

CHÂTEAU HAUT-BAGES LIBÉRAL



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.



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CHÂTEAU HAUT-BAGES LIBÉRAL

CHÂTEAU HAUT-BAGES LIBÉRAL PRESENTATION, GRAND CRU CLASSÉ ORGANIC CERTIFIED, PIONEER IN AGROECOLOGY PRACTICES

CHÂTEAU HAUT-BAGES LIBÉRAL

GRAND CRU CLASSÉ DE 1855, PAUILLAC



SHORT PRESENTATION

READING TIME: 5 MIN

REMINDER OF THE KEY SELLING POINTS, TO
PREPARE CUSTOMER APPOINTMENT

AVAILABLE IN FR, ENG, CN

CHÂTEAU HAUT-BAGES LIBÉRAL

GRAND CRU CLASSÉ DE 1855, PAUILLAC



TRAINING PRESENTATION

READING TIME: 5 MIN

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

AVAILABLE IN FR, ENG, CN

CHÂTEAU HAUT-BAGES LIBÉRAL

GRAND CRU CLASSÉ DE 1855, PAUILLAC



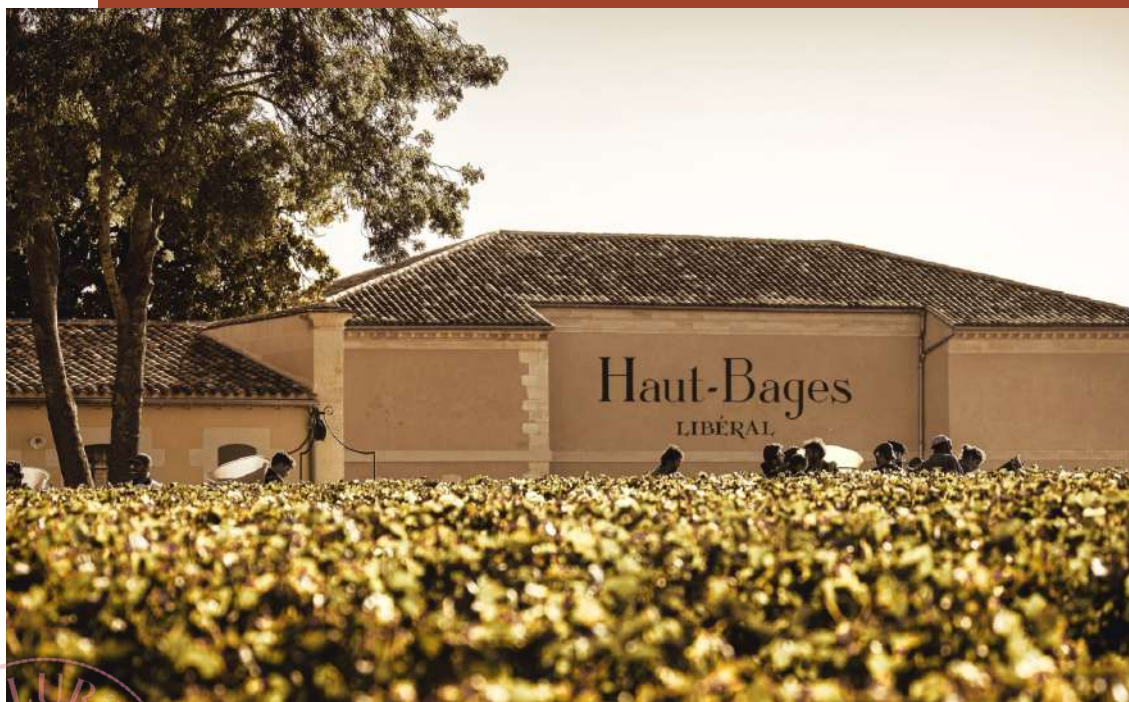
LONG PRESENTATION

READING TIME: 15 MIN

VERY DETAILED PRESENTATION, WITH ANECDOTES,
TO BECOME A HAUT BAGES LIBÉRAL EXPERT.

AVAILABLE IN FR, ENG, CN

CHÂTEAU HAUT-BAGES LIBÉRAL PRESENTATION, GRAND CRU CLASSÉ ORGANIC CERTIFIED, PIONEER IN AGROECOLOGY PRACTICES



In the early 18th century, the Libéral family, owners of the Château, acquired some of the **FINEST TERROIRS IN THE SOUTH OF THE PAUILLAC APPELLATION**. Château Haut-Bages Libéral's vineyard, of only 30 hectares, is ideally located on the edge of the Gironde estuary. It gives a unique character due to clay-limestone soil. Also, the vineyard has the benefit of a mild and humid microclimate, of biodiversity and of a special energy.

THE 1855 CLASSIFICATION CROWNED THIS ASCENT WITH THE OBTAINING OF THE TITLE OF GRAND CRU CLASSÉ.

The Merlaut family, owner since 1982, quickly realized that the strength and uniqueness of Haut-Bages Libéral resulted from the quality of its terroir. This is how Claire, 3rd generation of the family, is committed to **PRESERVING THIS EXCEPTIONAL TERROIR, THANKS TO ORGANIC, BIODYNAMIC AND AGROECOLOGICAL APPROCHES**. The viticulture at Château Haut-Bages Libéral now relies on biodiversity, which guarantees the resilience and sustainability of the vineyard.

THE ESTATE IS ORGANIC CERTIFIED SINCE THE 2019 VINTAGE AND FOLLOWING A BIODYNAMIC CONVERSION.

The vine has never been so flourishing! Château Haut-Bages Libéral can now totally devote itself to its primary essence, the **PRODUCTION OF A GREAT WINE, EXCEEDING THE EXPECTATIONS OF A 5TH CLASSIFIED GROWTH IN 1855.**





CHÂTEAU HAUT-BAGES LIBÉRAL IS A CLASSIFIED GROWTH IN 1855 IN PAUILLAC, CERTIFIED ORGANIC & BIODYNAMIC, AND IS A PIONNIER OF METHODS IN AGROECOLOGY AND AGROFORESTRY.

REFLECTING ITS TERROIR, CHÂTEAU HAUT-BAGES LIBÉRAL IS A WINE SYNONYMOUS WITH FRESHNESS, POWER, REFINEMENT AND MINERALITY.

CHÂTEAU HAUT-BAGES LIBÉRAL PICTURES



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

PACKSHOTS & 3D VIDEO



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 HAUT-BAGES LIBÉRAL 2018

CLASSIFIED GROWTH IN 1855, PAUILLAC APPELLATION

IN THE EARLY 18TH CENTURY, THE LIBÉRAL FAMILY, THE OWNERS OF THE CHÂTEAU, ATTACHED THEIR NAME TO THE PROPERTY, AND FOREVER CHANGED ITS DESTINY. OVER TIME, THESE ASTUTE CONNOISSEURS ACQUIRED SOME OF THE FINEST TERROIRS IN THE SOUTH OF THE PAUILLAC APPELLATION. CHÂTEAU HAUT-BAGES LIBÉRAL'S 30-HECTARE VINEYARD HAS ONE HALF LOCATED ON THE HISTORICAL PARCEL « BAGES », WHOSE ITS NAME MAKES REFERENCE TO. THE OTHER HALF BORDERS THE CHÂTEAU LATOUR AND RUNS ALONG THE GIRONDE ESTUARY. THE PROXIMITY OF THE ESTUARY ALSO GIVES THE HAUT-BAGES LIBÉRAL VINEYARD A UNIQUE CHARACTER DUE TO THE CLAY-LIMESTONE SOIL. THIS LENDS CHÂTEAU HAUT-BAGES LIBÉRAL'S WINES A CERTAIN MINERALITY, FURTHER ADDING TO THEIR DISTINCTIVENESS. THE 1855 CLASSIFICATION CROWNED THIS ASCENT WITH THE OBTAINING OF THE TITLE OF GRAND CRU CLASSÉ. THE OWNER CLAIRE VILLARS-LURTON FOCUSED ON EXPRESSING THIS TERROIR, REVEALING HAUT-BAGES LIBÉRAL'S EXCEPTIONAL CHARACTER AND SO ENSURING ITS SUCCESS. FROM 2007, SHE WAS AIDED BY A BIODYNAMIC APPROACH AND AGROECOLOGY TECHNIQUES, WHICH GRADUALLY ENABLED HER TO GIVE A VOICE TO THE CHÂTEAU AND EXPRESS ITS TRUE NATURE.

« UN ROUGE COMPLET ET DENSE QUI NE MANQUE PAS DE RAFFINEMENT... »
LA RVF
94 Pts

« A TRIUMPH »
JAMES SUCKLING
97 Pts

« THE 2018 HAUT-BAGES LIBÉRAL IS SUPER-IMPRESSIVE RIGHT OUT OF THE GATE. »
VINDUS
94+ Pts

« CONFIRME LES PROGRÈS EN PRÉCISION ET FORCE D'EXPRESSION. »
BETTANE & DESSEAUVE
17.5/20 Pts

THE VINEYARD

30 hectares
Gravels of clay and limestone around the property and deep gravels in the hamlet of Bages.

THE VINIFICATION

Plot and tailor-made vinification (adapted in terms of material, duration and temperatures).
Maceration with the addition of neutral gas to stimulate gentle movements.
A pumping over of one volume / day
24 days of maceration.
Vertical pressing to bring special care to the presses.

THE BLEND

79 % Cabernet -sauvignon
21 % Merlot

THE CULTURAL PRACTICES

 
Last year in conversion

THE AGEING

16 months of ageing

40 % In new oak barrel	40 % In barrels of one wine	20 % in amphorae TAVA
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THE TEAM

Owner : Claire VILLARS-LURTON
Technical director: Thomas BONTEMPS
Enologist consultant: Éric BOISSENOT



HAUTBAGESLIBERAL.COM

 G&C LURTON
ESTATES

CORPORATE BEAUTYSHOT



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

4 JUILLET



FOR KEY AND SEASONAL SALES

IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H AND SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS



FOR KEY AND SEASONAL SALES

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COMMERCIAL AND SEASONAL BEAUTYSHOTS



FOR KEY AND SEASONAL SALES

IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H AND 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 HAUT-BAGES LIBÉRAL 2019 x VANILLA BEANS

A PAIRING THAT REMINDS A JOURNEY...

CHÂTEAU HAUT-BAGES LIBÉRAL IS MAINLY AGED IN FRENCH OAK BARRELS. THE WOOD GIVES THE WINE A BUTTERY, VANILLA AND SLIGHTLY SPICY AROMA.

HERE, WE WOULD LIKE TO HIGHLIGHT THIS AGEING THANKS TO THE VANILLA, WHICH SUBLIMATES THE TANNIC STRUCTURE OF THIS VINTAGE 2019, AND BRINGS A REAL TOUCH OF EXOTICISM.

CHÂTEAU HAUT BAGES LIBÉRAL 2019, IS A WINE OF GREAT FULLNESS, WITH FINE BUT POWERFUL TANNINS.

A MINERAL, FRUITY AND SPICY WINE, WITH NOTES OF WHITE PEPPER, EUCALYPTUS AND LIQUORICE.

VANILLA IS A SPICE FROM THE TROPICS WITH A SWEET AND SUBTLE TASTE. IT CAN BE USED IN SALTED DISHES AS WELL AS IN PASTRIES! WE RECOMMEND USING VANILLA IN THE FORM OF BEANS.

RECIPE IDEAS

SUMMER FRUIT PAPILOTE WITH VANILLA

Nectarines, plums, wild berries, strawberries and redcurrants are combined with crème de cassa and a vanilla bean. A fruity and spicy aromatic, on the finesse, which reminds the bouquet of Château Haut-Bages Libéral 2019 and its enveloping texture. A simple and effective match, with a beautiful sweetness and great delicacy!

DUCK BREAST WITH VANILLA

The duck breast is a true tradition of French gastronomy! Whether pan-fried, baked or barbecued, the cooking of the duck breast gives off notes of roasting, which will remind the secondary notes of the ageing when it is combined with the vanilla (cinnamon, liquorice...). Château Haut-Bages Libéral 2019 easily compensates the powerful taste of the duck with its fullness and energy.



CUSTOMER CONSUMPTION FOOD & WINE PAIRING BEAUTYSHOTS

2014 x CHESTNUT



2015 x ORANGE



2016 x RASPBERRY



2017 x TOMATO



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

CUSTOMER CONSUMPTION SERVING TIPS



SERVING AND TASTING TIPS FOR CUSTOMERS

AVAILABLE FROM 2015 VINTAGE TO 2020
FRENCH AND ENGLISH

**CERES FROM
CHÂTEAU HAUT-BAGES LIBÉRAL**

CERES FROM CHÂTEAU HAUT-BAGES LIBÉRAL – PRÉSENTATION

FIRST ORGANIC NATURAL WINE FROM A PAUILLAC CLASSIFIED GROWTH VINEYARD



Coming from a plot entirely managed with agroecology and agroforestry methods, **THE CUVÉE CERES REFLECTS A PHILOSOPHY** that guides Claire Lurton and the Château Haut-Bages Libéral teams in their daily relationship with the land, the vines and the terroir.

For more than 15 years, this philosophy has spurred them to move away from conventional practices to experiment with **ALTERNATIVE, MORE SUSTAINABLE METHODS OF CULTIVATION AND WINEMAKING, THAT ARE MORE RESPECTFUL OF NATURAL BALANCE.**

THE CERES CUVÉE is part of a global reflection and **REFLECTS A LONG-TERM COMMITMENT IN FAVOR OF A VITICULTURE BOTH VIRTUOUS AND AUDACIOUS.**

To design the label of this lively, natural and organic cuvée, Claire Lurton has chosen François Houtin, an artist best known for his collaborations with Hermès. This label **CELEBRATES VINES IN THEIR NATURAL ENVIRONMENT**, and showcases the plurality of plant life, erasing the borders between the different species.

This true piece of art represents perfectly **CERES: an ORGANIC, LIVELY AND BRILLIANT WINE.**





NAMED AFTER THE ROMAN GODDESS OF AGRICULTURE AND FERTILITY, THE CUVÉE CERES OF HAUT-BAGES LIBÉRAL COMES FROM A PLOT CULTIVATED WITH **AGROECOLOGY AND AGROFORESTRY PRACTICES.**

BORN IN HAUT-MÉDOC, **CERES IS THE FIRST ORGANIC NATURAL WINE WITHOUT ADDED SULPHUR FROM A PAUILLAC CLASSIFIED GROWTH VINEYARD.**

CHÂTEAU HAUT-BAGES LIBÉRAL PICTURES



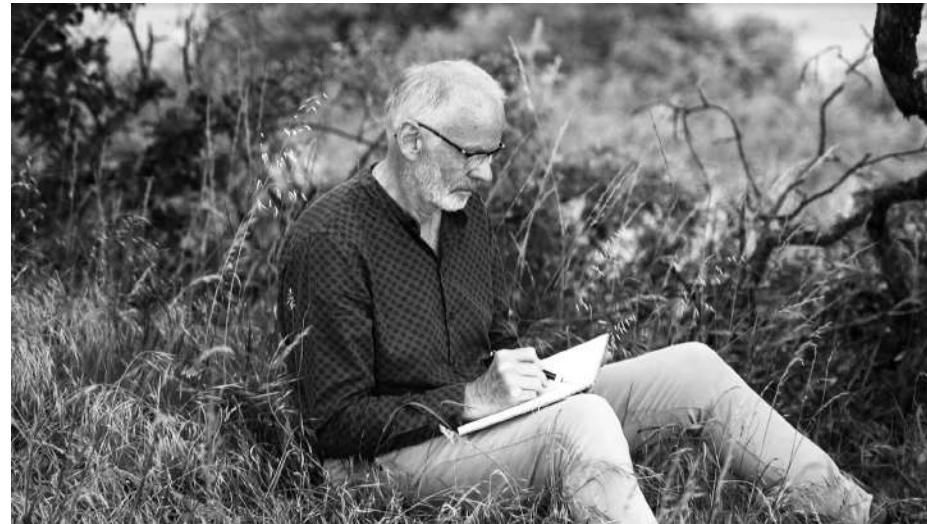
ESTATE, VINEYARD, TECHNICAL BUILDINGS, REFLECTING THE ESTATE DNA
PICTURES DATA BASE UPDATED EVERY YEAR.

VIDEO INTRODUCTION

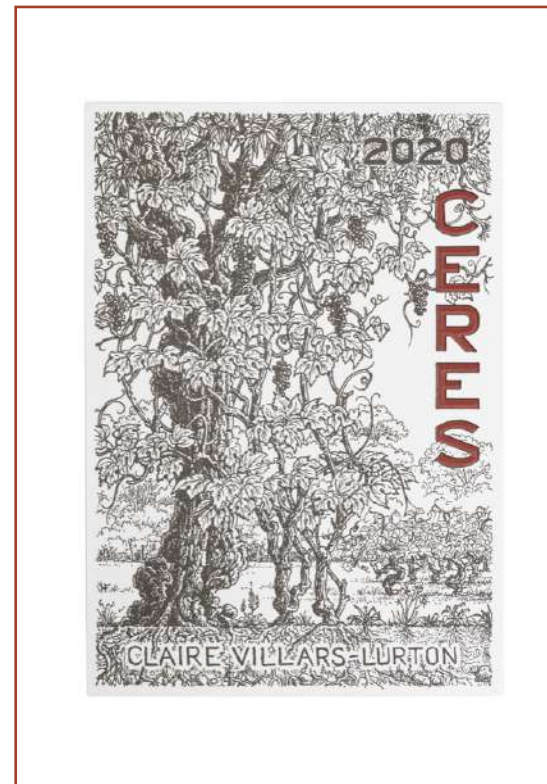


CERES PROJECT INTRODUCTION
.MP4

ARTISTIC COLLABORATION PICTURES



PACKSHOTS & 3D VIDEO



FOR COMPLETE AND OPTIMIZED PRODUCT PAGES

AVAILABLE FOR VINTAGES 2020 AND 2021
IN JPG (WHITE BACKGROUND BLANC) & PNG.

SHORT 3D ROTATION VIDEO IN .MP4
2020 VINTAGE
WHITE & DARK BACKGROUNDS

TECHNICAL SHEETS

ESTATE
PRESENTATION

CRITICS TASTING
COMMENTS &
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CERTIFICATIONS

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

(FRENCH,
ENGLISH)

2020
CERES
DE HAUT-BAGES LIBÉRAL
2020

CLAUDE VILLARS-LURTON

CLUVÉE WITHOUT ADDED SULFITES, HAUT-MÉDOC APPELLATION

"BEYOND ORGANIC AND BIODYNAMIC AGRICULTURE, I WANTED TO CONVERT THE VERTHEUIL VINEYARD INTO AGROECOLOGY AND AGROFORESTRY. NEARLY 1000 TREES WILL BE PLANTED ON THIS 8 HECTARE PLOT. EACH TREE SPECIES IS CHOSEN ON ITS SYNERGY WITH THE VINE. PLANT COVERS ARE ALSO PUT IN PLACE TO PROMOTE BIODIVERSITY, REGENERATE SOIL LIFE, SEQUESTER CARBON IN THE SOIL AND THIS FIGHT AGAINST GLOBAL WARMING.

FROM THIS VINEYARD WAS BORN THE CLUVÉE CERES, WHOSE NAME MEANS ROMAN GODDESS OF AGRICULTURE AND FERTILITY. CERES IS A WINE WITHOUT ADDED SULFITES, CERTIFIED ORGANIC AND BIODYNAMIC SINCE 2021. ITS STYLE IS PURE, SUPPLE, AIRY IN PERFECT HARMONY WITH NATURE.

ASSOCIATED TO THIS PROJECT, A RENOWNED ARTIST AND LANDSCAPE ARCHITECT FRANÇOIS HOUTIN TO DESIGN THE LABEL: A VINE CLIMBING A TREE, IN OTHER WORDS THE VINE IN ITS NATURAL STATE."

CLAIRE VILLARS-LURTON

THE VINEYARD
8 hectares of one single plot located on the hamlet of Vertheuil, in Pauillac North. Clay-limestone soil.

THE VINIFICATION
Plot vinification. Maceration with the addition of neutral gas to stimulate gentle movements. Pumping over of one volume / day. 24 days of maceration. Vertical pressing. Azote inerting during transfers to protect musts from oxydation.

THE GRAPE
100 % Merlot

THE CULTURAL PRACTICES
In conversion
No pesticide residues

SERVICE TEMPERATURE
Between 16 and 17

THE AGEING
6 months in concrete vats

THE TEAM
Owner : Claire VILLARS-LURTON
Technical director: Thomas BONTEMPS
Oenologist consultant: Éric BOISSENOT

HAUTBAGESLIBERAL.COM

G&C LURTON
ESTABLISHED 1858

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CORPORATE BEAUTYSHOT



FOR E-RETAIL BANNER + LANDING PAGE HEADER

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