

CHÂTEAU LA GURGUE

MARGAUX APPELLATION



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).

”

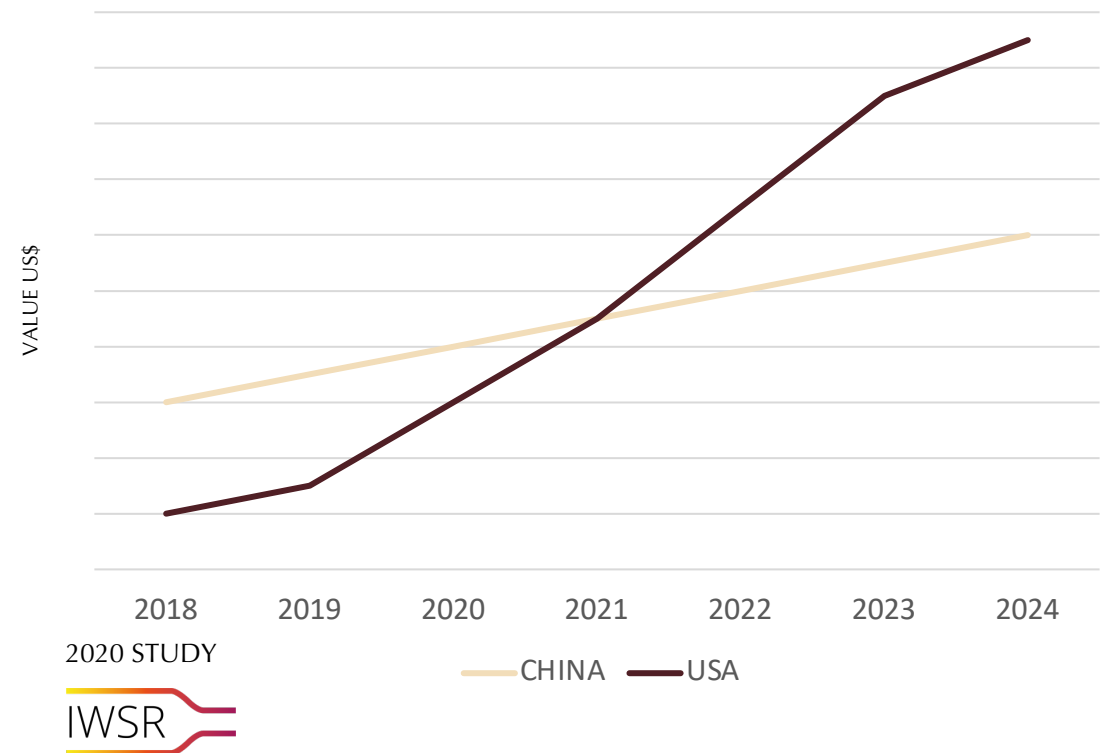
“

GERMANY: ONLINE SELLING, TWO-DIGIT GROWTH.

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

”

ONLINE ALCOHOL SALES: US & CHINA



IWSR

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 LA GURGUE PRESENTATION



The history of Château La Gurgue's vineyard is above all a **STORY OF INDEPENDENCE**.

The plots surrounding it belong to the finest properties in the **MARGAUX APPELLATION**, including Château Margaux itself, which had long coveted Château La Gurgue's vines.

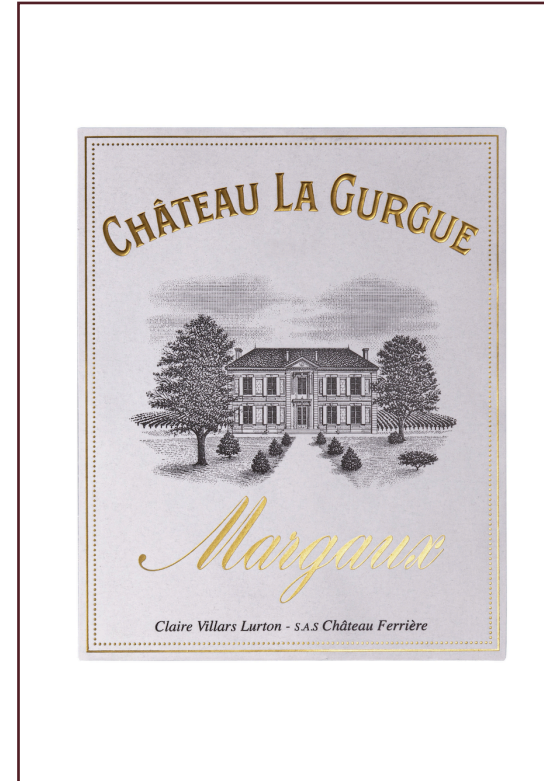
Château La Gurgue benefits from the infrastructure and know-how of the Château Ferrière team, 3rd Classified Growth in 1855. Following Ferrière, Château La Gurgue has converted **ITS VINEYARD TO AGROECOLOGY AND OBTAINED ORGANIC** (since 2016) **AND BIODYNAMIC** (since 2018) **CERTIFICATIONS**.

THESE CHANGES IN VINE-GROWING AND WINEMAKING PRACTICES HAVE MADE IT POSSIBLE TO REVEAL THE QUALITY OF THIS PROPERTY AND THE BEAUTY OF THE PLOTS THAT MAKE IT UP.



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 AND DARK BACKGROUNDS

KEY VISUALS



USED FOR E-RETAIL BANNER + LANDING PAGE HEADER

IN JPG AND PNG, SIZE 1412X450PX, 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

« C'EST TOUJOURS UN PLAISIR ! »

- WEINISSER (Rene Gabriel), 2015 Vintage

« PRETTY AND MARGAUX »

- JANCIS ROBINSON, 2016 Vintage



JAMES SUCKLING 92/100

VINOUS (Antonio Galloni) 92/100

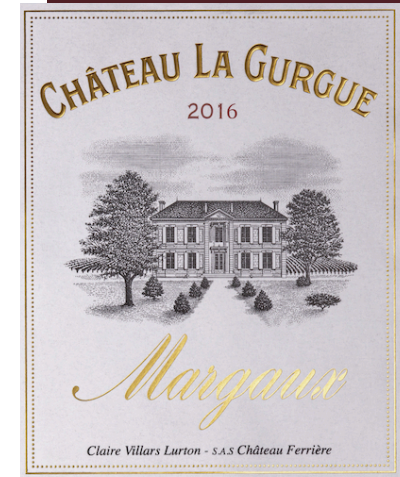
DECANTER 16,25/20



JAMES SUCKLING 93-94/100

WEINWISSER (Rene Gabriel) 17/20

VNUM (Rolf Bichsel) 16,5/20



JAMES SUCKLING 93-94/100

WEINWISSER (Rene Gabriel) 17/20

JANCIS ROBINSON 16,5/20

TOP RATINGS: FROM 2017 VINTAGE TO 2019

« THE GREATEST REVIVAL OF THE ESTATE! »

- WINE ENTHUSIAST (Roger Voss), 2019 Vintage

« UNIQUE LA GURGUE. »

- JAMES SUCKLING, 2018 Vintage

« THE 2019 LA GURGUE IS A BEAUTIFUL WINE. »

- VINOUS (Antonio Galloni), 2019 Vintage



JAMES SUCKLING 92/100

VINOUS 88-92/100



JAMES SUCKLING 93-94/100

DECANTER 90/100



JAMES SUCKLING 93-94/100

WINE ENTHUSIAST (Roger Voss) 92-94/100

TERRE DE VINS 93/100

VINTAGES INTRODUCTION



CHÂTEAU LA GURGUE IS LOCATED IN **MARGAUX APPELLATION**.
IT IS **ORGANIC CERTIFIED** SINCE 2016 AND ALSO **BIODYNAMIC
CERTIFIED** SINCE 2018.

**CHÂTEAU LA GURGUE WINE UNVEILS ITS PERSONALITY WHILE
TASTING IT: A GOURMAND AND AUTHENTIC STYLE.**

GENERAL AND TECHNICAL DESCRIPTION



MARGAUX APPELLATION

SURFACE OF THE VINEYARD: 10 HECTARES



SOIL: DEEP GRAVELS AND COARSE SANDS ON LIMESTONE

AVERAGE AGE OF VINEYARD: 30 YEARS



VINIFICATION: TRADITIONAL IN STAINLESS STEEL AND CONCRETE VATS. PLOT SELECTION.



OWNER: CLAIRE VILLARS-LURTON

TECHNICAL DIRECTOR: GÉRARD FENOUILLET

WINEMAKING CONSULTANT: ÉRIC BOISSENOT

CHÂTEAU LA GURGUE 2014



Plantation: Cabernet Sauvignon 47%, Merlot 49%, Petit Verdot 4%

Blending: Cabernet Sauvignon 44%, Merlot 48%, Petit Verdot 8%

Bio / Biodynamic conversion



Aging: 12 months in barrels (25% in new barrels)



Tasting notes:

2014 is a great success which gave wines with a beautiful balance, ripe tannins and concentration. It is a fleshy and fruity vintage, in the purest style of Margaux.

GREEDY, FLESHY, FRUITY WINE: A GREAT SUCCESS,
IN THE PUREST STYLE OF MARGAUX!





CHÂTEAU LA GURGUE 2015

Plantation: Cabernet Sauvignon 47%, Merlot 49%, Petit Verdot 4%



Blending: Cabernet Sauvignon 62%, Merlot 32%, Petit Verdot 6%

Bio / Biodynamic conversion



Aging: 12 months in barrels (20% in new barrels)

Tasting notes:



A nice nose with a mix of fresh fruits, floral notes and spices. A very beautiful clarity of the fruit.

On the palate, tannins are polished and round. A nice balance between freshness, fruitiness and a silky tannic structure.

2015 VINTAGE IS REMARKABLE: FRESHNESS & FRUITINESS, COMPLEXITY & ELEGANCE. A SILKY & FLESHY WINE.

CHÂTEAU LA GURGUE 2016



Plantation: Cabernet Sauvignon 47%, Merlot 49%, Petit Verdot 4%

Blending: Cabernet Sauvignon 52%, Merlot 45%, Petit Verdot 3%

ORGANIC CERTIFIED

Biodynamic conversion



Aging: 12 months in barrels (20% in new barrels)

Tasting notes:



The nose with tobacco, liquorice, black fruits and spices aromas.

The palate is fleshy and dense.

A wine with a beautiful tannic structure and finesse.



LA GURGUE 2016 HAS A REAL PERSONNALITY AND A BEAUTIFUL STRCUTURE. A BALANCED VINTAGE WITH A NICE AROMATIC ENERGY.



CHÂTEAU LA GURGUE 2017

Plantation: Cabernet Sauvignon 50%, Merlot 45%, Petit Verdot 5%



Blending: Cabernet Sauvignon 46%, Merlot 50%, Petit Verdot 4%

ORGANIC CERTIFIED
Biodynamic conversion



Aging: 12 months in barrels (20% in new barrels)

Tasting notes:



The nose has aromas of ripe fruit with blackcurrant and black cherry. A note of licorice and cardamom completes it. On the palate, tannins are ripe and elegant. Aromas of black fruits and spices. Freshness is well integrated and gives a beautiful harmony to the wine.

2017 VINTAGE SEDUCES BY ITS FINESSE, ITS VELVETY TEXTURE AND ITS HARMONIOUS FRESHNESS.

CHÂTEAU LA GURGUE 2018



Plantation: Cabernet Sauvignon 50%, Merlot 45%, Petit Verdot 5%

Blending: Cabernet Sauvignon 57%, Merlot 35%, Petit Verdot 8%

ORGANIC AND BIODYNAMIC (DEMETER) CERTIFIED

Biodyvin conversion



Aging: 12 months in barrels (20% in new barrels)

Tasting notes:

On the first nose, we have aromas of fresh berries fruits and some black cherries arise secondly.



On the palate, the attack is smooth with a nice tannic structure, a beautiful freshness persists on the mid-palate.

Lastly, the final is fruity with notes of black fruits; which marry delicately with a melted oak.

RUBY RED COLOR WITH PURPLE GLINTS.
2018 VINTAGE IS DELICATE, GOURMAND AND
FRUITY. PROMISING AGEING POTENTIAL.





CHÂTEAU LA GURGUE 2019

Plantation: Cabernet Sauvignon 50%, Merlot 45%, Petit Verdot 5%



Blending: Cabernet Sauvignon 50%, Merlot 45%, Petit Verdot 5%

ORGANIC AND BIODYNAMIC CERTIFIED



Aging: 12 months – new barrels 20%, one-year barrels 40% and ovoid tanks 40%



Tasting notes:

The vintage is characterized by the elegance of the tannins. Château La Gurgue is marked by an exuberant nose of black fruits. The wine is full with a nice finish and lots of freshness.

BOTH EXHUBERANT AND ELEGANT. YOU WILL REMEMBER ITS INTENSE BOUQUET OF FRUITS, AND ITS WELL INTEGRATED FRESHNESS.

CHÂTEAU LA GURGUE 2020



Blending: Cabernet Sauvignon 45%, Merlot 32%, Petit Verdot 23%
ORGANIC AND BIODYNAMIC CERTIFIED



Aging: 12 months – 40% in ovoid tanks, 60% in barrels



Tasting notes:

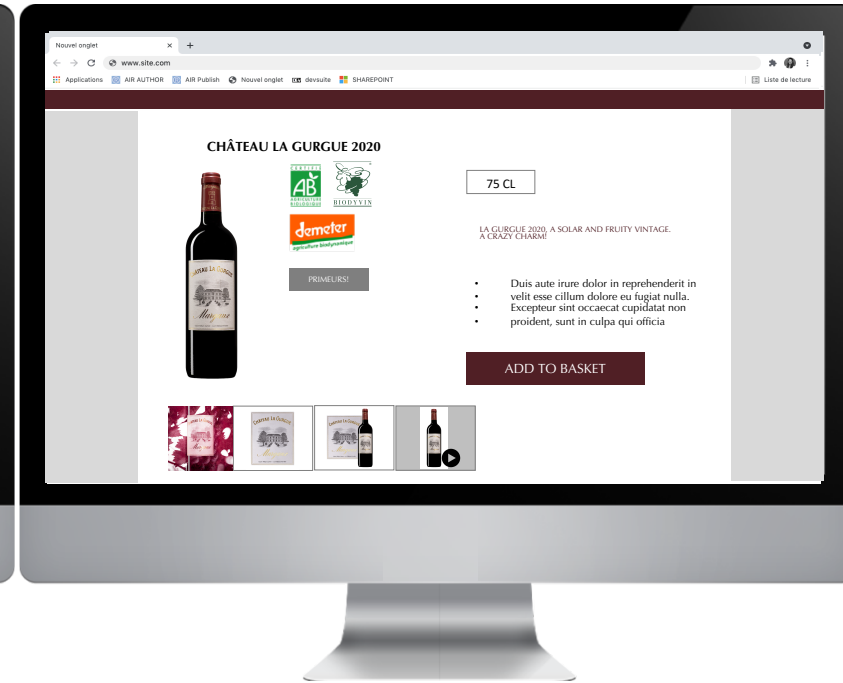
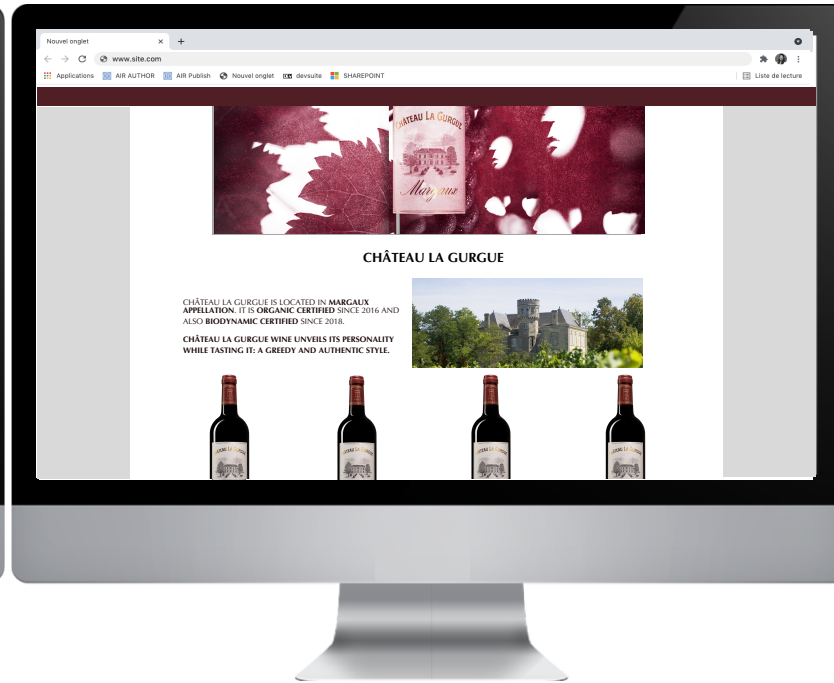
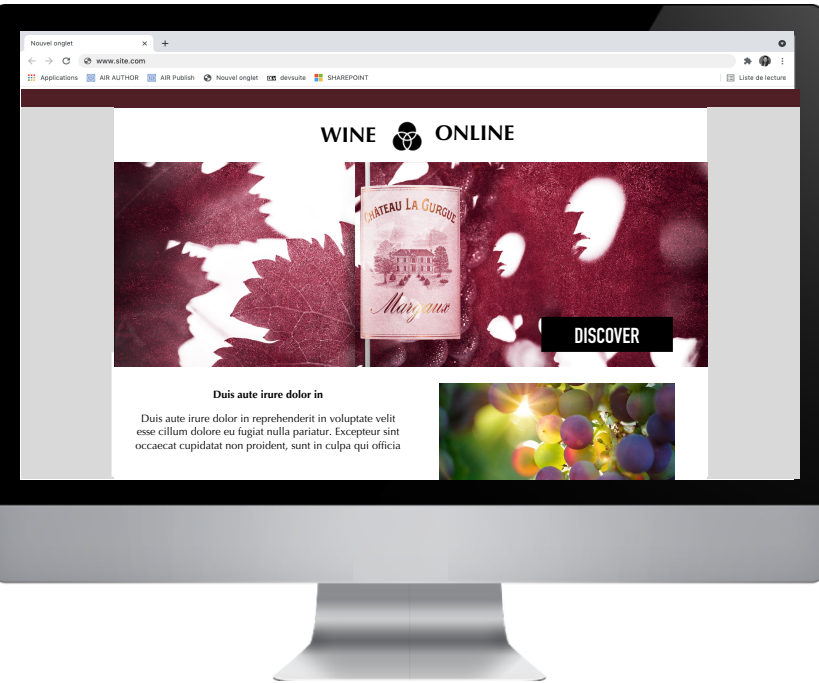
« The 2020 vintage is a great médoc vintage. The berries were small, the skins thick and the juices concentrated. The summer was particularly dry and sunny. La Gurgue 2020 has a beautiful freshness and a crazy charm! » - Claire Villars-Lurton, Owner

LA GURGUE 2020, A SOLAR AND FRUITY VINTAGE.
A CRAZY CHARM!



DIGITAL ACTIVATIONS

IMPACTING VISIBILITY FROM HOMEPAGE - INSTITUTIONAL VISIBILITY

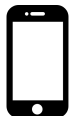


HIGHLIGHTING KEY INFORMATION DURING ALL ONLINE CUSTOMER JOURNEY, TO OPTIMIZE CONVERSION

HOMEPAGE - BANNER

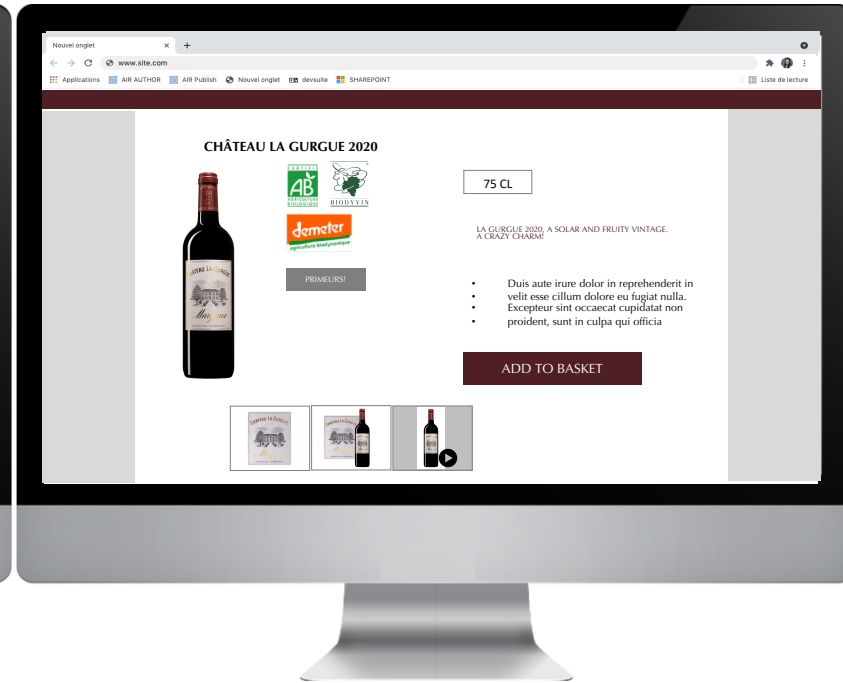
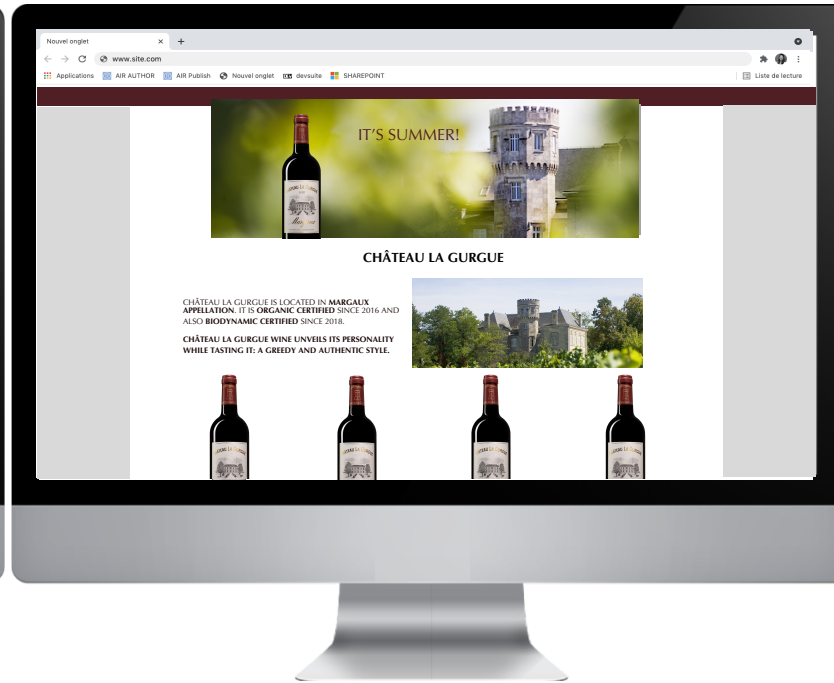
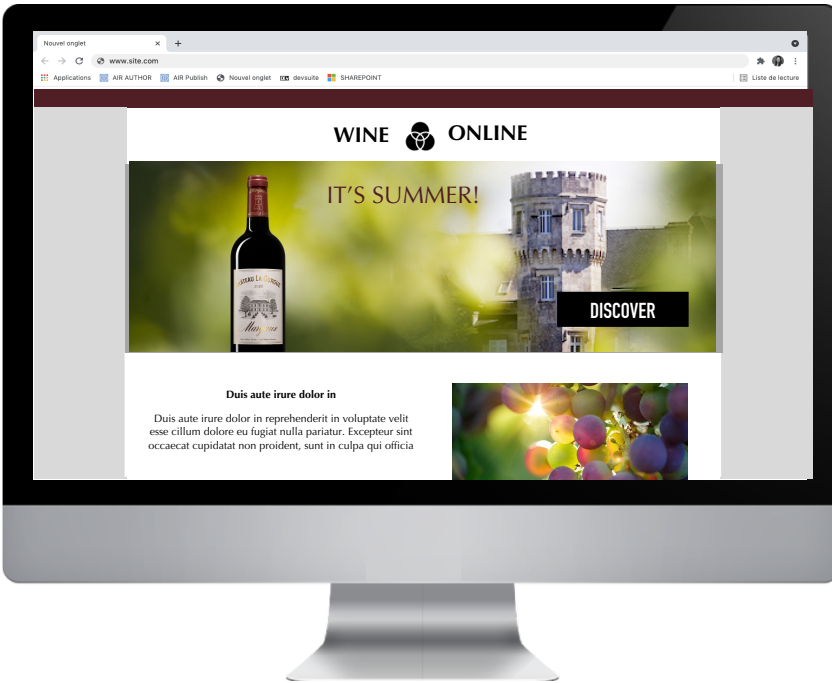
LANDING PAGE

PRODUCT PAGE



(!) Responsive

IMPACTING VISIBILITY FROM HOMEPAGE - SEASONAL VISIBILITY (EX. SUMMER)



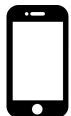
HIGHLIGHTING KEY INFORMATION DURING ALL ONLINE CUSTOMER JOURNEY, TO OPTIMIZE CONVERSION

HOMEPAGE - BANNER

LANDING PAGE

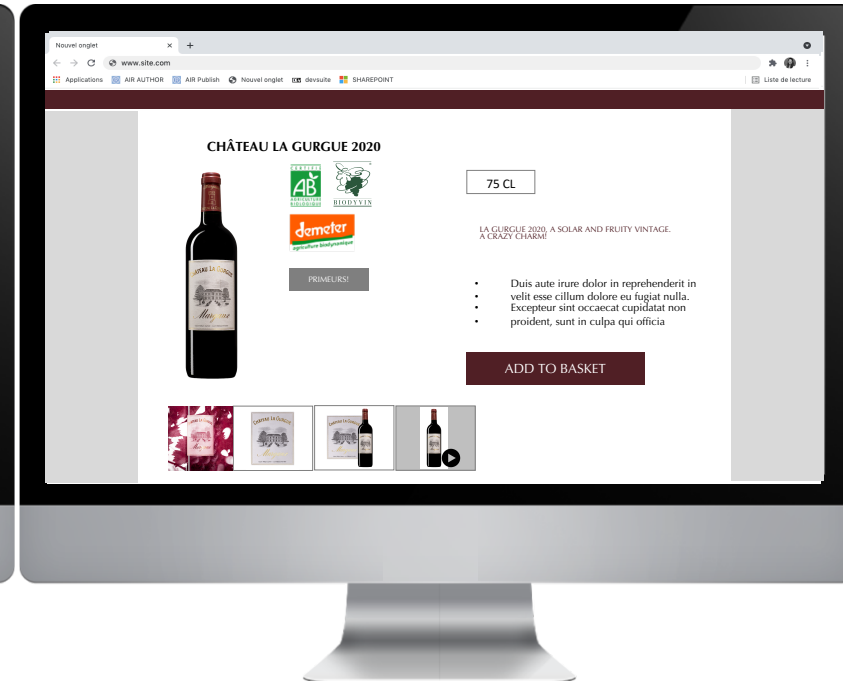
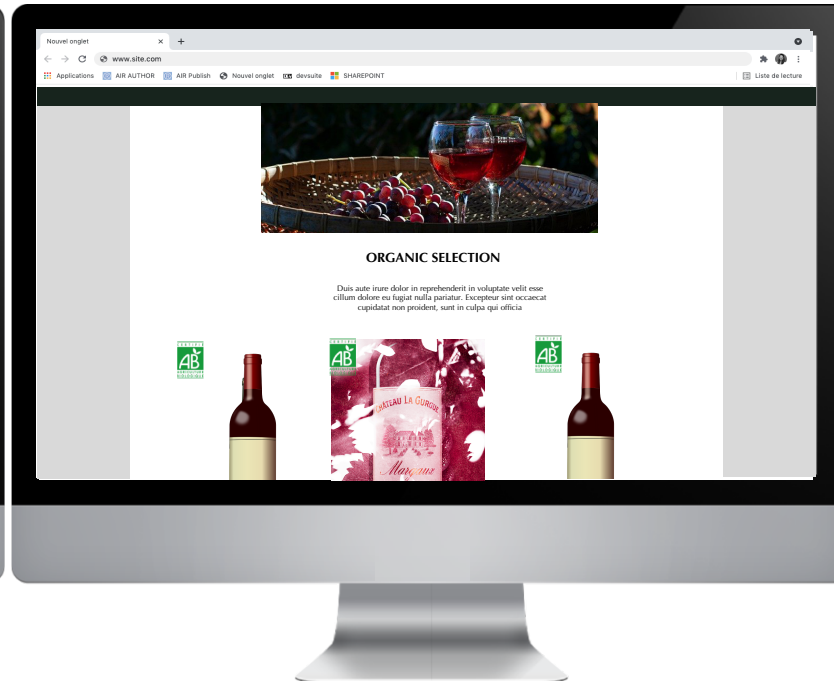
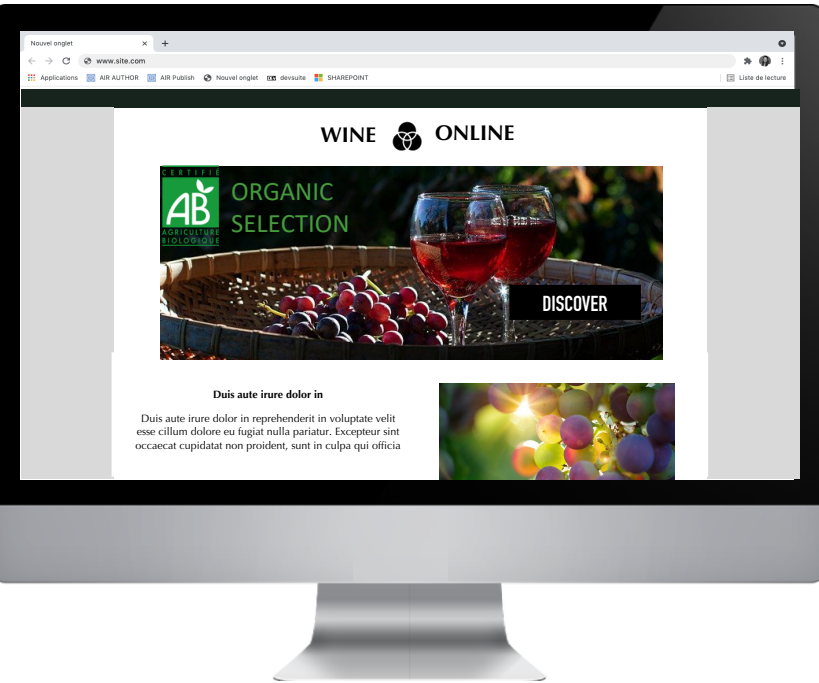
PRODUCT PAGE

(!) Responsive



MODERATE VISIBILITY: INTEGRATED IN A MULTI BRANDS COLLECTION

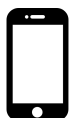
EX. ORGANIC SELECTION



HOMEPAGE: MULTI BRANDS COLLECTION

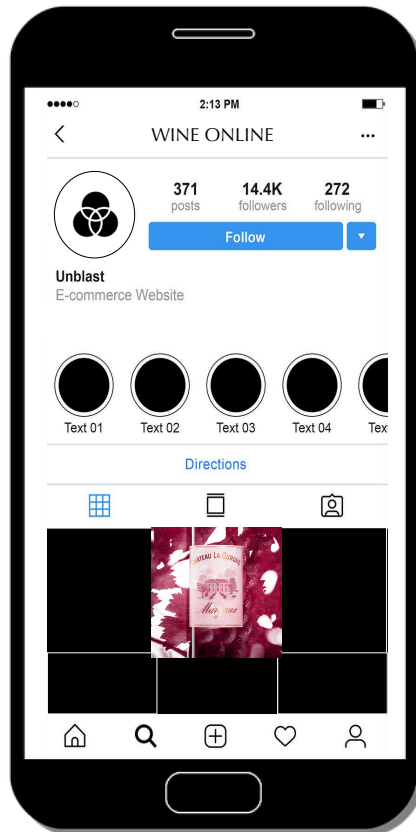
LANDING PAGE: OPTIMIZE ATTRACTIVENESS OF THE PRODUCT THANKS TO KEY VISUALS

CLEAR AND COMPLETE PRODUCT PAGE TO IMPROVE CONVERSION EFFECTIVENESS



(!) Responsive

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



Château La Gurgue 2020 – Book it now during the « en primeurs » campaign!

29 MARS 2021

Château La Gurgue wine unveils its personality while tasting it: a greedy and authentic style.

La Gurgue 2020, a solar and fruity vintage. A crazy charm!



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22 MARS 2021

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15 MARS 2021

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