

September 29, 2009

## Mercure hotels create an exclusive cuvee

Mercure's in-house wine specialists, Les Echansons, have created two new wines after tasting more than sixty grape varieties. The Echanson Mercure cuvee, available in both red and white, is a Côtes du Rhône Villages.

**Côtes du Rhône Villages Laudun Blanc 2008:** This white wine with an inviting aroma of acacia and citrus fruit offers a full-flavored taste featuring notes of almond and hazelnut, along with tones of yellow fruit.

**Côtes du Rhône Villages Chusclan Rouge 2007:** A lovely shade of purple, this red wine entices with a wild berry aroma and fulfils its promise with a full, suave flavor.



The two wines will be offered under the Mercure label in hotels in France when the Fall/Winter Grands Vins Mercure wine list is unveiled on October 15, 2009. The new cuvee will be available for the occasion by the glass (€3.20) or the bottle (€19).

The new Grands Vins Mercure wine list includes 16 prestigious, very attractively-priced bottles grouped into four taste categories—"Fresh & Full-Flavored", "Light & Fruity", "Elegant & Balanced" and "Spicy & Full-Bodied"—in a congenial approach designed to appeal to the senses of both wine connoisseurs and novices.



**"Fresh & Full-Flavored":** The aromas in this category are easy to identify, in terms of both bouquet and taste. Agreeable and expressive, these reds and whites deliver a subtle, fresh sensation.

Fall/Winter 2009 wine list suggestion: Beaune Grèves 1er cru 2006 - €36 (75cl).



**"Light & Fruity":** These wines have preserved the flavor of fresh grapes. Easy to drink, delightful and uncomplicated, the "Light & Fruity" family will please all palettes.

Fall/Winter 2009 wine list suggestion: Crozes Hermitage Les Pierrelles Domaine Belle 2007 - €24 (75cl)

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**“Elegant & Balanced”:** These wines’ harmonious notes combine to create delicate melodies for a subtle, refined tasting experience.  
Fall/Winter 2009 wine list suggestion: Saint Emilion Grand Cru Closerie de Fourtet 2006 - €34 (75cl).



**“Spicy & Full-Bodied”:** These robust, expressive and complex wines offer a wide range of fully developed flavors.  
Fall/Winter 2009 wine list suggestion: Châteauneuf du Pape Les Cèdres 2006 - €35 (75cl).

For more than 20 years, the Grands Vins Mercure wine list has offered a unique oenological experience in the hotel industry. By replacing the traditional multiplier with a minimum fixed margin, Mercure has shown that it is possible for a hotel restaurant to offer great wines at affordable prices. The 16 wines on the Fall/Winter 2009 wine list range from €24 to €41.50 per 75 cl bottle.

At each Mercure hotel, the Echanson wine specialist suggests the most appropriate wines to accompany each dish. He or she also offers a selection of great wines by the glass in the restaurant or bar.

To encourage guests to discover France’s major wine regions, Mercure has also created the **Prêt-à-Déguster** formula, with a 20% reduction on the one-night rate, breakfast included, plus a glass of wine from the Grands Vins wine list.

To reserve, go to [www.mercure.com](http://www.mercure.com) or [www.accorhotels.com](http://www.accorhotels.com)  
or call 0825 88 33 33 in France (charged at €0.15/mn)

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*For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalized service**. Operating in more than 50 countries around the world, Mercure boasts hotels with **distinctive personalities** carefully preserved through the type of services offered and the decor, both of which vary from one hotel to the next. The hotel managers and staffs of the 690 Mercure hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting.  
More information on Mercure hotels is available on [mercure.com](http://mercure.com).*

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