



Weill x Bordeaux

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WEILL APPOINTED PR COUNSEL TO EXPLORING WINE REGIONS FOR LAUNCH OF NEW GUIDE TO BORDEAUX

Wine Expert Michael C. Higgins' Tour of France's Legendary Wine Region to Be Published in October 2020. Geoffrey Weill Associates ([WEILL](#)) has been appointed PR counsel to California-based travel publisher, Exploring Wine Regions to publicize the October 1, 2020 publication 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.

"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 Michael C.Higgins) or as an e-book digital travel edition through Amazon Kindle and Apple Books.



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