

The New York Times

October 11, 2006

Dining Out

FOOD STUFF

Florence Fabricant

Modern Strokes For an Old Chateau

At first glance the colorful label looks as if it belongs on a wine from California or Australia. But it is on a bottle from a Bordeaux winery, a Saint-Émilion grand cru, no less, and its bright design is a departure from the norm. (Most Bordeaux labels show a chateau or a crest on a white or a cream background.)

When Jess Jackson and Barbara Banke, who own wineries in California, Italy, Chile and Australia, bought Château Lasségue three years ago with Monique and Pierre Seillan, who had worked with them since 1997, they decided to create a modern label.

The label on this wine, their first, a 2003, was inspired by a sundial on the property of the 17th-century chateau.

“So far the response from our colleagues in Bordeaux has been quite positive,” Ms. Seillan said.

