cépage : 100% Pinot noir Nature des Sols : Argilo-calcaires</p> <p>Robe : Rubis foncé. Nez : Arômes de petits fruits, un boisé délicat et bien équilibré. Bouche : Longue intensité en bouche avec des tannins fins.</p> <p>Température de service : 15 - 16°C Prix : la bouteille : 38 € - le verre 12,5 cl : 6,30 €</p> <p style="text-align: right;">BOURCOGNE ROUGE 1</p>



The Grands Vins Mercure around the world

For a customer travelling around the world, choosing an international network hotel means finding a landmark. All Mercure hotels wish the Grands Vins list to become a reference of the brand, both in Europe and in Asia.

Sharing the same passion for wine helps relations and dialogue between customers, whichever country they may be staying in.

Since 1990, the success encountered in France has led the Mercure hotels to implement this wine policy throughout the international network.

There is a **Grands Vins Mercure wine list in 16 countries**: Australia, Austria, Belgium, Brazil, Ecuador, France, Germany, Hungary, Italy, Luxemburg, Netherlands, Poland, Portugal, South Africa, Switzerland and United Kingdom.

These wine lists showcase the best of the winemaking in these countries.

Given their reputation, some French wine designations have been chosen for hotels in Belgium, Luxembourg and the Netherlands, as well as for the Mercure Ginza in Tokyo .

Mercure intends to progressively offer the Grands Vins Mercure list throughout its worldwide hotel network, while respecting local customs.



Grands vins Mercure
© Serge Detalle



Grands vins Mercure
© Serge Detalle



Mercure Wien
Europaplatz - Vienne -
Autriche © C. Erwin



Mercure Lyon Sud Vienne - France
© Marc Bertrand

Experts worldwide are selected to build the list of Grands Vins Mercure

Every year in more than 10 countries, a number of tasting panels are set up to make **blind tests and select the wines** that will be incorporated into the list of Grands Vins Mercure for the following year. The taste panels include enthusiasts and professionals who like sharing their passion for wine: customers, journalists, wine waiters, oenologists, Echansons and managers of Mercure hotels.

The aim is to select wines that will give out all their taste during the year.

Since 1995 in France and Germany, Mercure has been offering **two lists of Grands Vins per year**: one spring/summer list and one autumn/winter list.

In the rest of the world, only one wine list is established for the year.

The Grands Vins Mercure Story

1983

The Grands Vins Mercure list was created

At a time when fine wines were often associated with gourmet food, specialist restaurants and high prices, the Mercure hotels showed that it was possible to offer fine wines at very attractive prices in their Hotel Restaurants. To do so, Mercure decided to abandon the multiplication ratio principle in favour of fixed margin profits.

The Grands Vins Mercure policy has changed since 1983 but **the main principles** that have made its success remain:

- **A thorough selection of wines;**
- **A fixed margin reduced to the minimum replaces the multiplication ratio;**
- **Quality wines at low prices.**

1990

The Grands Vins Mercure list became international

The success in France led the Mercure hotels to offer two selections, one for **Germany** and the other for **Austria**. Today, both countries are each offering 12 fine national wines

1991

The Grands Vins Mercure from the French wine list were presented in **Belgium, Holland** and **Luxembourg** Mercure Hotels.

1993

A Grands Vins Mercure list was created in **Hungary**.

1995

An **Echanson** in charge of promoting the Grands Vins Mercure was appointed in each Mercure Hotel.

1996

A Grands Vins Mercure list was created in **Italy**.

1997

Mercure started to use the 50 cl bottle on the occasion of the Grands Vins of the Mercure World event at the 'Stade de France'.

1998

Introduction of a special training programme for Mercure Echansons in France, Belgium and Luxembourg. Launch of the **Bronze, Silver and Gold Echanson**.

1999

Mercure created in **France two Grands Vins Mercure lists**: one for Northern France and one for Southern France.

2000

Mercure created a Grands Vins Mercure list in **South Africa**.

2001

Mercure welcomed **more than 1,400 clients** on April 26, on the occasion of the Grands Vins & Saveurs du Monde event on the "Ile aux Perroquets" in Paris.

2002

Mercure created a Grands Vins Mercure list in **Brazil** and the **Czech Republic**.

2003

Four lists were created for **France**, to better suit the various regions. The wines featured in the Grands Vins Mercure selection are served **by the glass** in the bars and restaurants of all Mercure hotels.

2004

The Mercure Echansons' specific training is organised in Germany, Italy, Portugal, the Czech Republic and Hungary... and through to Tokyo.

2007

A new **pleasure-intensive, sensory approach** has been implemented to make **the wealth of the Grands Vins Mercure offer available to all clients**.

Mercure created a Grands Vins Mercure list in **Australia** and the **United Kingdom**. Echansons training courses reach Great Britain.

2008

The Grands Vins Mercure celebrates its 25th birthday



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