

# CHÂTEAU HAUT-BAGES LIBÉRAL

5<sup>TH</sup> CLASSIFIED GROWTH IN 1855, PAUILLAC



**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).

”

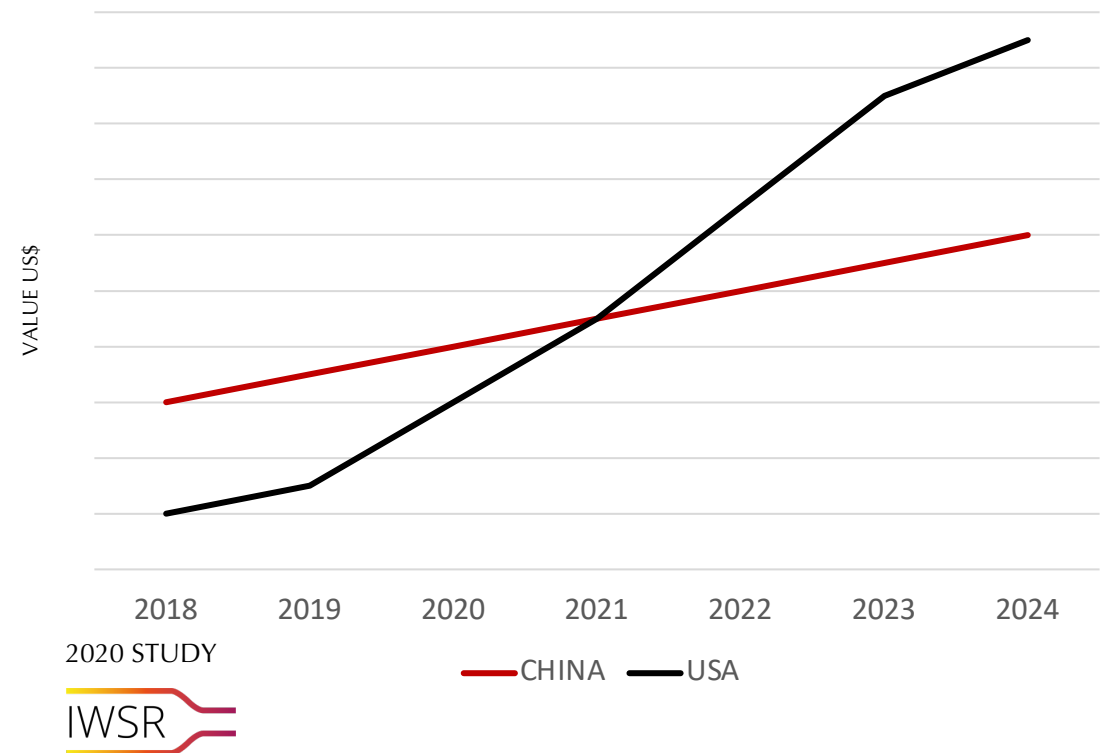
“

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 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 HAUT-BAGES LIBÉRAL PRESENTATION



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.**

Today, the owner Claire Villars-Lurton is 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 agroforestry techniques, which gradually enabled her to give a voice to the Château and express its true nature.

**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.**



# **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

« L'AUTHENTICITÉ DE LA VITICULTURE A PORTÉ SES FRUITS »

- BETTANE+DESSEAUVE, 2015 Vintage

« RICHE ET EN MÊME TEMPS ÉLÉGANT »

- VINBLADET (Peter Winding), 2016 Vintage



**JAMES SUCKLING 95/100**

**VINBLADET 91-92/100**

**BETTANE+DESSEAUVE 17/20**



**BETTANE+DESSEAUVE 95-96/100**

**JAMES SUCKLING 94/100**

**WINE ENTHUSIAST 94/100**



**JAMES SUCKLING 94-95/100**

**VINBLADET 94/100**

**WINE SPECTATOR 90-93/100**

## TOP RATINGS: FROM VINTAGE 2017 TO 2019

« LONG AND ENDLESS. A TRIUMPH HERE. »

- JAMES SUCKLING, 2018 Vintage

« CERTAINEMENT LE VIN LE PLUS ABOUTI ET LE PLUS HARMONIEUX DEPUIS UN DEMI-SIÈCLE AU MOINS »

- VINUM (Rolf Bichsel), 2019 Vintage



**VINBLADET 93/100**

**WINE SPECTATOR 90-93/100**

**WINE ENTHUSIAST 92/100**



**JAMES SUCKLING 97/100**

**VINOUS, Antonio Galloni 92-93/100**

**BETTANE+DESSEAUVE 17/20**



**JAMES SUCKLING 95-96/100**

**BETTANE+DESSEAUVE 95-96/100**

**LA REVUE DES VINS DE FRANCE 94-95/100**

# VINTAGES INTRODUCTION



**CHÂTEAU HAUT-BAGES LIBÉRAL IS A CLASSIFIED GROWTH IN 1855 IN PAUILLAC, CERTIFIED ORGANIC IN 2019 AND NOW IN BIODYNAMIC CONVERSION.**

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



## GENERAL AND TECHNICAL DESCRIPTION



**5<sup>TH</sup> CLASSIFIED GROWTH IN 1855, PAUILLAC**

**SURFACE OF THE VINEYARD:** 30 HECTARES



**SOIL:** DEEP GRAVELS FROM THE QUATERNARY ON LIMESTONE-CLAY SUBSTRATE

**PLANTATION:** CABERNET SAUVIGNON 70%, MERLOT 30%

**AVERAGE AGE OF VINEYARD:** 35 YEARS



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



**OWNER:** CLAIRE VILLARS-LURTON

**TECHNICAL DIRECTOR:** THOMAS BONTEMPS

**WINEMAKING CONSULTANT:** ÉRIC BOISSENOT

## CHÂTEAU HAUT-BAGES LIBÉRAL 2014



**Blending:** Cabernet Sauvignon 75%, Merlot 25%



**Aging:** 16 months in french oak (40% new barrels)

### **Tasting notes:**



The nose is lively and complex. Aromas of red and black fruits, white truffle and roasted cocoa.  
In the mouth, its freshness, minerality and fruitiness make it very pleasant. A smooth and round wine.



THE 2014 VINTAGE STIMULATES SENSES WITH ITS PERSONALITY, ITS FRESHNESS AND ITS BEAUTIFUL RELIEF.



## CHÂTEAU HAUT-BAGES LIBÉRAL 2015



**Blending:** Cabernet Sauvignon 65%, Merlot 35%



**Aging:** 16 months in french oak (40% new barrels)

### **Tasting notes:**



The nose is fresh, crisp and exalts aromas of small black berries. Some notes of spices and tobacco bring to the bouquet a certain elegance. In the mouth, the attack is full and ample. The wine is precise, with firm tannins and well balanced acidity. The finish is long and voluminous.

THE 2015 VINTAGE IS BOTH GOURMAND AND CLASSIC. A GREAT, ELEGANT, VOLUMINOUS, PRECISE WINE.

## CHÂTEAU HAUT-BAGES LIBÉRAL 2016



**Blending:** Cabernet Sauvignon 70%, Merlot 30%  
**Bio / Biodynamic conversion**



**Aging:** 16 months in french oak (40% new barrels)

### Tasting notes:



The bouquet is precise and sumptuous. Aromas of small red and black fruits (blackcurrant, ripe black plums) mingle with a hint of mint. On the palate, we discover fine tannins, coated with blackberry and raspberry aromas. The mouth is unctuous and silky. A very long finish.

WITH A DEEP COLOR, THE 2016 VINTAGE SURPRISES WITH ITS INCREDIBLE DEPTH AND SMOOTHNESS. A GREAT PAUILLAC.





## CHÂTEAU HAUT-BAGES LIBÉRAL 2017



**Blending:** Cabernet Sauvignon 72%, Merlot 28%  
**Bio / Biodynamic conversion**



**Aging:** 16 months in french oak (40% new barrels)



**Tasting notes:**

Bright ruby red color with a fruity and fragrant nose with cherry and black currant aromas. The finish is soft and round, with a well-integrated freshness.

THE 2017 VINTAGE IS A CHARMING, HARMONIOUS WINE, RESPECTFUL OF THE FRUIT.

## CHÂTEAU HAUT-BAGES LIBÉRAL 2018



**Blending:** Cabernet Sauvignon 70%, Merlot 30%

**Bio / Biodynamic conversion**



**Aging:** 16 months – 20% in ovoid vats, 40% in new barrels and 40% in barrels of one wine

### Tasting notes:

The nose presents a subtle mix of red fruits and discreet woody notes with a little truffle and a slightly spicy finish.



The structured mouth, gives an attack with a little sweetness, an unctuous middle and a powerful tannin.

THE 2018 VINTAGE IS OF EXCEPTIONAL QUALITY.  
BEAUTIFUL LENGTH. THIS WINE DOES NOT LACK  
ELEGANCE.





## CHÂTEAU HAUT-BAGES LIBÉRAL 2019



**Blending:** Cabernet Sauvignon 80%, Merlot 20%

**ORGANIC CERTIFIED**  
**Biodynamic conversion**



**Aging:** 16 months – 20% in ovoid vats, 40% in new barrels and 40% barrels of 1 wine

### Tasting notes:



Marked by a beautiful black fruit, licorice and mineral notes. The mouth is voluptuous and very aromatic with a salinity touch. A beautiful balance and a lot of freshness. The finish combines the power of the tannins with elegance. The wine has a great length.

2019 IS A VERY GREAT VINTAGE, IN THE PUREST STYLE OF THE GREAT PAUILLAC: BEAUTIFUL TANNIC QUALITY, POWER, FRESHNESS AND REFINEMENT.

## CHÂTEAU HAUT-BAGES LIBÉRAL 2020



**Blending:** Cabernet Sauvignon 70%, Merlot 30%

**ORGANIC CERTIFIED**

**Biodynamic conversion**



**Aging:** 16 months – 20% in amphorae & ovoid vats, 40% in new barrels and 40% barrels of 1 wine

« This 2020 vintage looks like a Californian vintage. A wine with a beautiful freshness, very qualitative tannins and a potential to keep for several decades » - Claire Villars-Lurton, Owner



« This vintage was as complicated as it was qualitative. The Château Haut-Bages Liberal 2020 could be compared to the personality of a dancer, combining strength and elegance » - Thomas Bontemps, Technical Director

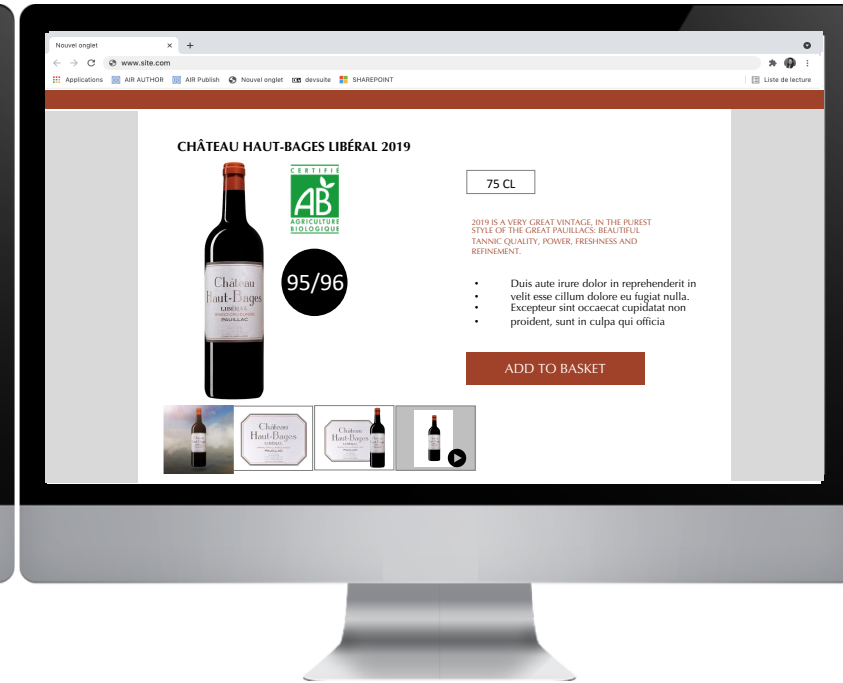
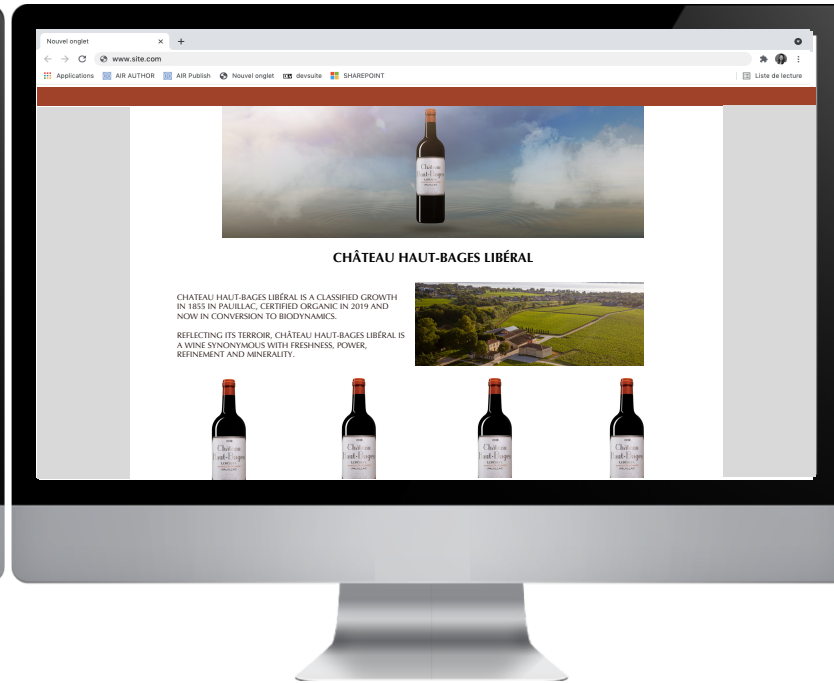
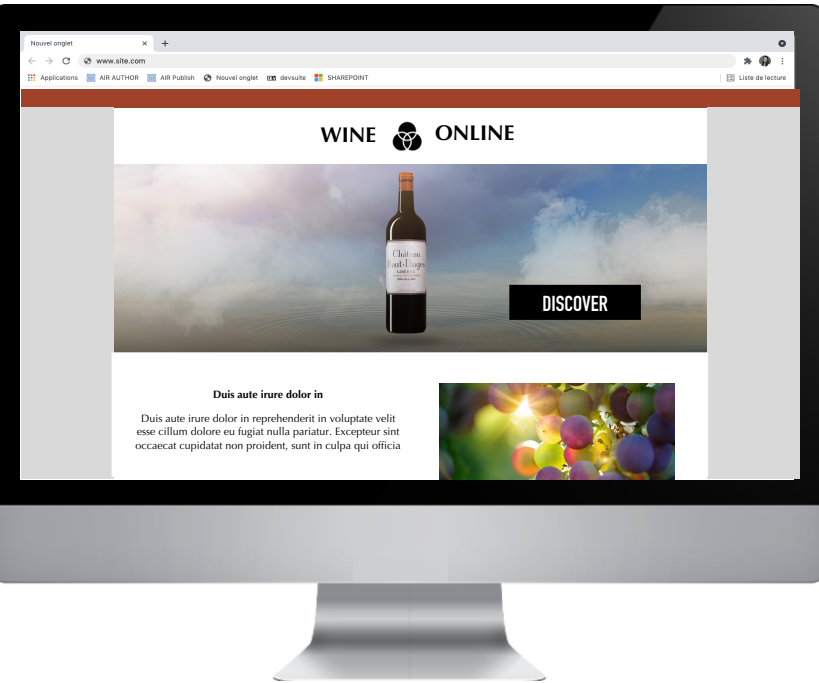
THE 2020 VINTAGE CHARMS BY ITS PERSONALITY, ITS STRENGTH, ITS ELEGANCE AND ITS INCREDIBLE FRESHNESS. VERY GOOD AGEING POTENTIAL.





# DIGITAL ACTIVATIONS

# IMPACTING VISIBILITY FROM HOMEPAGE - INSTITUTIONAL VISIBILITY

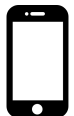


HIGHLIGHTING KEY INFORMATION DURING ALL ONLINE CUSTOMER JOURNEY, TO OPTIMIZE CONVERSION

HOMEPAGE - BANNER

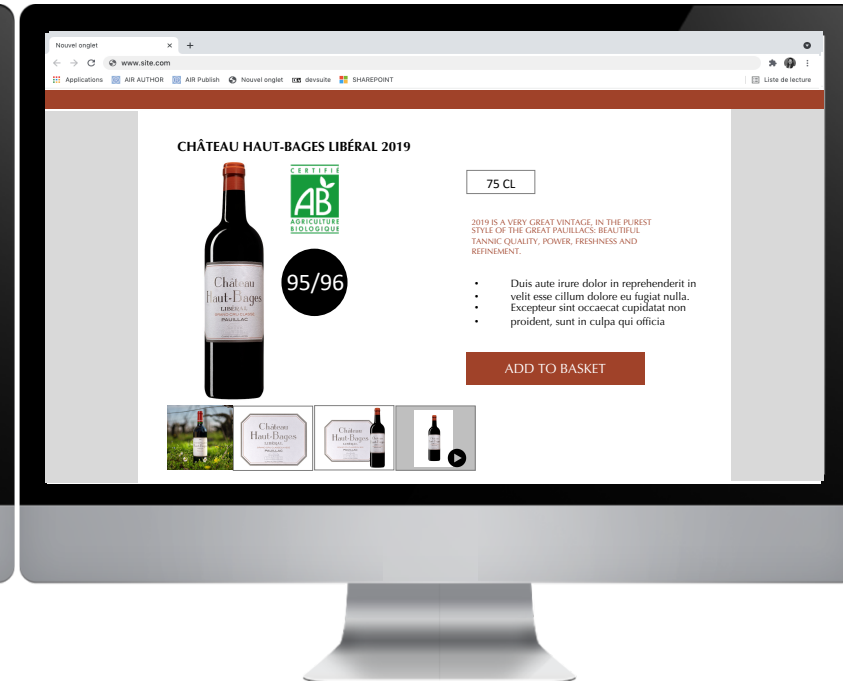
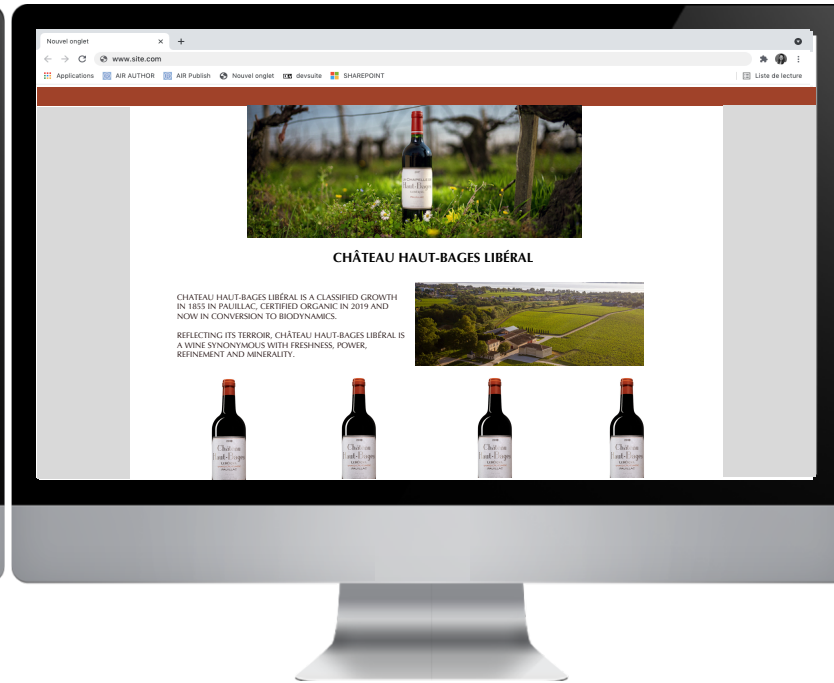
LANDING PAGE

PRODUCT PAGE



(!) Responsive

# IMPACTING VISIBILITY FROM HOMEPAGE - SEASONAL VISIBILITY (EX. SPRING)

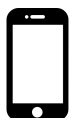


HIGHLIGHTING KEY INFORMATION DURING ALL ONLINE CUSTOMER JOURNEY, TO OPTIMIZE CONVERSION

HOMEPAGE - BANNER

LANDING PAGE

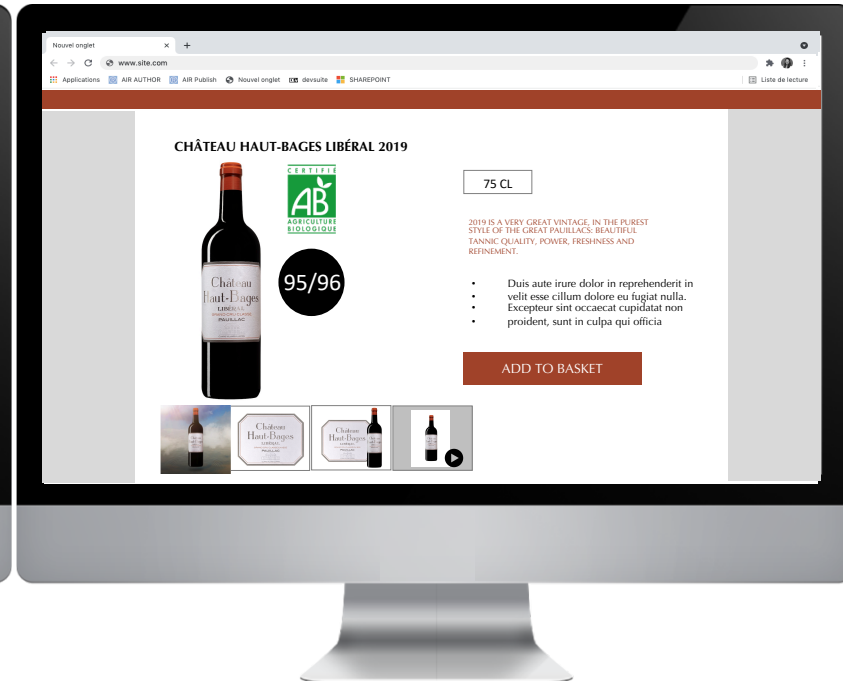
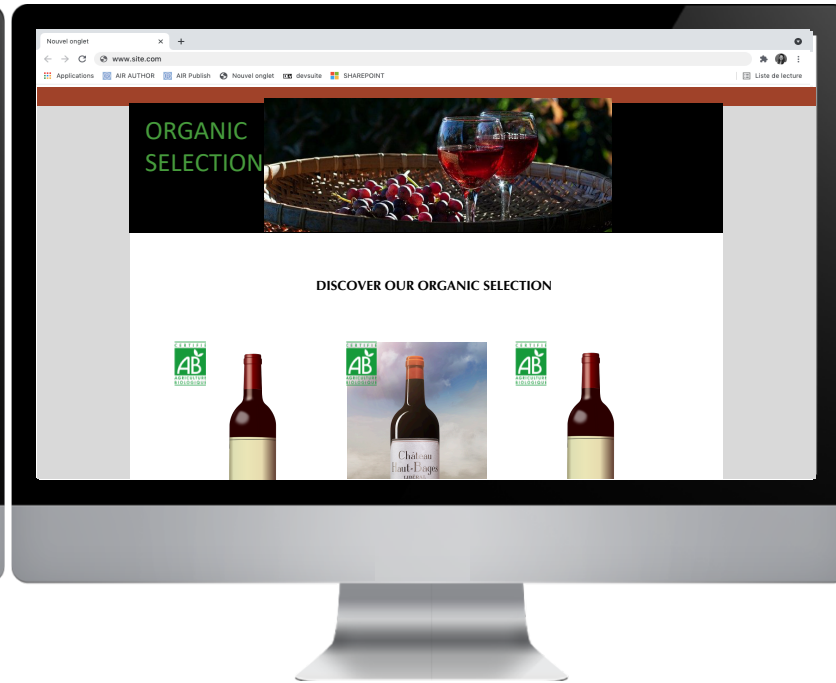
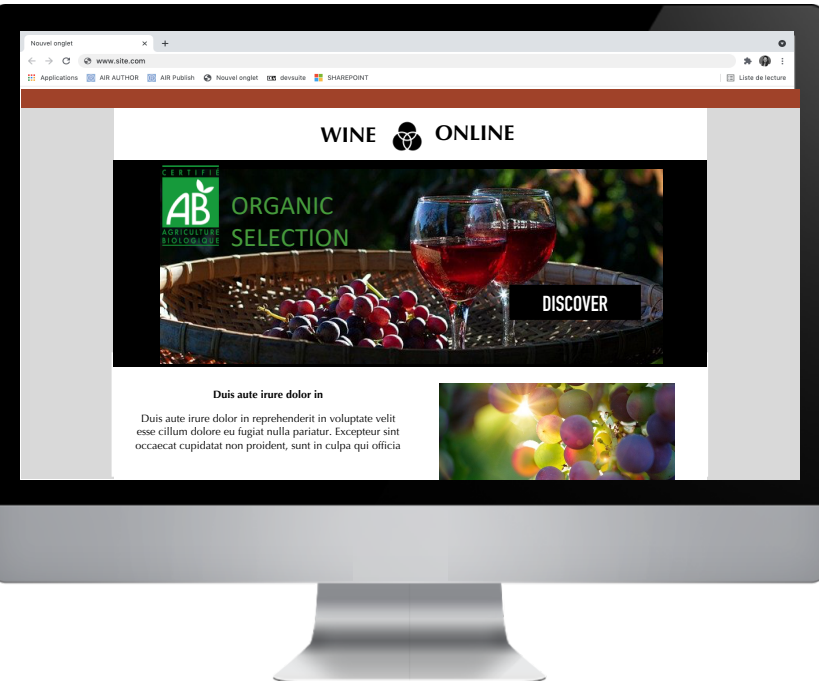
PRODUCT PAGE



(!) Responsive

# MODERATE VISIBILITY: INTEGRATED IN A MULTI BRANDS COLLECTION

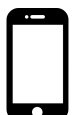
EX. ORGANIC SELECTION



HOMEPAGE: MULTI BRANDS COLLECTION

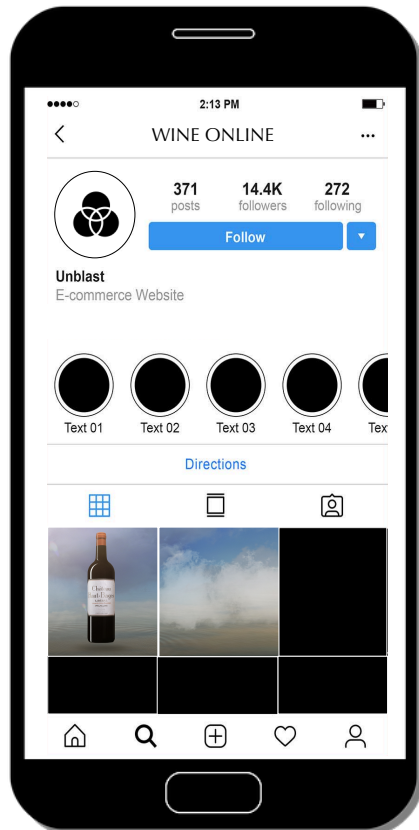
LANDING PAGE: OPTIMIZE ATTRACTIVENESS OF THE PRODUCT THANKS TO KEY VISUAL

CLEAR AND COMPLETE PRODUCT PAGE TO IMPROVE CONVERSION EFFECTIVENESS



(!) Responsive

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



**Château Haut-Bages Libéral 2020 – Book it now during the « en primeurs » campaign!**

29 MARS 2021

Reflecting its terroir, Château Haut-Bages Libéral is a wine synonymous with freshness, power, refinement and minerality. The 2020 vintage will charm you with its personality and its great ageing potential.



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22 MARS 2021

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15 MARS 2021

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