



# Weill appointed PR Counsel to Exploring Wine Regions for launch of new guide to Bordeaux

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[Geoffrey Weill Associates \(WEILL\)](#) has been appointed PR counsel to California-based travel publisher, [Exploring Wine Regions](#), to publicize the launch of *Exploring Wine Regions: Bordeaux*. The comprehensive 494-page guide to one of the most storied wine regions in the world is the second in the series of coffee-table books, following the success of *Exploring Wine Regions: Argentina*, which launched in 2016. The new book, by wine expert **Michael C. Higgins**, will be published in October, 2020.

“This deep dive into arguably the best wine terroir in the world is equal parts coffee table book (bursting with nearly 1,000 full-color images of Bordeaux), wine bible and insider’s travel guide to the castles, hotels, restaurants and unique touristic sites of the region,” says **Geoffrey Weill**, President of WEILL. “But more than anything else, it’s Michael’s love letter to a place he’s returned to time and time again (‘the center of the universe for wine,’ as he calls it) – and from which he’s returned with cases and cases of great wine!”

The book is organized by wine-growing regions (and their legendary vineyards) within Bordeaux, including Médoc (Margaux and Pauillac), Graves (Pessac-Léognan and Sauternes), Saint-Emilion, Pomerol and Fronsac, and includes detailed maps and insider travel tips.

*Exploring Wine Regions: Bordeaux* will be available on October 1, 2020 as either a printed edition (including limited-edition copies signed by author Higgins) or as an e-book digital travel edition through Amazon Kindle and Apple Books.

Link to the article: <https://www.agilitypr.com/pr-agency-news/weill-appointed-pr-counsel-to-exploring-wine-regions-for-launch-of-new-guide-to-bordeaux/>