



# Bordeaux Master-Level Program

A comprehensive study and certificate program on the wines of Bordeaux



With lead instructor Dewey Markham Jr.

## List of the 19 thematic lectures:

(detailed curriculum starts page 2)

The core curriculum (the 13 on-demand lectures listed below) is taught by lead-instructor, Dewey Markham Jr.

1. [The Viticultural History of Bordeaux](#)
2. [Grapes and Blends](#)
3. [The Terroir of Bordeaux](#)
4. [Bordeaux and Bordeaux Supérieur](#)
5. [The Côtes of Bordeaux](#)
6. [Graves and Médoc](#)
7. [Saint-Emilion, Pomerol and Fronsac](#)
8. [The Dry White Wines of Bordeaux](#)
9. [The Sweet White Wines of Bordeaux](#)
10. [The Classification of 1855](#)
11. [The Other Classifications](#)
12. [Bordeaux Futures](#)
13. [Tradition and Transition in Bordeaux](#)

A panel of distinguished guest lecturers will present very different sides to multi-faceted Bordeaux in the recorded webinars listed below:

14. [The Taste of Bordeaux](#) – by Jay Youmans, Master of Wine
15. [Garagistes](#) - by Roger Bohmrich, Master of Wine
16. [Bordeaux Deconstructed](#) - by Andrew Jefford
17. [Collecting and Investing](#) - by Charles Curtis, Master of Wine
18. [Challenges and Opportunities in Making Bordeaux](#) - by Fiona Morrison, Master of Wine
19. [Rise of the Dragon: Bordeaux wine in Asia](#) – by Debra Meiburg MW



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## Detailed Curriculum:

**The core curriculum (the 12 on-demand lectures listed below) is taught by lead-instructor, Dewey Markham Jr.**

### 1-Bordeaux History:

Getting to know Bordeaux means getting a handle on the region's long and rich history! This presentation introduces the characters and circumstances that led to the decisions which shaped the wines' style, their popularity and their commercial destiny.

### 2-Grapes and Blends:

One of the basic aspects of Bordeaux wine is that it is a blend of two or more grape varieties. The need for this assemblage and the reasons for the choice of varieties are fundamental to making sense of Bordeaux. This presentation explains the logic behind Cabernet Sauvignon and Merlot's dominance, how Cabernet Franc and Petit Verdot fit into the scheme of things, and discusses the effects of vintage and age on the grape varieties' aromatic character.

### 3-The Terroir of Bordeaux

Terroir is one of the key elements in a wine's character, but it is so much more than the land and its environment. This presentation offers a larger view—and a more detailed examination—of this concept to give you a deeper understanding of the surprising ways it becomes evident in our wine glass.

### 4-Bordeaux and Bordeaux Supérieur:

This is the first in a series of detailed analyses distilling Bordeaux's many appellations into a logical system. This week's presentation examines the two appellations which encompass the entirety of the region's vineyards, and shows the economic importance of this undervalued group of wines.

### 5-The Côtes of Bordeaux:

This diverse collection of appellations share several defining elements which give this category of vineyards a unity of identity while allowing the wines to express a rich diversity of character. As this presentation will demonstrate, the Côtes are where to find those "hidden values" which belie Bordeaux's reputation for being wholly unaffordable.

### 6-Graves and Médoc:

Graves and Médoc encompasses both the cradle of classic Bordeaux winemaking as well as the youngest of its great vineyard areas. How was their renown achieved, why have they continued to serve as a benchmark for winemakers everywhere, and what are the keys to achieving mastery in understanding their wines?

### 7-Saint-Emilion, Pomerol and Fronsac:

Two renowned vineyards and a lesser-known third make up the "Right Bank", where Merlot achieves its finest expression in all Bordeaux—and, perhaps, the world. Despite the region's long-standing fame, wine drinkers have struggled with certain of its basic elements: What is the difference between Saint-Emilion, Saint-Emilion Grand Cru, and Saint-Emilion Grand Cru Classé? What are the "satellites" and how do their wines differ from those of Saint-Emilion? What distinguishes Fronsac from Canon-Fronsac? How does Pomerol fit into the mix?



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## 8-Dry White Wines:

These are Bordeaux's forgotten wines. They have made great advances in quality over the past several decades, yet their traditionally—and deserved—poor reputation prevents them from getting the attention they deserve today. This presentation will explain the factors behind the ascension of Bordeaux's whites, and identify the different winemaking techniques and styles of wine produced.

## 9-Sweet White Wines:

The great paradox of Bordeaux—these wines are widely recognized for their exquisite character, and yet it is so hard to get people to drink them! This seminar will conclusively detail Botrytis' effect and expression, then discuss the factors that make a sweet white wine great and cite the differences in the Bordelais vineyards from which these luscious wines hail.

## 10-The 1855 Classification:

This presentation will explore the background behind one of the key elements for understanding the idea of quality in Bordeaux wine: how this ranking was developed, who was responsible, why certain châteaux made the cut and why others didn't, and what it all means for Bordeaux and wine drinkers today.

## 11-Other Classifications:

There is more than the 1855 classification at work in establishing the hierarchy of Bordeaux's wines. How is the Saint-Emilion classification made? What are the Cru Artisans and how does their classification work? Why did the Cru Bourgeois classification fail? Will the Graves classification ever be revised? And why is there no classification in Pomerol?

## 12-Bordeaux Futures:

More than in any other wine region, to understand Bordeaux, you have to understand the money...and it begins with the futures campaign each year. There are reasons why these wines cost what they do by the time they reach the local wine shop, and although the reasons may not be evident, they are an intrinsic part of a centuries-old system which is not going to change anytime soon.

## 13-Tradition and Transition in Bordeaux:

Much less hidebound than is generally acknowledged, Bordeaux has long been a source for many of the standard winemaking practices in use around the world today. The region continues in its role as a leader in practical research, and this presentation highlights some of the people behind the changes that will define the wines we enjoy tomorrow.

**A panel of distinguished guest lecturers will present very different sides to multi-faceted Bordeaux in the live webinars listed below**

## 14-The Taste of Bordeaux:

Jay Youmans MW will discuss the tasting components that differentiate the major regions and sub-regions of Bordeaux. Classic/traditional wine styles will be outlined, then compared to wines that manifest the effects of a changing climate and/or winemaking methods. Inputs determining style and typicity will be linked to the tasting components of representative wines and an overall "picture of place" will be developed from these tasting assessments.



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## 15-Garagistes:

Garagistes are those properties and wines which have come onto the Bordeaux wine scene in the last several decades by challenging the accepted order imposed by classifications or conventional assessments of terroir. In this session, Roger C. Bohmrich MW, will identify prominent examples of “garage” wines, follow their evolution and discuss their style, price and prominence relative to well-established estates which have dominated the longstanding hierarchy of the region.

## 16-Collecting and Investing:

Charles Curtis MW, Christie's head of wine sales for Asia and North America, will cover historical trends in the wine auction market, key drivers of appreciation for wine investment, strategies for sourcing wine, and tips on how to protect your investment. Specific wines and their trading history in the secondary market will also be covered. The discussion will also touch on all major world markets for fine and rare wine and all routes to these markets, including brokers, auction houses, retail and retail hybrids.

## 17-Bordeaux Deconstructed:

Andrew Jefford will present some commonly accepted truths with a skeptic's eye. Is classification a classic or curse? Can the Bordelais talk “terroir”? Is Bordeaux really divided into plutocrats and paupers? The Bordeaux style...in evolution or revolution? Is there a future to “futures”? This webinar will pull many hot-topics into perspective!

## 18-Challenges and Opportunities in Making Wine in Bordeaux's Maritime Climate

Fiona Morrison, Master of Wine and Bordeaux winemaker, will discuss how the Bordelais compensate for the challenges and opportunities presented by Bordeaux's soils and climate and how these variables differ vintage to vintage. Discover the thought processes behind the yearly transition from grape to glass in this eye-opening webinar.

## 19- Rise of the Dragon: Bordeaux Wine in Asia

From boisterous bottoms up toasts to eight-figure investments in Bordeaux chateaux: how has the Asian fascination with Bordeaux begun to reorient our wine world? Debra Meiburg MW will ponder the questions making the major players tick: are top bottles being savored or stockpiled? Which distribution channels are still less travelled, which already flooded? And will fakes and counterfeits ultimately break the dragon's back? While the current outlook is all roses, we'll explore whether the future for Asia and Bordeaux is double happiness or just a case of eastern promises.