

CHÂTEAU DURFORT-VIVENS



TOOLS & ACTIVATION

DIGITAL ACTIVATIONS

CONTENTS & GOAL

We are supporting you in promoting Gonzague & Claire Lurton wines, especially in **en e-retail**.

Together,
Let's expand the visibility of each Estate
Let's multiply the occasions of tasting our Great Wines
Let's emphasize the **individual character of each brand**.

You will find in this presentation the description of all the tools that we make available to you via our Dropbox.



Contact:

Maéva Senéchau
E-Business Manager

Maeva.senechau@gc-lurton.com
+337 57 47 62 49



CHÂTEAU DURFORT-VIVENS

CHÂTEAU DURFORT-VIVENS PRESENTATION

THE MARGAUX REVIVAL

CHÂTEAU DURFORT-VIVENS

2^{ÈME} GRAND CRU CLASSÉ DE 1855, MARGAUX



SHORT PRESENTATION

READING TIME: 5 MIN

REMINDER OF THE KEY SELLING POINTS, TO
PREPARE CUSTOMER APPOINTMENT

AVAILABLE IN FR, ENG, CN

CHÂTEAU DURFORT-VIVENS

2^{ÈME} GRAND CRU CLASSÉ DE 1855, MARGAUX



TRAINING PRESENTATION

READING TIME: 5 MIN

FOR SALES STAFF TRAINING.
VERY VISUAL PRESENTATION, WITH KEY MESSAGES.

AVAILABLE IN FR, ENG, CN

CHÂTEAU DURFORT-VIVENS

2^{ÈME} GRAND CRU CLASSÉ DE 1855, MARGAUX



LONG PRESENTATION

READING TIME: 15 MIN

VERY DETAILED PRESENTATION, WITH ANECDOTES,
TO BECOME A DURFORT-VIVENS EXPERT.

AVAILABLE IN FR, ENG, CN

CHÂTEAU DURFORT-VIVENS PRESENTATION

THE MARGAUX REVIVAL



The story of Durfort-Vivens began in a age of chivalry, when the Château was a hunting lodge in the 14th century, belonging to the Durfort De Duras. It was not until the 17th century that vines were planted, and the Château became a wine property.

CHÂTEAU DURFORT-VIVENS WAS RAISED TO THE RANKING OF SECOND CLASSIFIED GROWTH AT THE 1855 CLASSIFICATION.

In 1961, Lucien Lurton acquired the property and gave it to his son Gonzague a few years later.

Aroused by the challenge and the property's potential, he sets himself the further challenge of doing things differently from other Bordeaux Châteaux in the 1990s, sometimes to the displeasure of renowned wine critics.

IN 2016, AGAINST ALL EXPECTATIONS OF HIS FELLOW BORDEAUX PRODUCERS, HE MANAGED TO OBTAIN BOTH ORGANIC AND BIODYNAMIC CERTIFICATIONS, MAKING CHÂTEAU DURFORT-VIVENS THE FIRST MARGAUX CLASSIFIED GROWTH WITH DUAL CERTIFICATION.

For his wines, Gonzague Lurton is aiming the purest expression of the fruit. **AMPHORAE ARE AN INEVITABLE PART OF THE AGEING** of Château Durfort-Vivens wines. **HIS AMPHORAE CELLAR IS THE LARGEST IN THE WORLD IN TERMS OF VOLUME.**



**CHÂTEAU DURFORT-VIVENS IS A SECOND CLASSIFIED GROWTH
IN 1855 IN MARGAUX, CERTIFIED ORGANIC AND BIODYNAMIC
SINCE 2016.**

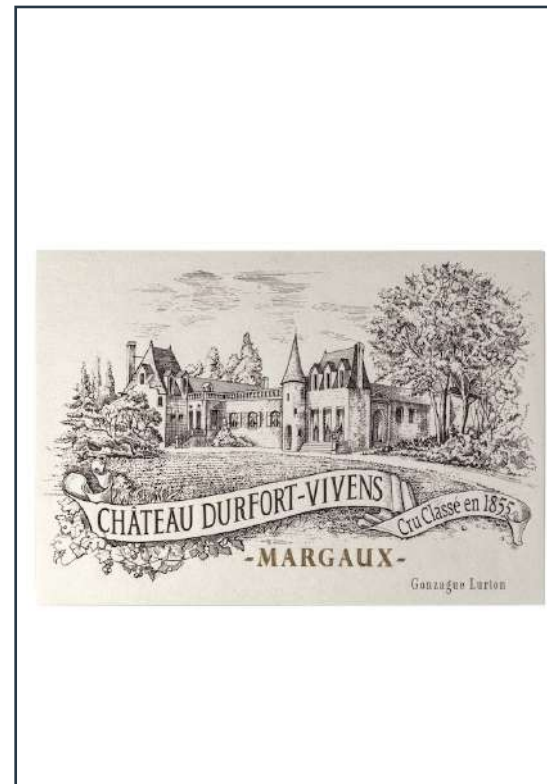
**WINES OF CHÂTEAU DURFORT-VIVENS ARE DELICATE, FRUITY,
AND SINGULAR.**

PICTURES OF CHÂTEAU DURFORT-VIVENS



ESTATE, VINEYARD, TECHNICAL BUILDINGS, REFLECTING THE
ESTATE DNA
PICTURES DATA BASE UPDATED EVERY YEAR.

PACKSHOTS & 3D VIDEOS



FOR COMPLETE AND OPTIMIZED PRODUCT PAGES

AVAILABLE FROM 2014 VINTAGE TO 2020 + NOT VINTAGED
IN JPG (WHITE BACKGROUND BLANC) & PNG.

SHORT 3D ROTATION VIDEO IN .MP4
NOT VINTAGED BOTTLE
WHITE & DARK BACKGROUNDS

TECHNICAL SHEETS


ESTATE
PRESENTATION

CRITICS TASTING
COMMENTS &
NOTES

CERTIFICATIONS

TECHNICAL
INFORMATION:
VINEYARD, SOIL,
BLEND,
WINEMAKING,
AGEING.

(FRENCH,
ENGLISH,
CHINESE)



**CHÂTEAU
DURFORT-VIVENS** 2014

2nd Classified Growth in 1855, Margaux appellation

DURING THIS SECOND YEAR IN CONVERSION TO BIODYNAMICS, WE ARE ALREADY OBSERVING THE BENEFIC EFFECTS OF THE FAVORED BALANCES OF THE VINE WITH ITS ENVIRONMENT.
WE HARVEST HEALTHY, RICH AND VERY EXPRESSIVE GRAPES.
CHÂTEAU DURFORT-VIVENS 2014 IS DISTINGUISHED BY GREAT RICHNESS THROUGH ITS BRILLIANT AND INTENSE RUBY COLOR AND ITS COMPLEX BOUQUET. THE NOSE IS IMPRESSIVE IN PURITY, INTENSITY AND RADIANCE. THE NUANCES OF BLACK FRUITS ARE IN HARMONY WITH THE FLORAL, MINERAL AND SPICY NOTES. IN THE MOUTH, RICHNESS, FRESHNESS AND BALANCE DOMINATE.
THE TEXTURE IS DELICIOUS AND LUSCIOUS WITH JUST THE RIGHT AMOUNT OF MINERALITY TO RETAIN THE ELEGANT FRESHNESS. THE FINISH, ALTHOUGH POWERFUL AND VERY LONG, SEDUCES WITH ITS HARMONY AND SMOOTHNESS.

"RAFFINÉ, ÉLÉANT."
VINUM
19/20 Pts

"A LOVELY, ELEGANTLY UNDERSTATED CLARET."
DECANTER
17.5 Pts

"UN DES SOMMETS DU MÉDOC."
BETTANE + DESSEAUME
10-10.5 Pts

"DENSE BLACKBERRY AND CURRANT NOTES FRAMED BY ELEGANT TANNINS."
THE WINE ENTHUSIAST
96 Pts

THE VINEYARD
55 hectares of deep gravels with a matrix sand and clay.
Located in Margaux, Cantenac and Soussans in Margaux appellation.

THE VINIFICATION
Plot and tailor-made vinification.
Alcoholic fermentation with natural yeasts.
Pumping over once per day for soft extraction.
21 days of alcoholic and malo-lactic fermentations.
No input during all the vinification process.

THE BLEND
90 % Cabernet sauvignon
10 % Merlot

THE CULTURAL PRACTICES
In conversion

THE AGEING
18 months with 50% new oak barrels

THE TEAM
Owner : Gonzague LURTON
Technical director : Leopold VALENTIN
Enologist consultant : Éric BOISSENOT

DURFORT-VIVENS.COM

G&C LURTON

f Instagram

CORPORATE BEAUTYSHOT



BANNER

FOR E-RETAIL BANNER + LANDING PAGE HEADER

AVAILABLE IN JPG AND PNG. SIZE: 1412x450 PX, CUSTOMIZABLE.
AVAILABLE FOR 2019, 2020 AND 2021 VINTAGES + NOT VINTAGED.

CORPORATE BEAUTYSHOT



FOR SOCIAL MEDIAS (post + story), NEWSLETTER, PRODUCT PAGE...

IN JPG & PNG. AVAILABLE FOR 2019, 2020 VINTAGES AND NOT VINTAGED.

COMMERCIAL AND SEASONAL BEAUTYSHOTS



USED FOR KEY AND SEASONAL SALES
IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H & SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS

CHINESE NEW YEAR



THANKSGIVING



4TH JULY



MOON DAY



USED FOR KEY AND SEASONAL SALES
IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H & SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS



USED FOR KEY AND SEASONAL SALES
IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H & SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS

VALENTINE'S DAY



PRIMEURS



HARVEST



FAMILY DINNER



USED FOR KEY AND SEASONAL SALES
IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H & SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS



USED FOR KEY AND SEASONAL SALES
IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H & SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS

CHRISTMAS



MOTHERS DAY



FATHERS DAY



HALLOWEEN



USED FOR KEY AND SEASONAL SALES
IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H & SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS



USED FOR KEY AND SEASONAL SALES
IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H & SQUARE

CUSTOMER CONSUMPTION FOOD & WINE PAIRING GUIDE

FOR CONSUMPTION
PROJECTION + CREATION
OF A TASTING
EXPERIENCE

ONE PAIRING BY VINTAGE,
FROM 2014 TO 2020

BEAUTYSHOTS IN JPG & PNG.
AVAILABLE IN BANNER, A4V, A4H
AND SQUARE.

GUIDE PROVIDED DESCRIBES THE
PAIRING, AND GIVES ASSOCIATED
RECIPES
(FRENCH AND ENGLISH)



CHÂTEAU DURFORT-VIVENS 2018 x POMEGRANATE

A MARRIAGE OF TWO RED GOLDS

CHÂTEAU DURFORT-VIVENS 2018, WAS NAMED "THE RARE YEAR". IT IS A SPECIAL VINTAGE, WHERE THE IDENTITY OF THE FRUIT HAS NEVER BEEN SO WELL PRESERVED. THE FRUITY AND ACIDIC AROMAS OF POMEGRANATE AMPLIFY THE FRUITINESS OF THE WINE. THE FINE, POLISHED TANNINS RECALL THOSE OF THE POMEGRANATE'S SEEDS. THEY ADD A CRISP TEXTURE TO THIS COMBINATION.
A PERFECT MATCH.

CHÂTEAU DURFORT-VIVENS 2018 EXPRESSES FLORAL NOTES OF LILY AND LAVENDER. ALSO NOTES OF BLACKBERRY, BLACKCURRANT AND DARK CHOCOLATE AMPLIFY ITS AROMATIC EXPRESSION WITH AN EXTREME ROUNDNESS. SUBLINE, POWERFUL AND UNCTUOUS TEXTURE.

RECOGNIZABLE BY ITS BRIGHT RED COLOR, THE POMEGRANATE IS BEST KNOWN FOR ITS HEALTH BENEFITS. IT IS FILLED WITH PULPY SEEDS, COATED WITH A TRANSLUCENT FLESH, A SWEET AND TANGY TASTE, WITH NOTES OF GRENADINE.

RECIPE IDEAS

CARPACCIO OF SCALLOPS "EN MEUBETTE" AND POMEGRANATE
RAW SCALLOPS HAVE A VERY DELICATE TASTE. HERE THEY ARE COMBINED WITH A RED WINE SAUCE, MUSHROOMS AND LARDONS. THE INDULGENT LAND-SEA PAIRING IS UNCTUOUS RECALLING THE GENEROSITY AND INDULGENCE OF DURFORT-VIVENS 2018. THE POMEGRANATE PROVIDES A REAL BURST OF FRESHNESS WITH ITS ACIDITY AND CRISP TEXTURE. IT PROLONGS THE FRUITY LENGTH OF THE WINE.

LENTILS IN RED WINE SAUCE, FOLE GRAS, PINK PEPPERCORNS AND POMEGRANATE
THE FOLE GRAS BOUNDS OUT THE DISH, COATS THE TANNINS OF THE WINE AND ENHANCES ITS SMOOTH TEXTURE. COOKED IN THE RED WINE, THE LENTILS RELEASE A REAL AROMATIC POWER, WITH NOTES OF FRESH FRUIT. THE POMEGRANATE HARMONIZES THE DISH, MAKING IT FRESHER, MORE AIRY AND ADDS ITS TOUCH OF ACIDITY.



CUSTOMER CONSUMPTION

FOOD & WINE PAIRING BEAUTYSHOTS



FOR CONSUMPTION PROJECTION + CREATION OF A TASTING EXPERIENCE
ONE PAIRING BY VINTAGE, FROM 2014 TO 2020
IN JPG. AVAILABLE IN BANNER, A4V, A4H AND SQUARE.

CUSTOMER CONSUMPTION

FOOD & WINE PAIRING BEAUTYSHOTS



FOR CONSUMPTION PROJECTION + CREATION OF A TASTING EXPERIENCE
ONE PAIRING BY VINTAGE, FROM 2014 TO 2020
IN JPG. AVAILABLE IN BANNER, A4V, A4H AND SQUARE.

CUSTOMER CONSUMPTION SERVING TIPS



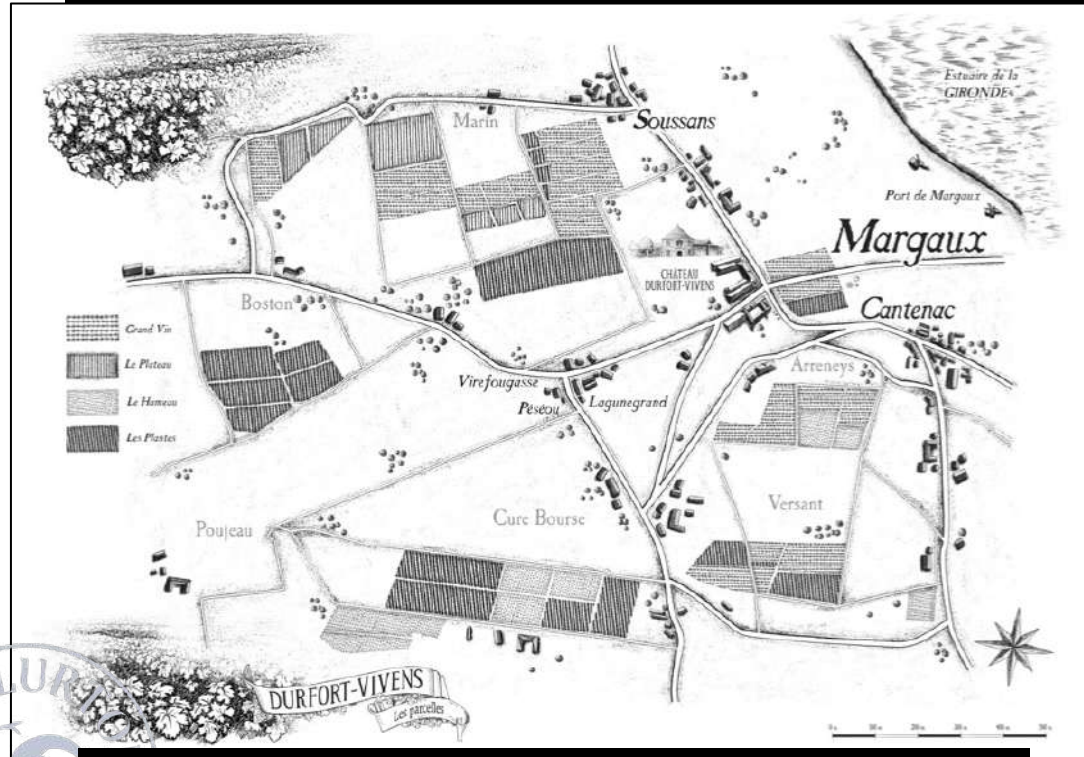
SERVING AND TASTING TIPS FOR CUSTOMERS

AVAILABLE FROM 2014 VINTAGE TO 2020
FRENCH AND ENGLISH

**« LES PARCELLES
DE DURFORT-VIVENS »**

« LES PARCELLES DE DURFORT-VIVENS », PRESENTATION

SIGNATURES OF A GRAND TERROIR



PLOTS IDENTIFICATION MAP, FOR EACH
CUVÉE
IN HD, JPG

The Durfort-Vivens vineyard extends over 4 villages and their surrounding areas in the Margaux Appellation : Cantenac, Soussans, Margaux and Arzac.

A blending of the best plots from these areas allows us to produce the Grand Vin, Chateau Durfort-Vivens, a harmonious, rich and complex wine.

The technical team **VINIFIES EACH OF THE REMAINING PLOTS SEPARATELY IN ORDER TO HIGHLIGHT THE SPECIFIC CHARACTER OF OUR TERROIR AND THE STYLE OF EACH WINE PRODUCED.**

The plots situated in Soussans have been blended in this manner since 2019 and have given life to a new wine “**LE PLATEAU.**”

The plots in Cantenac are at the origins of “**LE HAMEAU**” and the youngest vines from the Chateau Durfort-Vivens plots have produced “**LES PLANTES.**”

THESE 3 NEW WINES, « LES PARCELLES DE DURFORT-VIVENS » EMBODY EACH OF THE PARTICULAR CHARACTERISTICS OF THE ‘GRAND VIN.’

LES PLANTES FOR THE FRESHNESS, LE PLATEAU FOR THE POWER AND LE HAMEAU FOR THE ELEGANCE.

In stopping production of his second wine and introducing these 3 new single-vineyard wines Gonzague Lurton has rewritten the Bordeaux rule book.



FROM VINTAGE 2019, CHÂTEAU DURFORT-VIVENS WINES RANGE
INTEGRATED 3 **SINGLE-VINEYARD CUVÉES**.

THEY EMBODY EACH OF THE PARTICULAR CHARACTERISTICS OF
THE GREAT WINE. **LES PLANTES FOR THE FRESHNESS, LE PLATEAU
FOR THE POWER, LE HAMEAU FOR THE ELEGANCE.**

PICTURES OF CHÂTEAU DURFORT-VIVENS



ESTATE, VINEYARD, TECHNICAL BUILDINGS, REFLECTING THE
ESTATE DNA
PICTURES DATA BASE UPDATED EVERY YEAR.

VIDEO PRESENTATION



FRENCH LANGUAGE
ENGLISH SUBTITLES

IN .MOV + YOUTUBE

PACKSHOTS



FOR COMPLETE AND OPTIMIZED PRODUCT PAGES

AVAILABLE FOR EACH SINGLE-VINEYARD WINE, VINTAGE 2019 AND NOT VINTAGED.
IN JPG (WHITE BACKGROUND) AND PNG.

WOODEN BOXES VISUALS



FOR COMPLETE AND OPTIMIZED PRODUCT PAGES

TECHNICAL SHEETS

ESTATE
PRESENTATION
CRITICS TASTING
COMMENTS &
NOTES

CERTIFICATIONS

TECHNICAL
INFORMATION:
VINEYARD, SOIL,
BLEND,
WINEMAKING,
AGEING.

(FRENCH,
ENGLISH)



**LE HAMEAU
DE DURFORT-VIVENS** **2019**

Les Parcelles de Durfort-Vivens – Margaux appellation

DURFORT-VIVENS VINEYARD EXTENDS OVER 4 VILLAGES OF THE MARCAUX APPELLATION: CANTENAC, SOUSSANS, MARCAUX ET ARSAC.
THE BEST PARCELS ARE BLENDED TO CREATE OUR GRAND VIN, CHÂTEAU DURFORT-VIVENS. VINIFIED SEPARATELY, THE BLOCKS OF THESE PLOTS GIVE BIRTH TO 3 CUVÉES - LES PLANTES, LE PLATEAU, AND LE HAMEAU: « LES PARCELLES DE DURFORT-VIVENS ».
EACH OF THESE CUVÉES REPRESENTS A FACET OF DURFORT-VIVENS DNA : LES PLANTES FOR FRESHNESS, LE PLATEAU FOR POWER, AND LE HAMEAU FOR ELEGANCE.

« LE HAMEAU IS A VERY SCENTED AND ELEGANT WINE, WELL BALANCED AND WITH A DISCREET HINT OF CABERNET SALVIGNON. A DEEP JUICE, INTENSE, MIXING BLACK FRUITS AND SPICEFUL AROMAS. »
LÉOPOLD VALENTIN, TECHNICAL DIRECTOR

THE VINEYARD
A vineyard of 10 ha located in Cantenac on slopes composed of deep gravels and an East/West exposition. They are ideal conditions for an optimal ripeness of berries.
Age of the vines : 20-25 years old

THE VINIFICATION
Alcoholic fermentation with natural yeast.
No inputs in the winemaking process.

THE BLEND
53 % Cabernet-Sauvignon
47 % Merlot

THE CULTURAL PRACTICES

No pesticide residues

THE AGEING
16 months with a mix of
2/3 In clay jars
1/3 In barrels, with 15% new oak

THE TEAM
Owner: Gonzague LURTON
Technical director: Léopold VALENTIN
Enologist consultant: Eric BOISSENOT

DURFORT-VIVENS.COM

G&C LURTON
ESTABLISHED 1858



CORPORATE BEAUTYSHOT: THE TERROIR OF DURFORT-VIVENS



E-RETAIL BANNER + LANDING PAGE HEADER

AVAILABLE:
FOR EACH SINGLE-VINEYARD WINE,
FOR THE 3-SINGLE-VINEYARD WINES RANGE
AND FOR THE RANGE OF 3-SINGLE-VINEYARD WINES + GREAT WINE.

IN JPG. SIZE 1412x450 PX, CUSTOMIZABLE
NOT VINTAGED

CORPORATE BEAUTYSHOT: DURFORT-VIVENS REFLECT



E-RETAIL BANNER + LANDING PAGE HEADER

AVAILABLE:
FOR EACH SINGLE-VINEYARD WINE,
FOR THE 3-SINGLE-VINEYARD WINES RANGE
AND FOR THE RANGE OF 3-SINGLE-VINEYARD WINES + GREAT WINE.

IN JPG. SIZE 1412x450 PX, CUSTOMIZABLE
NOT VINTAGED

CORPORATE BEAUTYSHOTS



FOR SOCIAL MEDIAS (post + story), NEWSLETTER, PRODUCT PAGE ...

NOT VINTAGED. IN PJG.

AVAILABLE: FOR EACH SINGLE-VINEYARD WINE // FOR THE 3-SINGLE-VINEYARD WINES RANGE //
AND FOR THE RANGE OF 3-SINGLE-VINEYARD WINES + GREAT WINE.

SEASONAL AND COMMERCIAL BEAUTYSHOTS



FOR KEY AND SEASONAL SALES

IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H AND SQUARE.
AVAILABLE FOR EACH SINGLE-VINEYARD WINE // FOR THE 3-SINGLE-VINEYARD WINES RANGE //
AND FOR THE RANGE OF 3-SINGLE-VINEYARD WINES + GREAT WINE.

FATHERS DAY + CHRISTMAS