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FRANCE (Bordeaux) - The professional association for Bordeaux wines, Conseil Interprofessionnel du Vin de Bordeaux (CIVB) is launching a new German wine website. As part of a new online strategy, Bordeaux will now present an iPhone app called "Smart Bordeaux", a Facebook-fan page and a twitter-account.

With its new website www.bordeauxwein.de, the CIVB will offer wine friends, wine newbs and Bordeaux tourists the versatile world of Bordeaux wines. Four tabs will offer information about the famous wine-growing region, wine consumption, vintners as well as travel information about the city of Bordeaux, events and places to be. One focus is on the tab "Food & Wine", in which Bordelais recipes are recommended with the appropriate wine.

The pleasure navigator will help users identify the right wine in a game. By choosing the meal, occasion, taste and wine type, the selection "100 Bordeaux wines for any event" will come up and users can read through the recommended wines. The user's benefit is increased by a direct link to the online shops of wineries. The Bordeaux-blog is another nice feature of the website, enabling users to communicate with other wine friends.

The new website offers a direct link to important social media places: "Bordeaux Wein" is the name of the German Facebook website, which now - after three months of existence - counts more than 1,460 fans; the more you post, the better. Bordeaux also twitters regularly by the name of @bordeaux_wein. Last but not least, the website has accounts at Flickr and Vimeo/Youtube, with numerous pictures and videos about the topic Bordeaux wines.

New iPhone app "Smart Bordeaux"

The free-of-charge iPhone app of the CIVB offers detailed information about the appellations, classifications or wine awards from the Bordeaux. Users can get to all the information in two ways: by making a picture of the bottle labe or scanning the bar-/2D codes as well as using the search function. Those who like to impress their friends with a little bit of extra knowledge can find interesting information about the history of each winery, the soil work and wine types or you can even find out which wine goes well with which meal. Checking out the facts about wine production, maturing and taste descriptions is really worth it.

The app "Smart Bordeaux" is regularly updated with information and articles from professionals. Winemakers and wineries of the region always have the chance to add information about their own wines on the CIVB's website Website www.bordeauxprof.com.
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