



Case: Ducru Beaucaillou vs. Terre de Vins and Jean-Marc Quarin.

Ducru Beaucaillou's demands were rejected by the court. The plaintiff went to appeal.

In my Chronicle no. 137 published on 15th November 2012 I gave a report of the comparative tasting of bottles that were purchased of Grand Puy Lacoste and Ducru Beaucaillou. The vintages concerned were 2009, 2008, 2006, 2005, 2004, 2003, 2001, 2000, 1999, 1998, 1996 and 1995. My report concluded that in view of the tasting results, Grand Puy Lacoste was judged to be better, despite being cheaper. Thereupon, the magazine *Terre de Vins* published an article entitled "Ducru-Beaucaillou épinglé" (D-B pinned), in which it reproduced parts of the heading from my Chronicle.

After the article was published, Jean Eugène Borie S.A. sued the magazine "for having twice published false information that is damaging for Château Ducru Beaucaillou" requesting that "€10,000 in damages be paid to the S.A. and that extracts of the judge's decision be published at the magazine's own cost in the Sud Ouest newspaper, in Revue du Vin de France, in Le Monde, Le Figaro, Le Nouvel Observateur, L'Express, Le Point and Marianne. Furthermore, the magazine was to be ordered to pay Jean Eugène Borie S.A. a further €10,000 based on the provisions of Article 700 of the French Code of Civil Procedure (to cover lawyers' costs, etc.).

Terre de Vins had Jean-Marc Quarin's company summoned to court as a "forced intervention" in its defence.

The court returned its decision on 19th May 2015, rejecting all Ducru Beaucaillou's demands and ordering it to pay €1,500 to Terre de Vins.

On 26th May, Ducru Beaucaillou took this decision to appeal.

I will express my views on this case when the final decision is handed down.

The Swiss connoisseur, who organised this tasting of bottles purchased through commercial channels and not supplied by the chateaux, scheduled the same tasting again in September, repeating it twice on two consecutive evenings.

I will attend.

Jean-Marc Quarin

P.S. See the summary of findings in Chronicle nos. 188-189 dated October 2015