

CHÂTEAU DURFORT-VIVENS

2ND CLASSIFIED GROWTH IN 1855, MARGAUX



PRODUCT OFFER & DIGITAL ACTIVATIONS

SUMMARY

- E-RETAIL & COMMERCIAL CHALLENGES
- ESTATE PRESENTATION
- INTRODUCTION OF VINTAGES FROM 2014 TO 2020
 - VISUAL CONTENTS: PACKSHOTS & KEY VISUALS
 - TOP RATINGS & COMMENTS
 - TECHNICAL AND TASTING DESCRIPTIONS
- DIGITAL ACTIVATIONS

E-RETAIL & COMMERCIAL CHALLENGES

EXPONENTIAL GROWTH POTENTIAL OF E-BUSINESS

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IN 2020, IN THE US, NEW ONLINE ALCOHOL BUYERS REPRESENTED 44% OF ALL ONLINE BUYERS (COMPARED TO 19% IN 2019).

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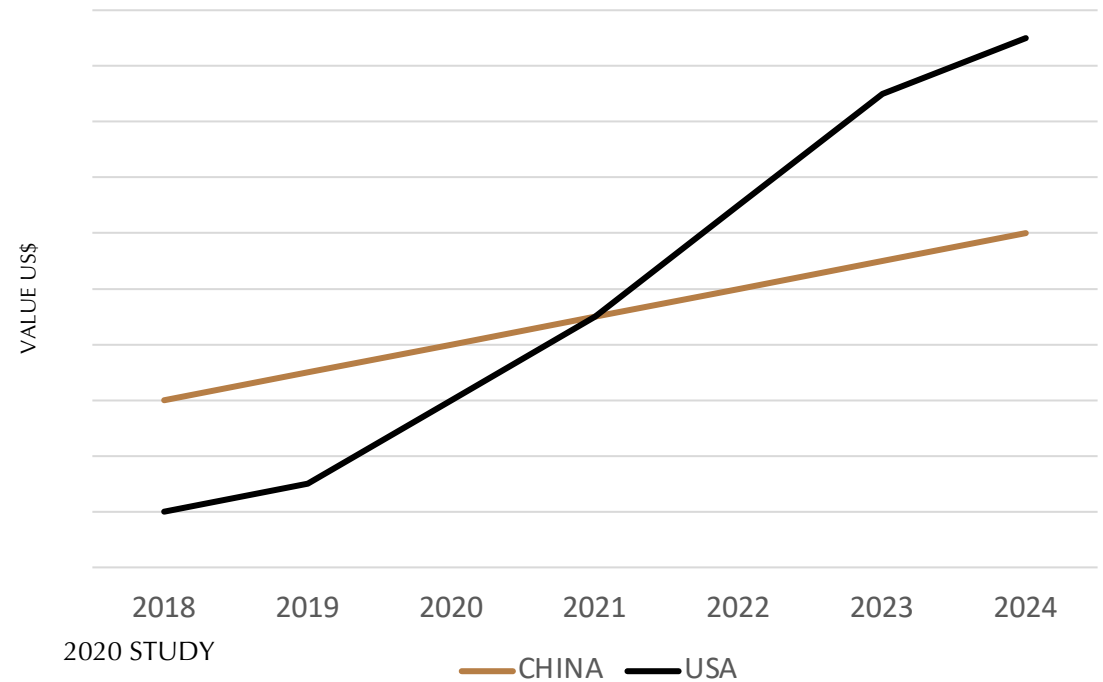
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GERMANY: ONLINE SELLING, TWO-DIGIT GROWTH.

IN THE USA: E-COMMERCE AND CLICK & COLLECT BOOM IS PLANNED FOR 2023.

”

ONLINE ALCOHOL SALES: US & CHINA



2020 STUDY



— CHINA — USA

DIGITAL CREATES NEW TOUCHPOINTS WITH CUSTOMERS



An Audience :

CONNECTED,
ACCESSING INFORMATION fastly and easily,
NOMAD & TRAVELLING,
environnemental support & storytelling **SENSITIVE.**

MULTI TOUCHPOINTS
MULTI DEVICES
MULTI CUSTOMER PROFILS
MULTI JOURNEYS

CHALLENGE :
**ONE COMMUNICATION
IMPACTING AND
CONSISTENT**

ESTATE PRESENTATION

CHÂTEAU DURFORT-VIVENS PRESENTATION



The story of Durfort-Vivens began in an 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.

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

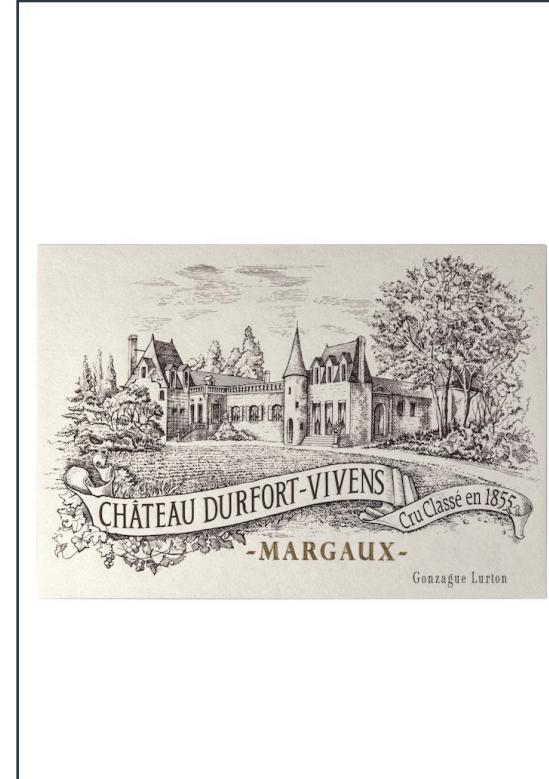
Aroused by the challenge and the property's potential, he sets himself the further challenge of doing things differently from other Bordeaux Châteaux in the 1990s, sometimes to the displeasure of renowned wine critics.

IN 2016, AGAINST ALL THE 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 AGING** of Château Durfort-Vivens wines. **HIS AMPHORA CELLAR IS THE LARGEST IN THE WORLD IN TERMS OF VOLUME.**

VISUAL CONTENTS

PACKSHOTS, LABELS & 3D VIDEOS



USED FOR COMPLETE AND OPTIMIZED PRODUCT PAGES

AVAILABLE FROM 2014 VINTAGE TO 2020 + FOR NO VINTAGE
IN JPG (WHITE BACKGROUND) AND PNG.

SHORT 3D ROTATION VIDEO IN .MP4
NO VINTAGE BOTTLE
WHITE & DARK BACKGROUNDS

KEY VISUALS



USED FOR E-RETAIL BANNER + LANDING PAGE HEADER

IN JPG AND PNG. SIZE 1412x450 PX, CUSTOMIZABLE ON REQUEST
AVAILABLE FOR 2019 VINTAGE, 2020 VINTAGE AND NO VINTAGE

KEY VISUALS



USED FOR SOCIAL NETWORKS (post + story), NEWSLETTERS, PRODUCT PAGE visual contents...

IN JPG AND PNG. AVAILABLE FOR VINTAGE 2019, VINTAGE 2020 AND NO VINTAGE

TOP RATINGS

TOP RATINGS: FROM 2014 VINTAGE TO 2016

« LE VIN EST SUAVE, CHARMEUR, TRÈS CHARMEUR MÊME »

- LE FIGARO (Bernard Burtschy), 2015 Vintage

« AN IMMENSE WINE »

- VINUM (Rolf Bichsel), 2016 Vintage



VINUM, Rolf Bichsel 19/20

BETTANE+DESSEAUVE 18-18,5/20

WINE ENTHUSIAST 94/100



THE WINE ENTHUSIAST, Roger Voss 97/100

VINUM, Rolf Bichsel 19/20

BETTANE+DESSEAUVE 95-96/100



VINUM, Rolf Bichsel 19/20

BETTANE+DESSEAUVE 96-97/100

THE WINE ENTHUSIAST 95-97/100

TOP RATINGS: FROM 2017 VINTAGE TO 2019

« UN VIN QUI PEUT MARQUER DURABLEMENT
L'HISTOIRE DES VINS DE BORDEAUX. »
- Bettane+Desseauve, 2018 Vintage

« RICH AND PURE. NEW CLASSIC. »
- James Suckling, 2019 Vintage

« THIS IS A CRAZY WINE... BEST DURFORT EVER? »
- James Suckling, 2019 Vintage



VINUM, Rolf Bichsel 19/20

JAMES SUCKLING 94-95/100

BETTANE+DESSEAUVE 94-95/100



VINUM, Rolf Bichsel 100/100

LOUIS-VICTOR CHARVET,
BETTANE+DESSEAUVE 99/100

MICHEL BETTANE 97-98/100



HEINER LOBENBERG 97/100

MAX GERSTL 19+/100

THE WINE ENTHUSIAST 95-97/100
JAMES SUCKLING 95-96/100
BETTANE+DESSEAUVE 95-96/100

VINTAGES INTRODUCTION



**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.**

GENERAL AND TECHNICAL DESCRIPTION



SECOND CLASSIFIED GROWTH IN 1855, MARGAUX

SURFACE OF THE VINEYARD: 65 HECTARES (55 OF VINES)

SOIL: DEEP GRAVEL FROM THE QUATERNARY PERIOD WITH A SAND/CLAY MATRIX



PLANTATION: CABERNET SAUVIGNON 80%, MERLOT 15%, CABERNET FRANC 5%

AVERAGE AGE OF VINEYARD: 35 YEARS



VINIFICATION: CONCRETE VATS WITH CAPACITIES THAT ENABLE EACH PARCEL TO BE TREATED SEPARATELY



OWNER: GONZAGUE LURTON

TECHNICAL DIRECTOR: LÉOPOLD VALENTIN

WINEMAKING CONSULTANT: ÉRIC BOISSENOT

CHÂTEAU DURFORT-VIVENS 2014



Blending: Cabernet Sauvignon 90%, Merlot 10%

Organic / Biodynamic conversion



Aging: 18 months in Bordeaux type barrels made from fine grain oak (50% de barriques neuves)

Tasting notes:

The nose is impressive of purity, intensity and brightness. Nuances of black fruits are in accordance with the floral, mineral and spicy notes.



Rich, fresh and balance wine on the palate. The texture is juicy and fleshy with a touch of minerality that keeps an elegant freshness. The finish is powerful and long, with harmony and sweetness.

A BLOWING VINTAGE, ELEGANT AND BALANCED.
LONG AGEING POTENTIAL.



**NO PESTICIDE
RESIDUES**



**NO PESTICIDE
RESIDUE**

CHÂTEAU DURFORT-VIVENS 2015



Blending: Cabernet Sauvignon 90%, Merlot 10%
Organic / Biodynamic conversion



Aging: 18 months in Bordeaux type barrels made from fine grain oak (60% de barriques neuves)

Tasting notes:



The nose expresses an intense deep bouquet. A harmonious blend of black fruit, liquorice, crystallized violets, cigar box and vanilla.

On the palate, attack is smooth and voluptuous. Silky tannins give the wine a noble character, finishing with an incredibly long aromatic and mineral freshness.

**A VERY REMARKABLE VINTAGE. IT PROMISES A RICH,
RIPE AND YET FRESH WINE. MAGNIFICENT EXPRESSION
OF THE FINEST MARGAUX.**

CHÂTEAU DURFORT-VIVENS 2016



Blending: Cabernet Sauvignon 94%, Merlot 6%
ORGANIC AND BIODYNAMIC CERTIFIED



Aging: 18 months in Bordeaux type barrels made from fine grain oak (60% de barriques neuves)



Tasting notes:

Intense fruity nose with harmonious notes of mirabelle and cedar.

On the palate, the attack is powerful. Elegant tannins. A long finish full of finesse.

2016 VINTAGE IS AT THE SAME TIME EXPLOSIVE, SILKY AND GREEDY. CHARMING.



**NO PESTICIDE
RESIDUE**



NO PESTICIDE
RESIDUE

CHÂTEAU DURFORT-VIVENS 2017



Blending: Cabernet Sauvignon 91%, Merlot 9%
ORGANIC AND BIODYNAMIC CERTIFIED



Aging: 18 months in Bordeaux type barrels made from fine grain oak (60% de barriques neuves)



Tasting notes:

Nose develops scents of redcurrant highlighted by toasted notes of roasted hazelnuts and coffee. A fine minerality completes its delicate aromatic palette. The attack is spicy with notes of beeswax and Sichuan pepper.

FRAME OF 2017 VINTAGE IS FINE AND SLIKY. IT ROCKS US GENTLY TOWARDS A LONG ELEGANT FINISH.

CHÂTEAU DURFORT-VIVENS 2018



Blending: Cabernet Sauvignon 70%, Merlot 23%, Cabernet Franc 7%
ORGANIC AND BIODYNAMIC CERTIFIED



Aging: 18 months – 30% in amphorae, 70% in new barrels



Tasting notes: Intense floral expression of lily and lavender. Notes of blackberries, cassis and dark chocolate amplify its delicious aromatic expression. Tannins are very fine and give a unique tension and freshness. Sublime powerful and creamy texture. Long ageing potential.

The smallest harvest in the last 25 years, and thus incited the team to produce a real jewel! Identity of each plot has been preserved by replacing the vats with wine-making amphorae. Inspired from 19th century, harvesting, sorting, amphorae filling and vinification were all done manually.

UNFORGETTABLE VINTAGE, CALLED THE « RARE YEAR ». DELICATE, ELEGANT, ENCHANTING. UNIQUE AND SINGULAR.



7000 BOTTLES PRODUCED
LARGE-SIZED ON REQUEST



NO PESTICIDE
RESIDUE



**NO PESTICIDE
RESIDUE**

CHÂTEAU DURFORT-VIVENS 2019



Blending: Cabernet Sauvignon 90%, Merlot 10%
ORGANIC AND BIODYNAMIC CERTIFIED



Aging: 18 months – 25% in amphorae, 75% in new barrels

Tasting notes:



The nose is complex, punctuated by the season: subtle floral notes (acacia, cherry tree), notes of red and black fruits (blackberry, blueberry, raspberry), then notes of sweet spices (cinnamon) and roasted (hazelnut, praline).

On the palate, the smoothness is harmoniously counterbalanced by a freshness. Tannins are at the same time silky, fine and crunchy, revealing a magnificent tension. Excellent ageing potential (30 years).

THIS VINTAGE IS EMOTIONAL. 2019 CHARMS BY ITS COMPLEXITY, ITS RICHNESS, ITS BALANCE AND ITS PRECISION.

CHÂTEAU DURFORT-VIVENS 2020



Blending: Cabernet Sauvignon 88%, Merlot 12%

ORGANIC AND BIODYNAMIC CERTIFIED



Aging: 18 months – 30% in amphorae, 70% in new barrels



«Thanks to our previous experiences, our vines have not been impacted by mildew attacks. In the cellar, our wines gain in precision and their styles assert themselves with elegance and tension. After several years of adjustment, the 2020 vintage is a real accomplishment » Gonzague Lurton , Owner

«The aromatic expression is disconcerting, solar and fresh at the same time. The balance on the palate is very powerful, elegant and voluptuous» - Léopold Valentin, Directeur technique

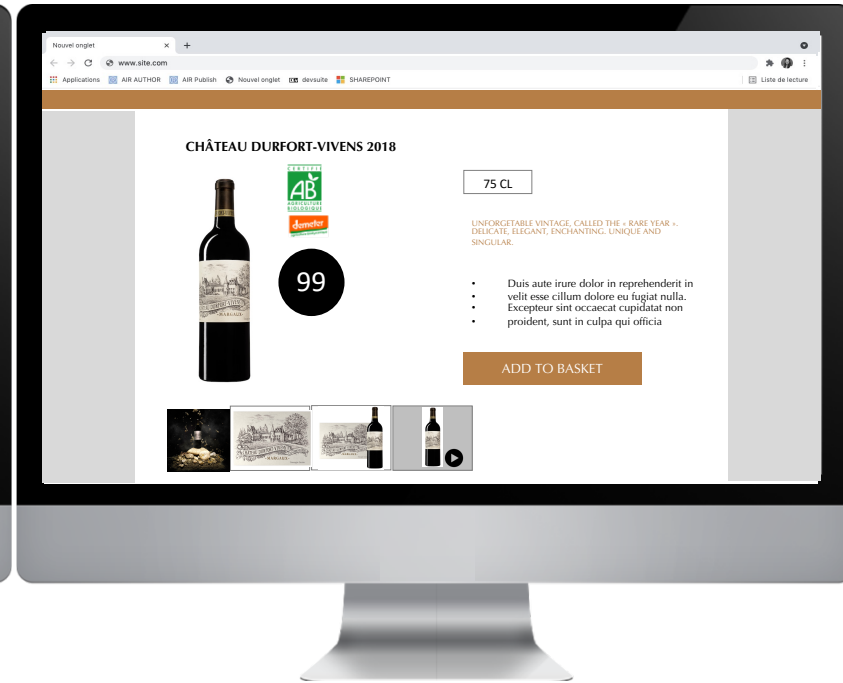
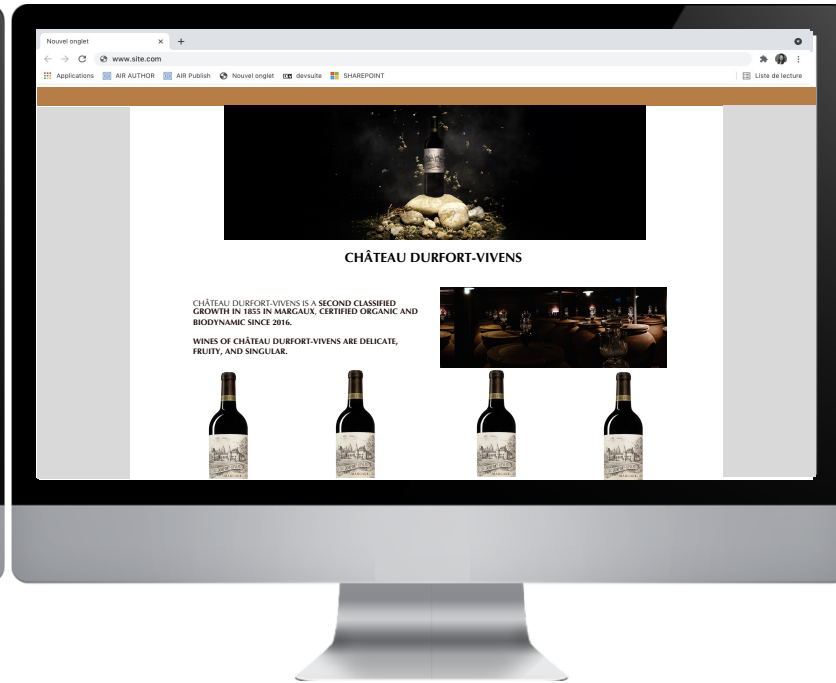
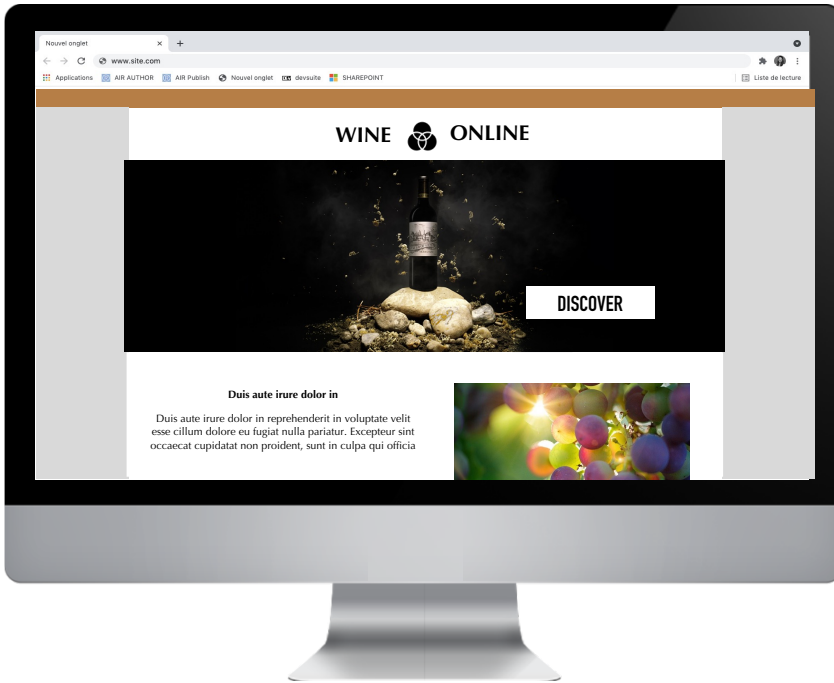
A POWERFUL, ELEGANT, VOLUPTUOUS VINTAGE
REVEALING ITS SENSUALITY DURING TASTING.



**NO PESTICIDE
RESIDUE**

DIGITAL ACTIVATIONS

IMPACTING VISIBILITY FROM HOMEPAGE - INSTITUTIONAL VISIBILITY



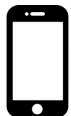
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HOMEPAGE - BANNER

LANDING PAGE

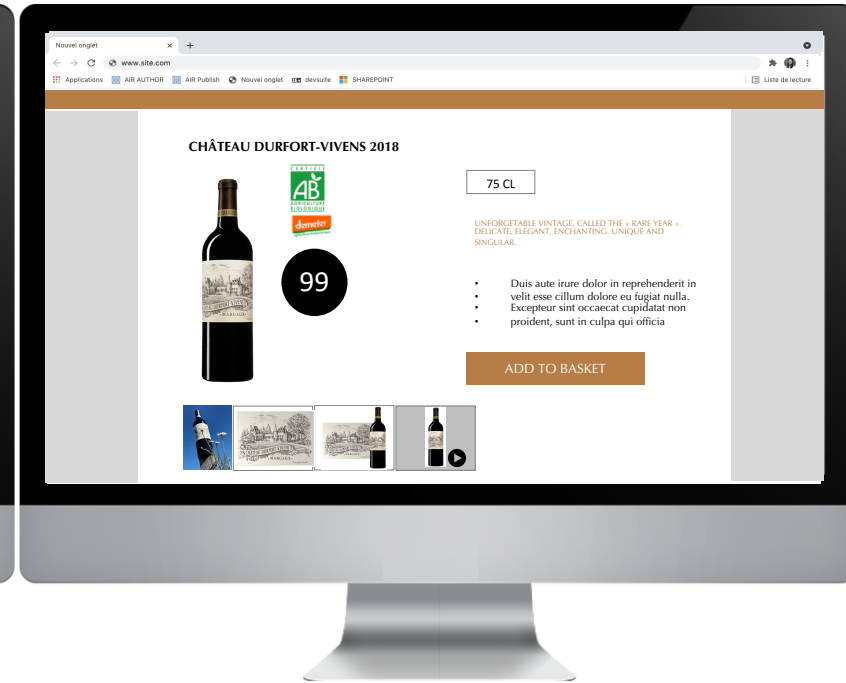
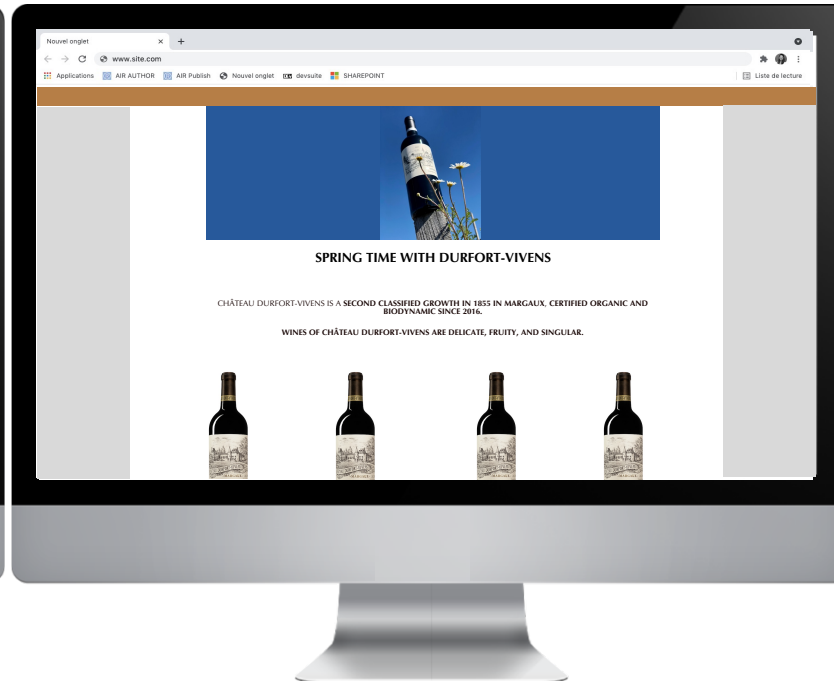
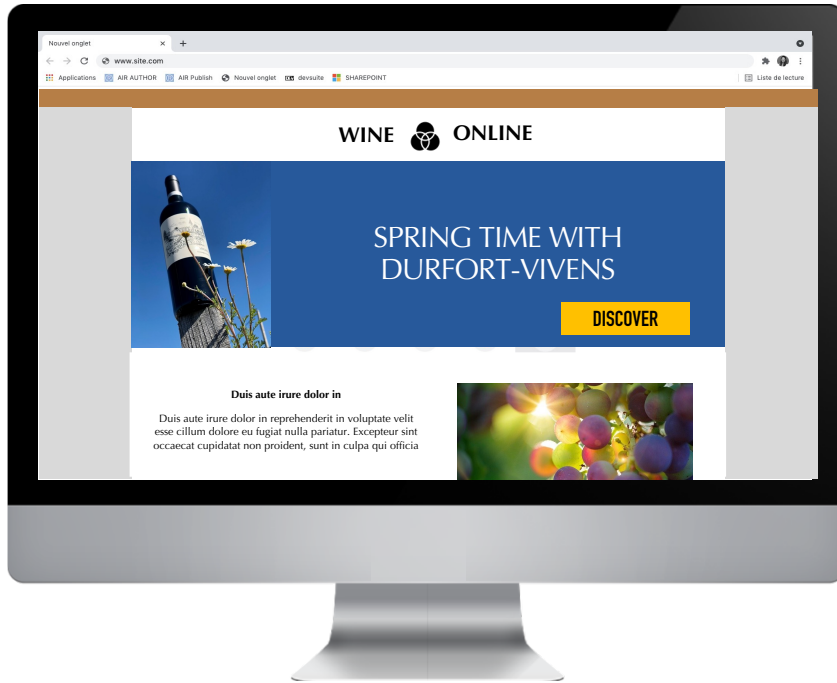
PRODUCT PAGE

(!) Responsive



IMPACTING VISIBILITY FROM HOMEPAGE

- SEASONAL VISIBILITY (EX. SPRING)



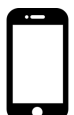
HIGHLIGHTING KEY INFORMATION DURING ALL ONLINE CUSTOMER JOURNEY, TO OPTIMIZE CONVERSION

HOMEPAGE - BANNER

LANDING PAGE

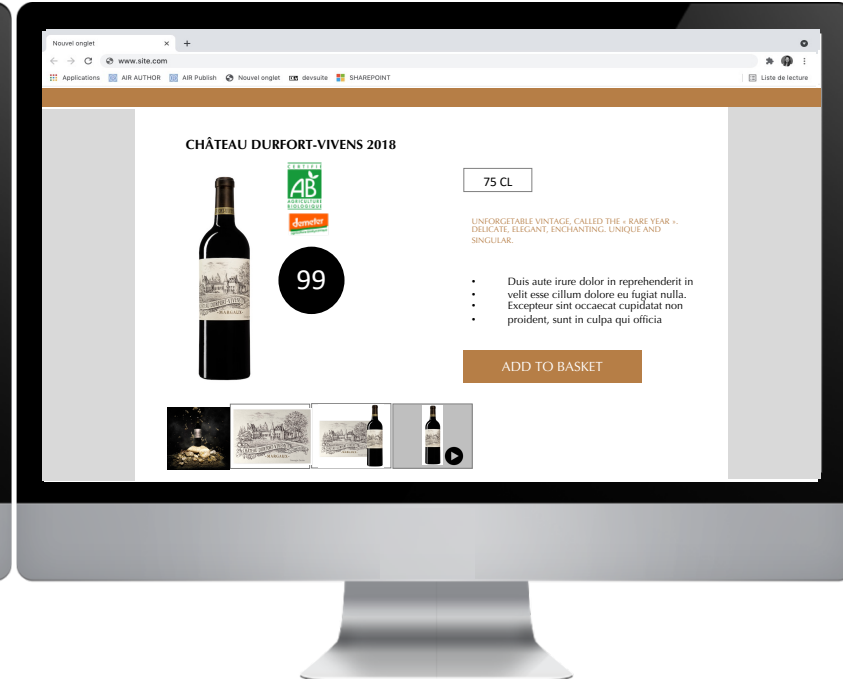
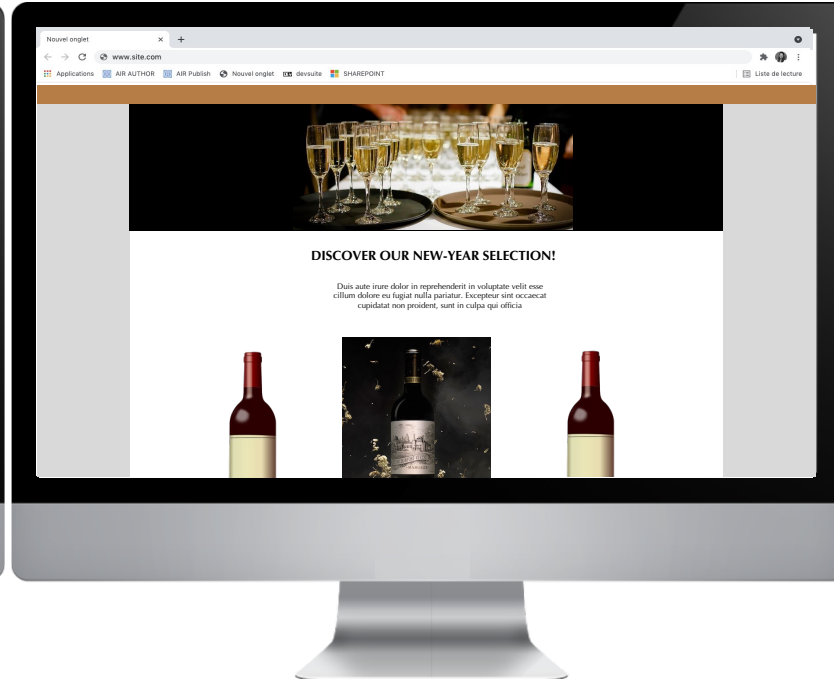
PRODUCT PAGE

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MODERATE VISIBILITY: INTEGRATED IN A MULTI BRANDS COLLECTION

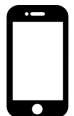
EX. NEW YEAR SELECTION



HOMEPAGE: MULTI BRANDS COLLECTION

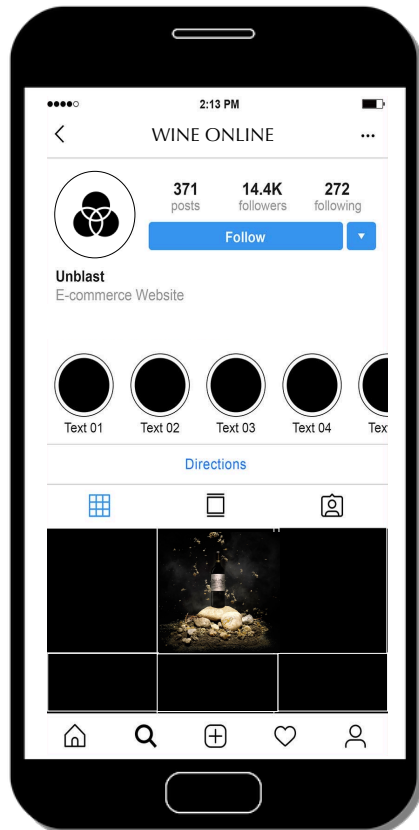
LANDING PAGE: OPTIMIZE ATTRACTIVENESS OF THE PRODUCT THANKS TO KEY VISUAL

CLEAR AND COMPLETE PRODUCT PAGE TO IMPROVE CONVERSION EFFECTIVENESS



(!) Responsive

CORRESPONDING AND COMPLEMENTARY VISIBILITY: NEWSLETTER, SOCIAL NETWORKS, DIGITAL PRESS



Château Durfort-Vivens 2020 – Book in now during « en primeurs » campaign!

29 MARS 2021

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.



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22 MARS 2021

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15 MARS 2021

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