

CHÂTEAU FERRIÈRE

3rd 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

“

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

”

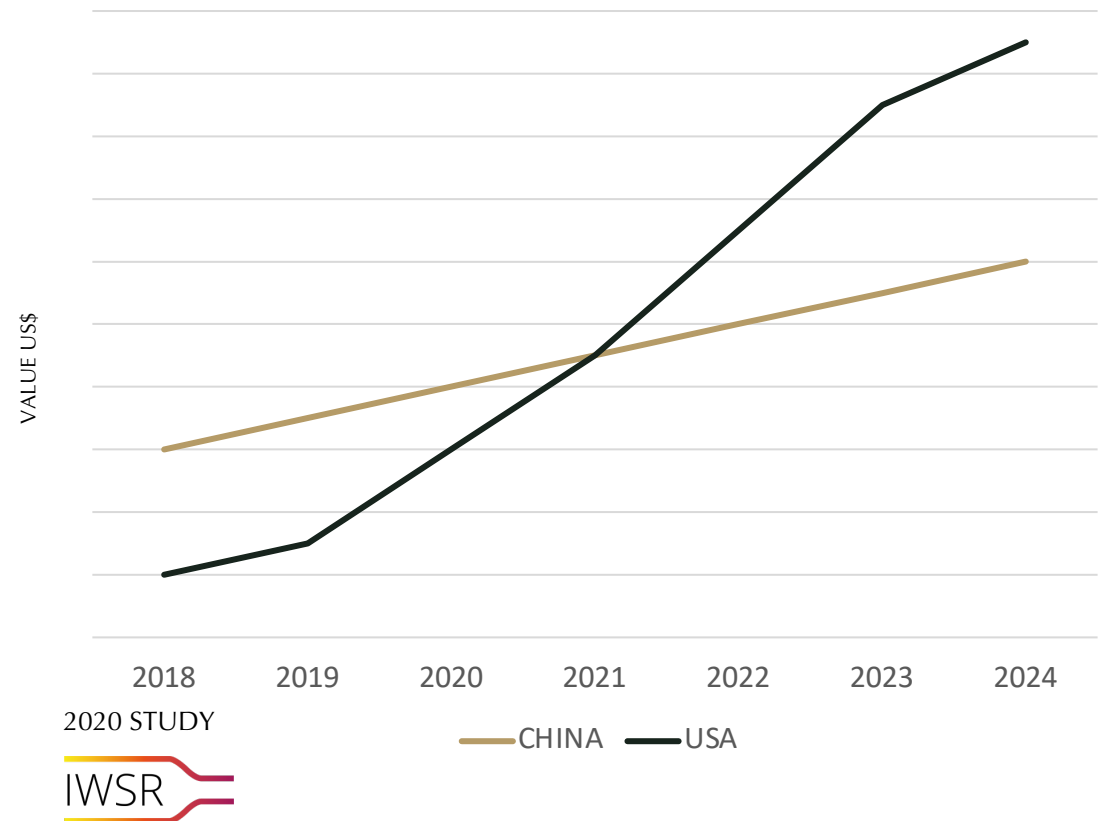
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GERMANY: ONLINE SELLING, TWO-DIGIT GROWTH.

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

”

ONLINE ALCOHOL SALES : US & CHINA



DIGITAL & CRÉATION DE NOUVEAUX TOUCHPOINTS CLIENTS



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 FERRIÈRE PRESENTATION



At the end of the 17th century, the Ferriere family, renowned players in the shipping brokerage business, acquired this "cru" in the heart of Margaux, and will forever mark the history of the property by associating its name with it. In 1855, the Château will make them very proud by obtaining the **TITLE OF 3rd CLASSIFIED GROWTH IN MARGAUX.**

It was not until the end of the 1980s that the Merlaut family became the owner and set about restoring the property to its former splendor. At only 27 years old, Claire took over the unfinished work of her mother Bernadette after her accidental death. In turn, Claire will one day pass it on to her daughter Jeanne, the **THIRD GENERATION OF WOMEN, OWNERS OF CHÂTEAU FERRIÈRE.**

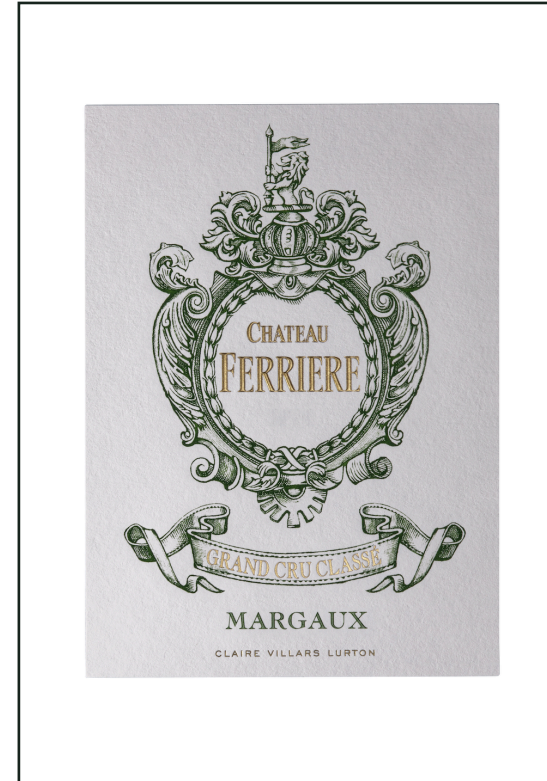
This objective of transmission is accompanied by the **PRESERVATION AND SUSTAINABILITY OF THE VINEYARD** of Ferrière, a **UNIQUE HERITAGE OF MASSAL DIVERSITY** - a third of the vines date from 1954! **THE PROPERTY IS CERTIFIED ORGANIC SINCE 2015 AND BIODYNAMIC SINCE 2018.** Château Ferrière becomes the only Classified Growth **DOUBLE CERTIFIED IN BIODYNAMIC by DEMETER and BIODYVIN.**

The technical team will go so far as to make the property completely autonomous for its biodynamic preparations. Château Ferrière becomes the **MEDOCANNE ANTENNA OF BIODYNAMIC AGRICULTURE MOVEMENT (MABD).**

It is today in the bio-diversification of the soils that the teams continue their work of preservation of the terroir, thanks to the development of their **PRACTICES IN AGROECOLOGY.**

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

« ENCORE UNE FOIS UN VIN D'UNE CLASSE ABSOLUE »

- VINUM, 2015 Vintage



JAMES SUCKLING 94/100

VINBLADET (Peter Winding) 94/100

WINE ENTHUSIAST (Roger Voss) 92/100



VINUM 19/20

RENE GABRIEL 18/20

VINOUS (Antonio Galloni) 94/100

« ABSOLUTE SOPHISTICATION »

- VINUM (Rolf Bichsel), 2016 Vintage



VINUM WINE MAGAZINE 19/20

WINE ENTHUSIAST 94/100

BETTANE+DESSEAUVE 94-95/100

TOP RATINGS : FROM 2017 VINTAGE TO 2019

« LA QUALITÉ EST LÀ, INCONTESTABLE. »

- LE POINT (Jacques Dupont), 2017 Vintage



VINUM, Rolf Bichsel 18/20

JAMES SUCKLING 93-94/100

VINBLADET 92-93/100

« UNE BOMBE DE FRAICHEUR ! »

- TERRE DE VINS (Jean-Charles Chapuzet), 2019 Vintage



LA REVUE DES VINS DE FRANCE
96/100

JAMES SUCKLING 95/100

VINBLADET 94-95/100

« THE 2019 FERRIÈRE IS FABULOUS. »

- VINOUS (Antonio Galloni), 2019 Vintage



JAMES SUCKLING 95-96/100

TERRE DE VINS 95/100

WINE ENTHUSIAST 94-96/100

VINTAGES INTRODUCTION



CHÂTEAU FERRIÈRE IS A **CLASSIFIED GROWTH IN 1855** IN **MARGAUX**, CERTIFIED **ORGANIC** IN 2015 AND **BIODYNAMIC** IN 2018 (**DEMETER**) AND IN 2019 (**BIODYVIN**).

BE CHARMED BY CHÂTEAU FERRIÈRE, A WINE THAT IS FLESHY, AUTHENTIC AND OF GREAT DEPTH.

GENERAL AND TECHNICAL DESCRIPTION



3RD CLASSIFIED GROWTH IN 1855, MARGAUX



SOIL : DEEP GRAVEL ON LIMESTONE MARL

AGE OF THE VINES : 45 YEARS



VINIFICATION : TRADITIONAL IN CONCRETE AND WOOD VATS, WHOSE VOLUMES ARE PROPORTIONAL TO THE PLOTS SIZE.



OWNER: CLAIRE VILLARS-LURTON

TECHNICAL DIRECTOR: GÉRARD FENOUILLET

WINEMAKING CONSULTANT: ÉRIC BOISSENOT

CHÂTEAU FERRIÈRE 2014



Surface of the vineyard: 16 hectares

Grape Varieties: Cabernet Sauvignon 51%, Merlot 41%, Cabernet Franc 2%, Petit Verdot 6%

Blending: Cabernet Sauvignon 68%, Merlot 30%, Cabernet Franc 2%

Conversion in Organic / Biodynamic



Aging: 18 months in barrels (40% of new barrels)



Tasting notes:

The nose expresses aromas of ripe black fruits (black currant and blackberry) and floral notes. A beautiful freshness, sharpness and aromatic precision.

On the palate, the texture is harmonious, with wrapped and fine tannins. The fruit expresses itself nicely and accompanies the wine in its length.



THE 2014 VINTAGE CHARMS BY ITS MARGAUX CLASSICISM, IN THE PUREST RESPECT OF THE FRUIT.



CONVERSION

agriculture biodynamique



BIODYVIN

CHÂTEAU FERRIÈRE 2015

Surface of the vineyard: 20 hectares

Grape varieties: Cabernet Sauvignon 51%, Merlot 41%, Cabernet Franc 2%, Petit Verdot 6%

Blending: Cabernet Sauvignon 63%, Merlot 33%, Petit Verdot 4%

ORGANIC CERTIFIED

Biodynamic conversion



Aging: 18 months in barrels (40 % of new barrels)

Tasting notes:



On the nose, the wine shows great finesse and complexity. One can detect ripe black fruits (blackcurrant and elderberry), tobacco and minerality.

On the palate, we appreciate its roundness, its fine and wrapped tannins, its freshness and its power. A very beautiful definition.

A VINTAGE FULL OF ELEGANCE.
2015 IS A GREAT VINTAGE, WITH A REMARKABLE
BALANCE. A VELVET CASE.

CHÂTEAU FERRIÈRE 2016



Surface of the vineyard: 20 hectares

Grape Varieties: Cabernet Sauvignon 51%, Merlot 41%, Cabernet Franc 2%, Petit Verdot 6%

Blending: Cabernet Sauvignon 67%, Merlot 30%, Petit Verdot 3%

ORGANIC CERTIFIED

Biodynamic conversion



Aging: 18 months in barrels (40 % of new barrels)

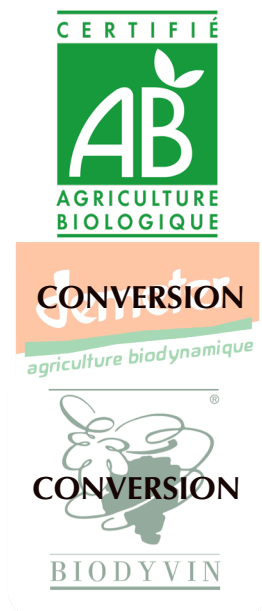
Tasting notes:

Beautiful intense ruby red color. The nose, very expressive, reveals red and black fruits (raspberry, cherry, blackberry, black currant). Notes of vanilla, licorice and spices (pepper, cardamom) bring aromatic complexity. On the palate, the aromatic precision and the structure are fully expressed. The wine is greedy with silky and enveloped tannins. The well-integrated freshness gives the wine its full dimension.



WITH ITS INTENSE RUBY RED COLOR, THE 2016 VINTAGE SHARPENS THE SENSES WITH ITS GREEDINESS AND VELVETY TEXTURE. A PURE PLEASURE.





CHÂTEAU FERRIÈRE 2017

Surface of the vineyard: 20 hectares

Grape varieties: Cabernet Sauvignon 51%, Merlot 41%, Cabernet Franc 2%, Petit Verdot 6%

Blending: Cabernet Sauvignon 79%, Merlot 19%, Petit Verdot 2%

ORGANIC CERTIFIED

Biodynamic conversion



Aging: 18 mois in barrels (40 % of new barrels)

Tasting notes:



The nose presents aromas of red fruits and floral notes. It is bright and fresh. In the mouth, the tannins are fine and refined. A nice fruity freshness makes the wine very pleasant.

A BRILLIANT VINTAGE 2017, ON THE FRESHNESS. FULL OF ELEGANCE AND RACY STYLE.

CHÂTEAU FERRIÈRE 2018



Surface of the vineyard: 24 hectares

Grape varieties: Cabernet Sauvignon 51%, Merlot 41%, Cabernet Franc 2%, Petit Verdot 6%

Blending: Cabernet Sauvignon 51%, Merlot 41%, Petit Verdot 6%, Cabernet Franc 2%

ORGANIC CERTIFIED

BIODYNAMIC CERTIFICATION - DEMETER. Biodyvin conversion



Aging: 18 months – 20% in amphorae, 40% in new barrels and 40% in barrels of 1 wine

Tasting notes:



This wine has a deep ruby color with a nice brightness. The nose expresses itself after a light aeration: notes of red fruits combining red currant and black cherry. The mouth is fleshy and full with a nice balance and reveals a spicy character that blends perfectly with the fruit. It finishes with elegant and melted tannins.



CHÂTEAU FERRIÈRE 2018 COMBINES FRESHNESS AND TENSION, WITH FINELY INTEGRATED OAK. PERFECTLY BALANCED.



CHÂTEAU FERRIÈRE 2019



Surface of the vineyard: 24 hectares

Grape varieties: Cabernet Sauvignon 51%, Merlot 41%, Petit Verdot 6%, Cabernet Franc 2%

Blending: Cabernet Sauvignon 70%, Merlot 25%, Petit Verdot 5%

ORGANIC AND BIODYNAMIC CERTIFIED



Aging: 18 mois – 20% in amphorae, 40% in new barrels and 40% in barrels of 1 wine



Tasting notes:

A nose combining tobacco, mint and red fruits. The mouth is ample and powerful and the finish is very long with beautiful elegant tannins, specific of this vintage.

A VERY GREAT VINTAGE, BOTH CLASSIC AND ELEGANT. AN EXPLOSIVE FRUIT, A BEAUTIFUL LENGTH.

CHÂTEAU FERRIÈRE 2020

Surface of the vineyard: 24 hectares

Grape varieties: Cabernet Sauvignon 51%, Merlot 41%, Petit Verdot 6%, Cabernet Franc 2%

Blending: Cabernet Sauvignon 68%, Merlot 27%, Petit verdot 3%, Cabernet franc 2%

ORGANIC CERTIFIED

BIODYNAMIC CERTIFICATION WITH DEMETER AND BIODYVIN



Aging: 18 mois – 20% in amphorae, 40% in new barrels and 40% in barrels of 1 wine



« Despite small yields, Ferrière 2020 is a vintage marked by its concentration, its tannic quality and its classicism » - Claire Villars-Lurton, Owner

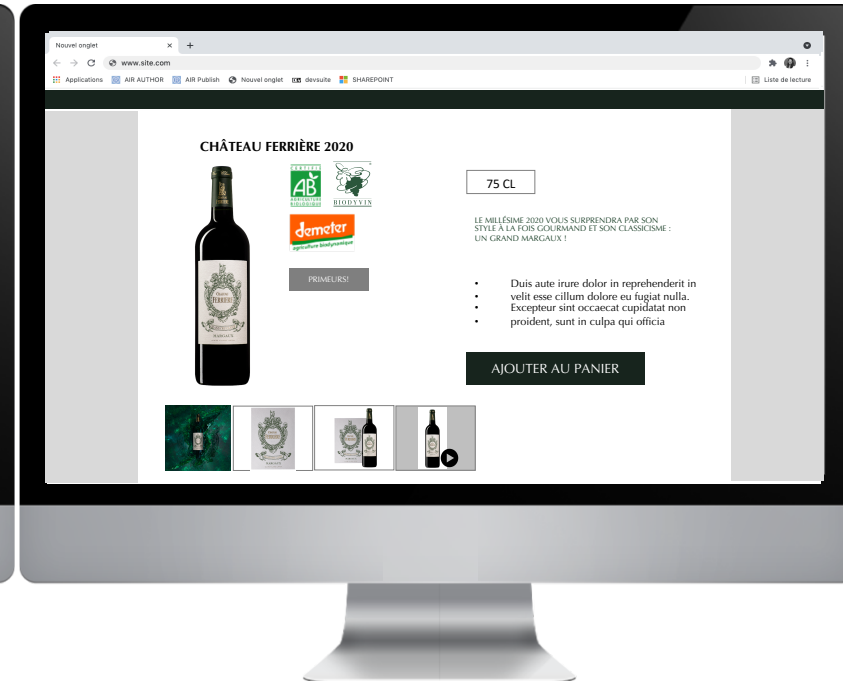
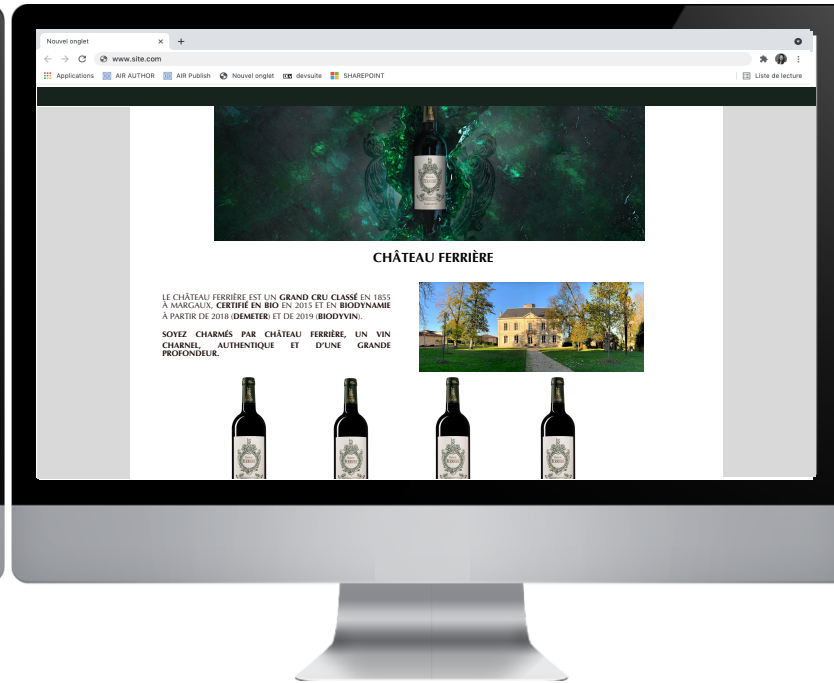
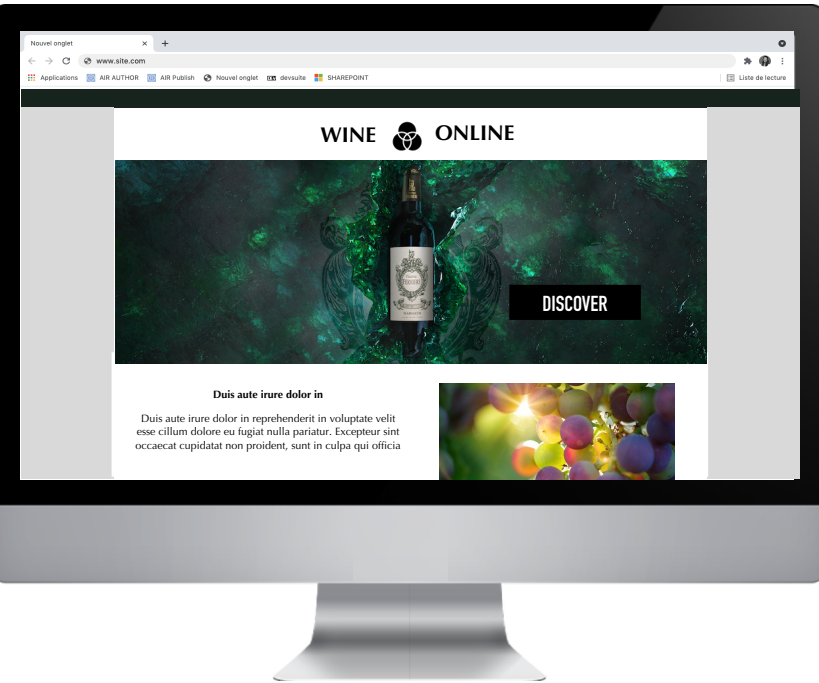
« Another great vintage! Ferrière 2020 is synonymous with greed and complexity » - Gérard Fenouillet, Technical Director

THE 2020 VINTAGE WILL SURPRISE YOU WITH ITS
GOURMET STYLE AND CLASSICISM: A GREAT
MARGAUX!



DIGITAL ACTIVATIONS

IMPACTING VISIBILITY FROM HOMEPAGE - INSTITUTIONAL VISIBILITY



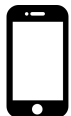
HIGHLIGHTING KEY INFORMATION DURING ALL ONLINE CUSTOMER JOURNEY, TO OPTIMIZE CONVERSION

HOMEPAGE - BANNER

LANDING PAGE

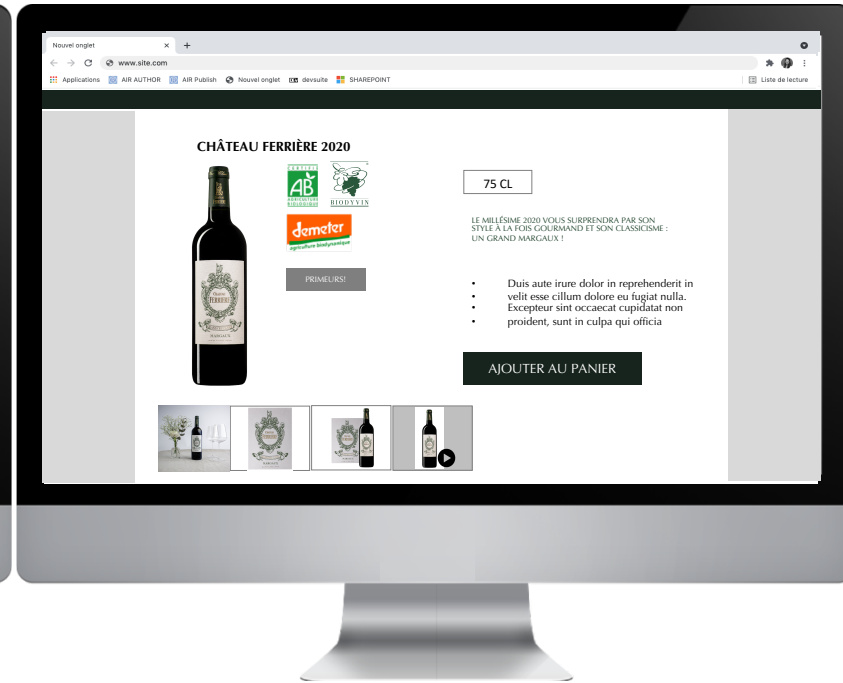
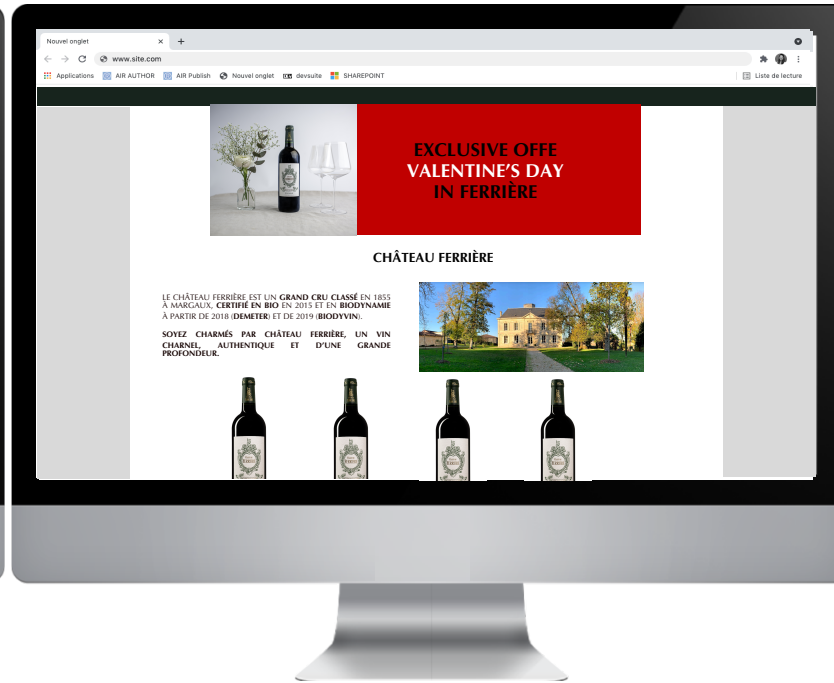
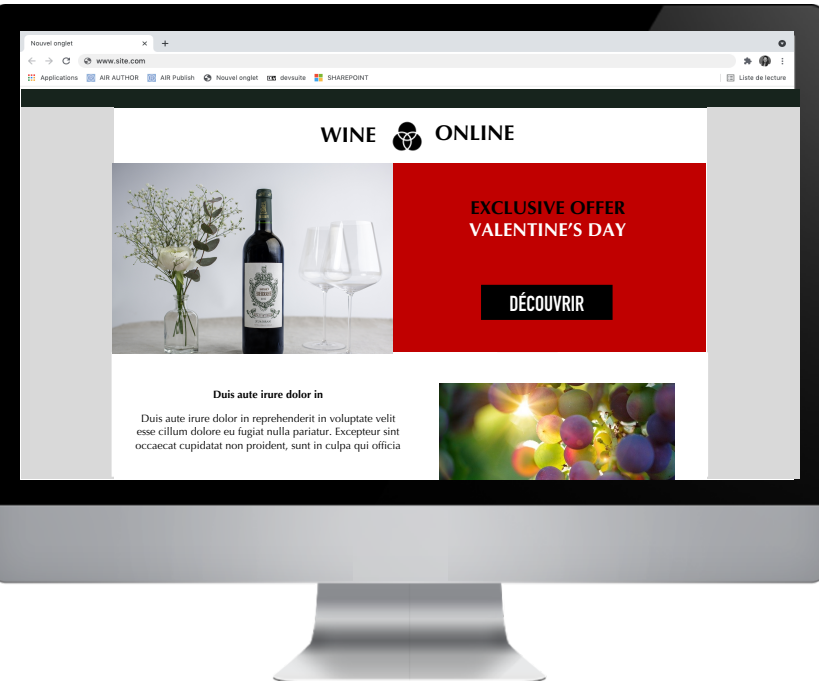
PRODUCT PAGE

(!) Responsive



IMPACTING VISIBILITY FROM HOMEPAGE

- SEASONAL VISIBILITY (EX. VALENTINE'S DAY)

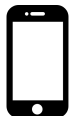


HIGHLIGHTING KEY INFORMATION DURING ALL ONLINE CUSTOMER JOURNEY, TO OPTIMIZE CONVERSION

HOMEPAGE - BANNER

LANDING PAGE

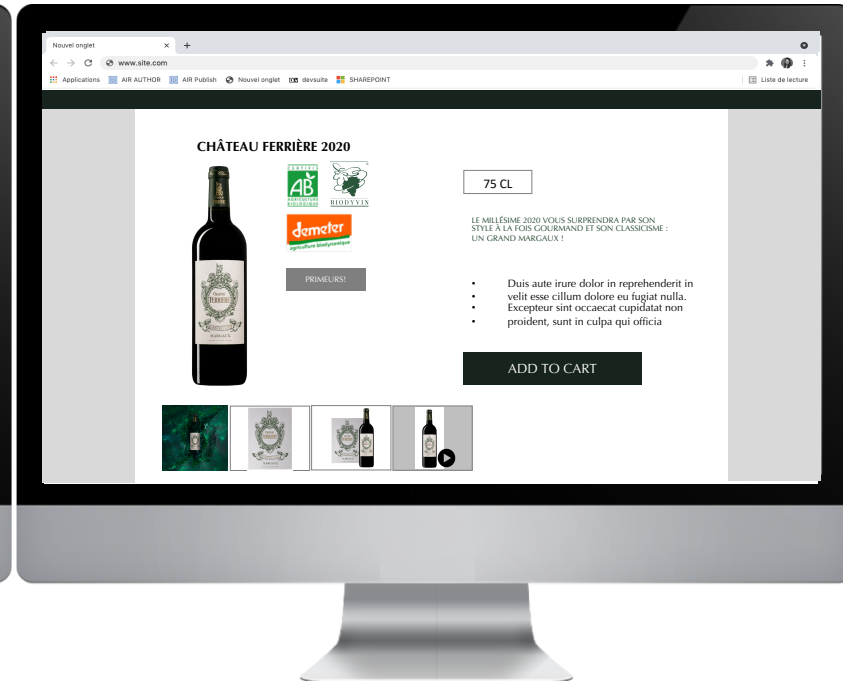
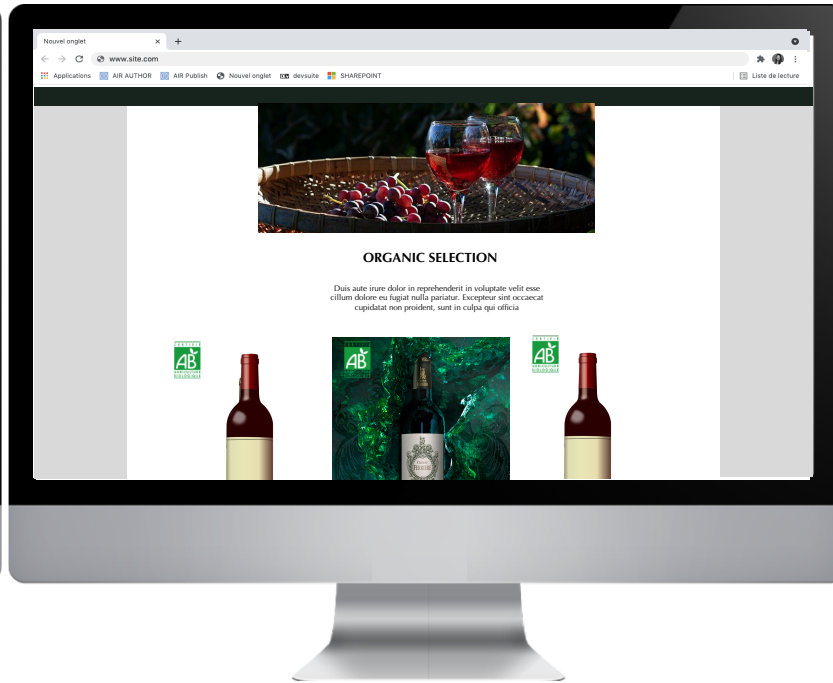
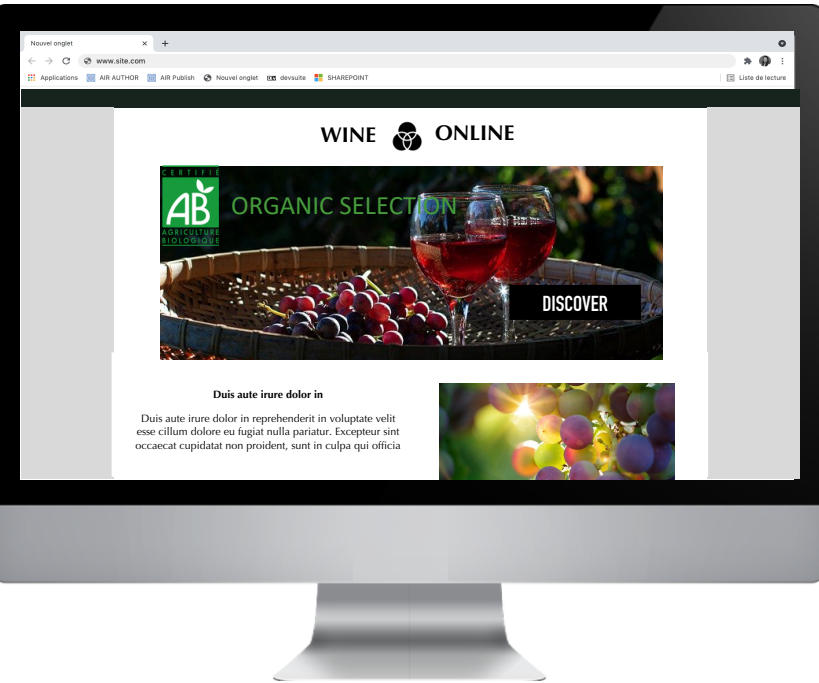
PRODUCT PAGE



(!) Responsive

MODERATE VISIBILITY : INTEGRATED IN A MULTI BRANDS COLLECTION

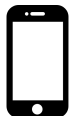
EX. ORGANIC SELECTION



HOMEPAGE: MULTI BRANDS COLLECTION

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

CLEAR AND COMPLETE PRODUCT PAGE TO IMPROVE CONVERSION EFFECTIVENESS

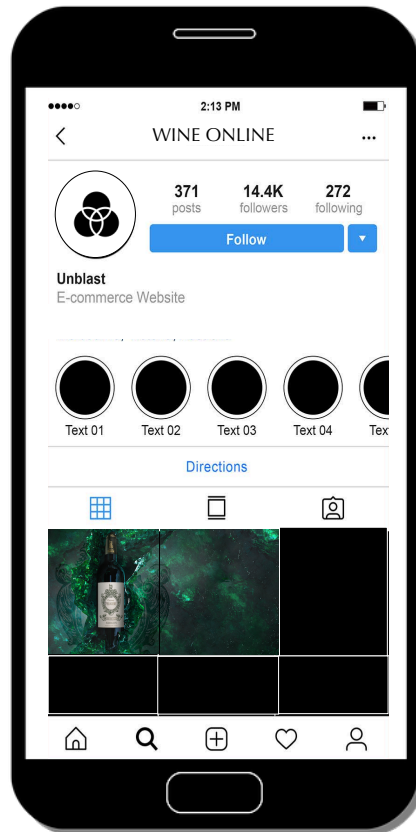


(!) Responsive

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



Decanter



**Château Ferrière 2020 -
Reserve it now during the
primeurs!**

29 MARS 2021

Be charmed by Château Ferrière, a
fleshy, authentic wine with great depth.

The 2020 vintage will surprise you with
its gourmet style and classicism: a great
Margaux!

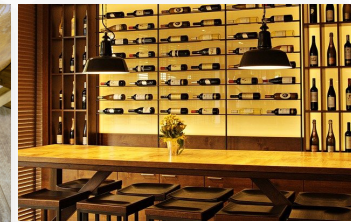


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22 MARS 2021

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15 MARS 2021

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