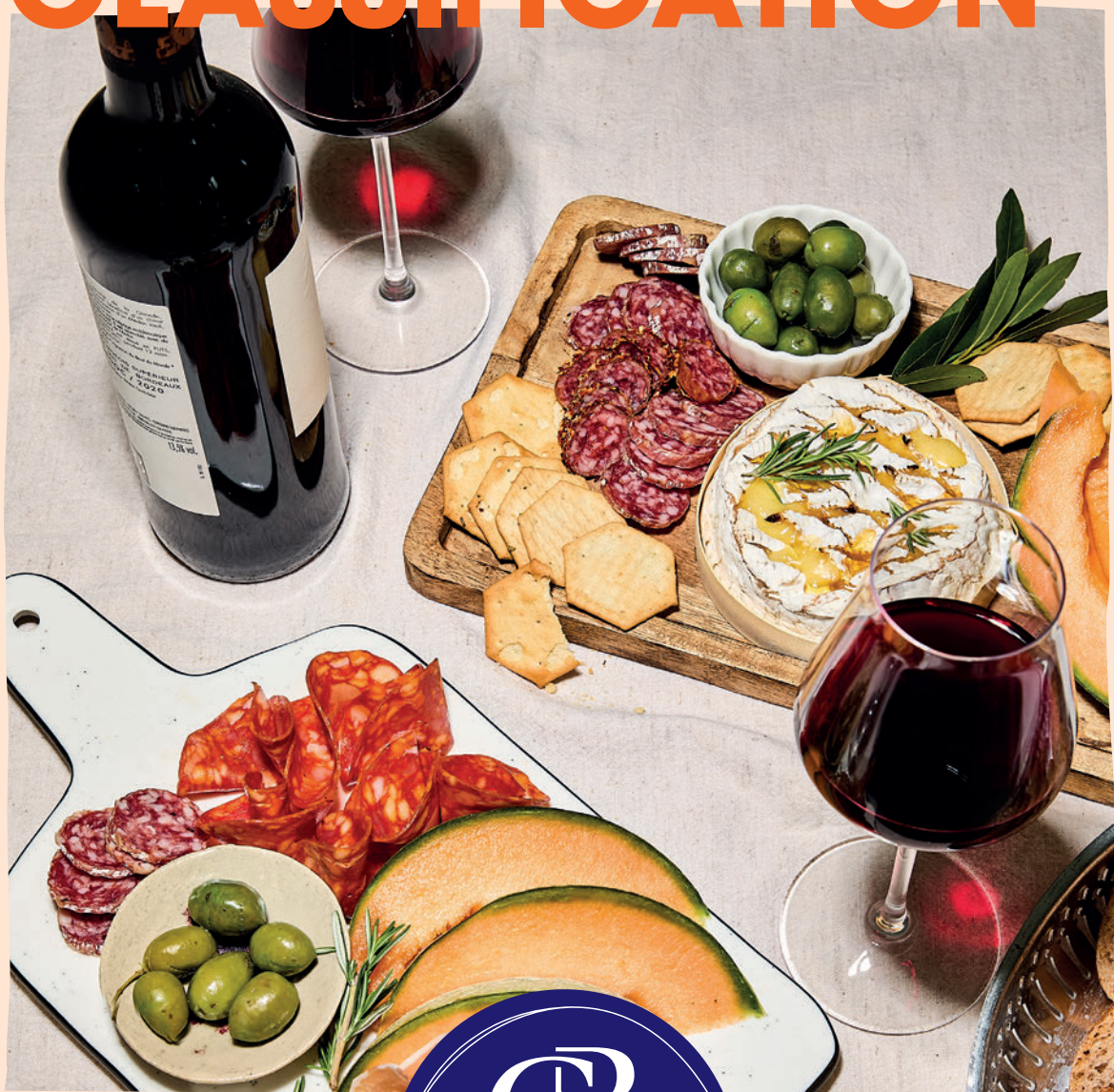


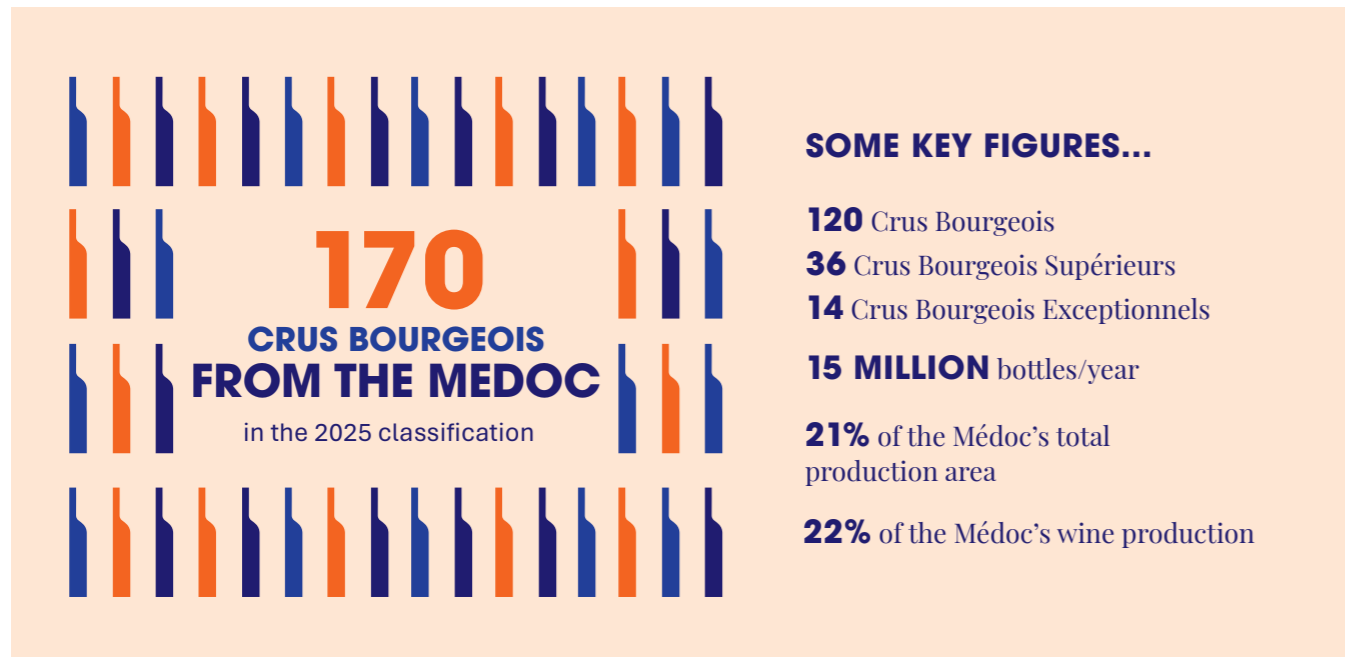
Press Kit

The Crus Bourgeois du Médoc #2025 CLASSIFICATION



**MORE
THAN A LABEL**

An exceptional label #BEING A CRU BOURGEOIS



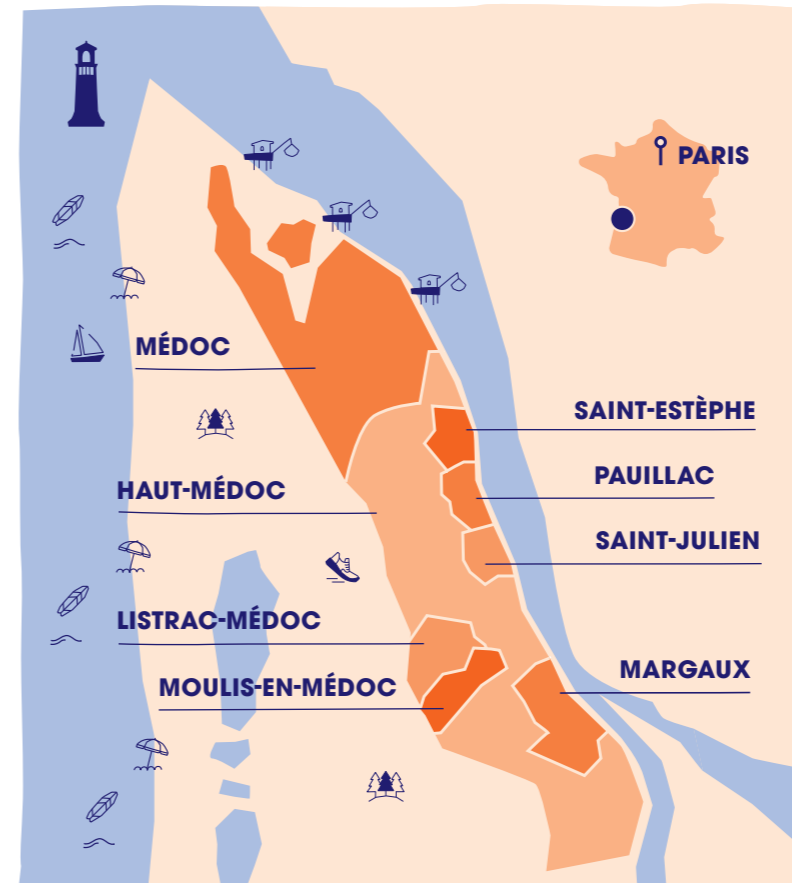
L'ALLIANCE DES CRUS BOURGEOIS DU MÉDOC

The Alliance des Crus Bourgeois du Médoc is a **group of nearly 120 winegrowers** with eclectic, epicurean backgrounds who are all deeply attached to their peninsula located between the Gironde estuary and the Atlantic Ocean.

Proud of their **exceptional wine-growing terroir**, committed to their region and with their feet firmly on the ground, they are driven by the desire to raise the quality of their wines to the highest level, to cultivate and share the Médoc's authentic and friendly lifestyle and to embody their estate wines.

Our values #HUMAN, DEMANDING, EPICUREAN

The Crus Bourgeois du Médoc classification is open to any vineyard entitled to produce red wine in eight AOCs (appellation d'origine contrôlée or protected designation of origin).



THE 8 APPELLATIONS

- Médoc
- Haut-Médoc
- Lustrac-Médoc
- Moulis-en-Médoc
- Margaux
- Saint-Julien
- Pauillac
- Saint-Estèphe

ENSURING CONSISTENT QUALITY FOR CONSUMERS

Since 2020, each Classification has been **valid for 5 years**. It recognises and labels the exceptional quality of the wines produced by the Médoc's emblematic wine estates.

. **Organoleptic checks** prior to packaging continue throughout the five-year duration of the Classification (at least 2 checks per vintage).



. Each vintage can be **traced and authenticated** by means of a sticker affixed to each bottle since 2010. The QR code takes you to a château information sheet with details on the terroir, grape varieties, cultivated area, tasting notes and wine tourism activities.

2025 Classification #NEW, MORE DEMANDING CRITERIA



"We have chosen to raise the selection criteria for the 2025 Classification in order to help the entire Crus Bourgeois du Médoc family to produce wines that are varied, consistent and of the highest quality.

Our promise is to give consumers the opportunity to enjoy a fine tasting experience with classified wines."

ARMELLE CRUSE, CHÂTEAU DU TAILLAN
Vice-President of the Alliance
des Crus Bourgeois



ENVIRONMENTALLY-FRIENDLY WINEGROWING PRACTICES

From now on, in the application file submitted by each château, proof must be provided that it has level 2 environmental certification (e.g. AREA, Bee Friendly or Terra Vitis*) to obtain the Cru Bourgeois classification, or levels 2 and 3 (HEV**) for the Cru Bourgeois Supérieur and Cru Bourgeois Exceptionnel labels.

*Non-exhaustive list. This is recognition of an environmental approach approved by the State.

** High Environmental Value (HEV) is the 3rd and highest level of environmental certification for farms.



COMPULSORY BLIND TASTINGS

Each candidate must now meet stricter standards, including a compulsory 'blind' tasting by a panel of tasters.

IMPARTIAL AND INDEPENDENT CLASSIFICATION

The classification is governed by strict specifications and a verification plan approved by the French public authorities.

It is coordinated by an independent verification body, QB Vérification, which ensures the independence of the Classification at every stage.

In search of excellence #A RIGOROUS SELECTION PROCESS

To be included in the Classification, each wine must apply to the Alliance des Crus Bourgeois du Médoc.

1. STUDYING OF THE APPLICATION FILE

. Each candidate had to submit their application file **before 30 September 2023**, indicating the Classification level they wished to apply for.

. All the applications were **meticulously checked** by the Alliance des Crus Bourgeois du Médoc and then by QB Vérification.

. All applicants were visited on receipt of their application to ensure that they met the **eligibility criteria** set out in the specifications: name of the château, minimum visitor facilities, signage, etc.

. Candidates for the **Cru Bourgeois Supérieur** and **Cru Bourgeois Exceptionnel** labels were required to submit a second application a few months later.

. These specific and detailed files reflect the in-depth work carried out by the châteaux and highlight the **technical, viticultural and commercial investments** they make throughout the year.

2. COMPULSORY BLIND AND SENSORY ANALYSIS

. Two committees, each made up of **five of the 30 professional tasters trained, carried out blind vertical tastings of five compulsory vintages** of the same cru **between February and September 2024** and awarded an average score.

During this sensory analysis, the score obtained by the candidate wine placed it **at level 1, 2, 3 or 4** and determined its access to the Cru Bourgeois, Cru Bourgeois Supérieur, Cru Bourgeois Exceptionnel or non-classified classification levels.

. The tastings are anonymous and organised in the same manner. They make it possible to assess the overall quality of the wine, including its **consistency of quality** and its **potential for ageing** over the different vintages, while guaranteeing an impartial and rigorous evaluation.



"The idea is to taste a château over five vintages from 2017 to 2021 and give an overall assessment, based on the quality and consistency of the château over these five harvests. We only have four grading levels, ranging from A for a consistent, high-quality wine to D for a wine that is flawed or does not deserve to be a Cru Bourgeois. This letter grading system is then converted into points which give access to the Cru Bourgeois, Cru Bourgeois Supérieur, Cru Bourgeois Exceptionnel or non classified levels"

A TASTER



3
MAIN
CRITERIA
for the
Cru Bourgeois Supérieur
and **Cru Bourgeois Exceptionnel**
labels

#CRITERIA 1. Having level 2 and 3 environmental certification.

#CRITERIA 2. Actions implemented at each stage of the operation to optimise the quality and character of the Cru (5 themes: vineyard, harvest, cellars, packaging, quality system).

#CRITERIA 3. Enhancing the Cru (5 themes: site enhancement, quality of visitor reception, individual and collective promotion, distribution methods, national and international promotion).

Criteria 2 and 3 are examined in a free-form file of no more than 50 pages written by the candidates. Each candidate presents their strengths.

For several months, a committee of 10 experts (5 technical profiles, 5 promotional profiles) studied the dossiers submitted by candidates for the Cru Bourgeois Supérieur and Cru Bourgeois Exceptionnel labels. They also visit each vineyard before awarding their marks for criteria 2 and 3.

A PANEL OF SIX PEOPLE TO DETERMINE THE FINAL CLASSIFICATION

The final classification of the Cru Bourgeois du Médoc and the awarding of additional Cru Bourgeois Supérieur and Cru Bourgeois Exceptionnel distinctions are up to the six members of the jury. The jury is chaired by **Philippe Faure-Brac**, chef-sommelier and 1992 World's Best Sommelier.

It also includes a Vice-President, **Karine Valentin**, an independent journalist and member of the tasting committee of La Revue du Vin de France, two members of the taster panel and two members of the expert panel. The President and Vice-President have not been involved in any of the preliminary stages.

The role of the jury is to assess anonymously the tasting results (sensory analysis) and criteria 2 and 3 of the candidates for the additional distinctions. Note that for the Cru Bourgeois Exceptionnel distinction, the jury votes by secret ballot, with a 2/3 majority required.



One label, three levels of excellence
#3 LEVELS OF CRUS BOURGEOIS DU MÉDOC

Since 2020, there have been three levels of classification for the Crus Bourgeois du Médoc: **Cru Bourgeois**, **Cru Bourgeois Supérieur** and **Cru Bourgeois Exceptionnel**. There is no *numerus clausus* for each category. The entry key for each level is the score received during the tasting.



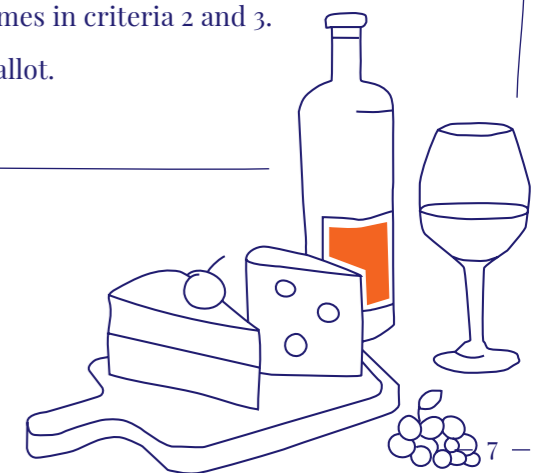
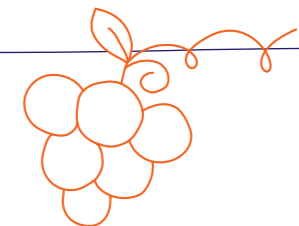
- . At least level 3 in the sensory analysis.
- . Level 2 environmental certification.



- . To have applied for a complementary distinction.
- . At least level 1 or 2 in the sensory analysis.
- . Level 2 and 3 environmental certification.
- . At least 12 points and no Ds in the specific file for the 10 themes in criteria 2 and 3.



- . To have applied for Cru Bourgeois Exceptionnel status.
- . At least level 1 in the sensory analysis.
- . Level 2 and 3 environmental certification.
- . At least 12 points and no Ds in the specific file for the 10 themes in criteria 2 and 3.
- . Have obtained a 2/3 majority of the jury's votes in a secret ballot.



DISCOVER THE 2025 CLASSIFICATION



The Crus Bourgeois du Médoc #2025 CLASSIFICATION



The 2025 classification distinguishes three levels of excellence: Crus Bourgeois, Supérieurs and Exceptionnels, celebrating the expertise of the Médoc's winegrowers and the richness of the terroir.

CRU BOURGEOIS EXCEPTIONNEL

AOC MÉDOC

Château la Cardonne
Château Castera
Château Laujac

AOC HAUT-MÉDOC

Château Malescasse
Château de Malleret
Château Paloumey
Château Reysson
Château du Taillan

AOC LISTRAC-MÉDOC

Château Reverdi

AOC MARGAUX

Château d'Arsac
Château Mongravey
Château Pavail de Luze

AOC SAINT-ESTÈPHE

Château le Crock
Château Laffitte Carcasset

CRU BOURGEOIS SUPÉRIEUR

AOC MÉDOC

Château la Branne
Château Escot
Château Fleur la Mothe
Château la France
Château Delhomme
Château Greysac
Château Haut-Bana
Château Labadie
Château Noaillac
Château Patache d'Aux
Château Pierre
de Montignac

Château Poitevin
Château Preuillac
Château Saint-Hilaire
Château les Tuileries

AOC HAUT-MÉDOC

Château Beaumont
Château Bel Air Gloria
Clos la Bohème
Château du Cartillon
Château Cissac
Château Dillon

Château Lamothe
Bergeron
Château Lestage Simon
Château Liversan
Château Magnol
Château Meyre
Château du Moulin Rouge
Château Peyrabon
Château Peyrat-Fourthon
Château Pontoise Cabarrus
Château Ramage la Batisse

AOC MOULIS-EN-MÉDOC

Château Biston-Brillette
Château Lalaudey
Château la Mouline
Château la Fortune

AOC MARGAUX

Château la Fortune

AOC SAINT-ESTÈPHE

Château de Côme
Château Tour des Termes

CRU BOURGEOIS

AOC MÉDOC

Château les Anguilley
Château d'Argan
Château l'Argenteyre
Château Beauvillage
Château Begadan
Château Bégadanet
Château Bellegrave
Château Bellevue
Château de Bessse
Château Bessan Ségur
Château le Bourdieu
Château Bournac
Château des Cabans
Château Cangruey
Château Carcanieux
Château la Chandellière
Château Chantemerle
Château Clément Saint-Jean
Château Côtes de Blaignan
Château de la Croix
Château d'Escurac
Château Géméillan
Château la Grange
de Bessan
Château des Granges d'Or
Château Grivière
Château Haut Barrail
Château Haut Canteloup
Château Haut-Maurac
Château Haut Queyran
Château Lacombe Noaillac
Château Ladignac
Château Lalande d'Auvion
Château Lassus
Château les Lattes
Château Leboscq
Château Lestruelle
Château Lousteauneuf
Château Maison Blanche
Château Mareil

Château Mazails
Château Méric
Château Moulin de Bel Air
Château Moulin de
Canhaut
Château Moulin de
l'Abbaye
Château Moulin de Taffard
Château les Mourlanes
Château Nouret
Château de Panigon
Château Pey de Pont
Château La Pirouette
Château Plagnac
Château Pontet Barrail
Château Pontey
Château Ramafort
Château la Ribaud
Château Ricaudet
Château la Roque de By
Château Roquegrave
Château Rousseau
de Sipian
Château Saint-Aubin
Château Saint Bonnet
Château Saint-Christophe
Château le Temple
Château Tour Castillon
Château Tour Prignac
Château Tour Saint
Vincent
Château des Tourelles
Château les Tresquots
Château Troussas
Château la Valière
Vieux Château Landon
Château le Vieux Fort
Château Vieux Robin
Château le Vieux Serestin

AOC HAUT-MÉDOC

Château d'Arcins
Château d'Aurilhac
Château Barateau
Château Barreyres
Château Bibian
Château le Bourdieu
Vertheuil
Château de Braude
Château de Cartujac
Château Corconnac
Château Croix du Trale
Château Dasvin Bel Air
Château Devise d'Ardilly
Château la Fon du Berger
Château Grand Clapeau
Olivier
Château Grandis
Château Haut Beyzac
Château Haut-Madrac
Château Lacour Jacquet
Château Martin
Château le Monteil d'Arsac
Château Moulin de
Blanchon
Château Moulin des
Moines
Château Prieuré de Beyzac
Château Puy Castera
Château du Raux
Château Rollin
Château Saint Ahon
Château Sémilliac
Château Tourteran
Château Victoria
Château Vieux Landat
Château de Villambis

AOC LISTRAC-MÉDOC

Château Capdet
Château Donissan
Château Lafon
Château Lalande
Château Liouner
Château Séméillan Mazeau

AOC MOULIS-EN-MÉDOC

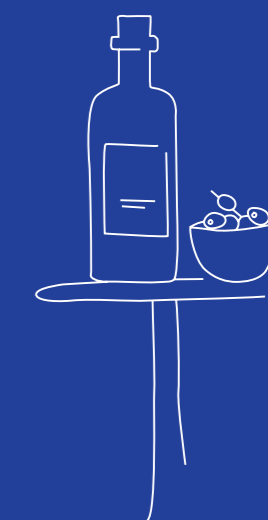
Château Guitignan
Château Pomeys

AOC PAUILLAC

Château Plantey

AOC SAINT-ESTÈPHE

Château la Commanderie
Château Coutelin Merville
Château German Marbuzet
Château Picard
Château Tour Saint-Fort



170
CHÂTEAUX
FROM THE MÉDOC

in the 2025 classification



Interview

#4 QUESTIONS TO PHILIPPE FAURE-BRAC

President of the jury of the Crus Bourgeois du Médoc, head sommelier, best sommelier in the world 1992.

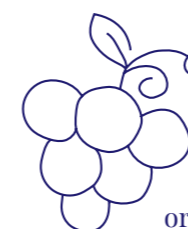


HOW WOULD YOU DESCRIBE THIS 2025 CLASSIFICATION?

It's a constructive classification that reflects a particular period. The candidate estates wanted to be recognised for all the steps they have taken and the efforts they have made in recent years to produce better wines by adapting to changes in the market and the climate.

WHAT ARE THE KEY FEATURES OF THIS CLASSIFICATION?

There are fewer applicants, which is no surprise given the economic climate. On the other hand, we felt that the applicants were highly motivated. Two points stood out in their applications: the quality of their vineyards and the steps they have taken to move towards organic production or production that is as environmentally-responsible as possible. This is an important factor today, as it has sometimes been the source of criticism levelled at the Bordeaux vineyards.



WHAT DOES THIS 2025 CLASSIFICATION MEAN FOR CONSUMERS?

The Classification is primarily established for the consumer. It provides guarantees in terms of tasting and production quality. It's an important point of reference when it comes to finding your way around the abundance of products on offer. This Classification also demonstrates the ability of châteaux and estates to challenge themselves and constantly improve in order to produce balanced wines at the right price. Don't forget that the Crus Bourgeois classification comes around every five years, so there's no chance to sit back!

WHY IS THE CRUS BOURGEOIS CLASSIFICATION A CLASSIFICATION FOR THE FUTURE?

Any classification provides visibility. And I believe that, given the current economic climate and changing consumer habits, this visibility will help châteaux with the label to stand out from the crowd. As well as being a guarantee of quality, membership of the Cru Bourgeois classification means you can benefit from collective promotional initiatives that are essential for development. This collective strength means that the Classification is a model for the future in terms of conquering new markets and reassuring existing consumers.



2025: A year of conquest #BREAKING CODES

To coincide with the announcement of the 2025 Classification, the Alliance des Crus Bourgeois is launching a major communications campaign, ready to thrill palates in France and around the world. The campaign is based on a brand signature that sets the tone: **“More than a label”**.



“With this powerful and differentiating campaign, we hope not only to support the Classification launch, but also to break with the traditional codes of Bordeaux wine and take part in new consumer trends by developing a younger target market.

Our aim is to create awareness and desirability around the Crus Bourgeois wines, which embody more than just a Classification label. Behind the labels are passionate winemakers, top-quality wines and the guarantee of a pleasurable moment, whatever the occasion.”

JENNIFER MATHIEU
Director of the Alliance des Crus Bourgeois

AN UNPRECEDENTED ACTIVATION

In 2025, the Crus Bourgeois aren't simply communicating, they are taking a daring approach. With this 360° campaign, everything has been designed to make an impact, to shake things up, to appeal to a new target group of consumers, to embody a new positioning, to become a brand that is firmly rooted in its time and which features prominently in every moment in life.



A POWERFUL MEDIA PLAN...

that resonates in France and internationally, with visuals designed to appeal to both professionals (BtoB) and wine lovers (BtoC).



WORK ON BRAND IMAGE...

through a new communications territory with a tone and graphic style that reflects the times.



UNMISSABLE EVENTS...

including a key moment at the Wine Paris event, where the Crus Bourgeois will be putting on a show.



E-MAIL CAMPAIGNS. AMBASSADORS

selected from among our members to embody the brand's revival and create digital content.

The goal in sight #ATTRACT NEW CONSUMERS

With this **new signature** and the new faces embodying the Crus Bourgeois, the winegrowers' collective is sending out a strong message: there's a Cru Bourgeois for everyone, **whatever the occasion**.



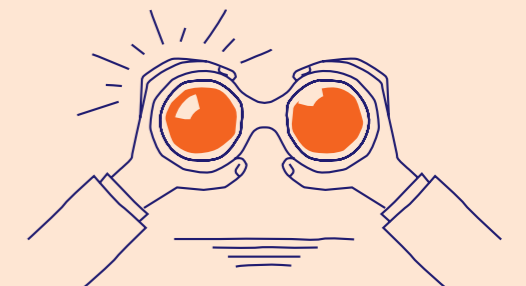
“We're reaching out to “EpiCrurians”, i.e. anyone who enjoys life, spending time together and meeting new people. Our Crus Bourgeois wines are perfect for special occasions as well as everyday life, with family or friends, at home or away. We want Crus Bourgeois to become a brand for every day, reflecting our values of simplicity and quality, and ultimately winning over new, younger target customers”

MARTIN COUGNAUD

Store and Marketing/Communications Manager at Uni Médoc, a member of the Crus Bourgeois group

FIRMLY ROOTED, BUT WITH EYES ON NEW HORIZONS

Despite capricious weather and economic challenges, the Alliance des Crus Bourgeois is staying the course. With this new 2025 classification, they have turned to page to start a bold new chapter and are already paving the way for an ambitious vintage: **the 2030 edition**.



Drawing on #A LONG HISTORY

Several centuries ago, when Bordeaux was under **English rule**, merchants were exempt from taxes on the local and export sales of wines from their vineyards. **This privilege** ensured **their fortune**, enabling these “bourgeois” to acquire the best plots of land in the Médoc from the 15th century onwards, which soon became known as “Crus des Bourgeois”. The price of these different crus was established for the first time in 1740 in a document drawn up by the Bordeaux **Chamber of Commerce**. A hierarchy of wines gradually emerged in the 19th century, prompting **Mr d’Armailhac** to publish a book in 1858 unofficially dividing 248 Crus Bourgeois into **three categories**.



And it's not about to stop!

1932



CREATION OF A FIRST REAL CLASSIFICATION

Drawn up under the auspices of the **Bordeaux Chamber of Commerce** and the **Gironde Chamber of Agriculture**, this **classification lists 444** “Crus Bourgeois du Médoc”. Although this classification was never submitted for ministerial approval, it served as a benchmark for several decades.

1962



CREATION OF THE SYNDICAT DES CRUS BOURGEOIS DU MÉDOC



2010



FIRST OFFICIAL SELECTION OF CRUS BOURGEOIS DU MÉDOC

The Syndicat completed the implementation of its **new quality approach** and published its first **Official Selection** in September (2008 vintage).

The Official Selection of the Crus Bourgeois du Médoc was published every year from September 2010 to September 2019.



2016



DEVELOPMENT OF A NEW CLASSIFICATION

At an **Extraordinary General Meeting**, the union’s members approved the specifications for the future classification with 78% of the votes in favour.

This validation was followed by the **approval by the public authorities** at the end of 2017 of the specifications and verification plan used to establish the new Classification of the Crus Bourgeois du Médoc (ministerial order of 29 December 2017 published in the Journal Officiel on 4 January 2018).

After ten years, this selection evolved towards a five-yearly Classification which reinstates the “**Cru Bourgeois**”, “**Cru Bourgeois Supérieur**” and “**Cru Bourgeois Exceptionnel**” levels, starting with the 2018 vintage.

1979



RECOGNITION OF THE TRADITIONAL “CRUS BOURGEOIS” LABEL

Thanks to Community regulations on labelling, and on condition that its use is regulated by the French government.



2003



FIRST OFFICIAL CRUS BOURGEOIS DU MÉDOC CLASSIFICATION

By ministerial decree, this classification recognised 247 châteaux out of 490 candidates, divided into **151** “**Crus Bourgeois**», **87** «**Crus Bourgeois Supérieurs**» and **9** «**Crus Bourgeois Exceptionnels**». Some of the non-classified crus complained that there was a lack of fairness because the panel of experts was made up of professionals, including the President of the Syndicat des Crus Bourgeois du Médoc at the time (in accordance with the organisation set out in the ministerial decree of 30 November 2000).

In 2007, the Bordeaux Administrative Court of Appeal finally annulled the order of 17 June 2003 on the basis of one criterion: “It is not possible to be both judge and judged”.

To save the label, the union and its members worked to establish a quality approach. The French authorities’ approval of a qualitative selection process was implemented by the decree of 20 October 2009 and the order of 16 November 2009.

2020



PUBLICATION OF THE 1ST FIVE-YEAR CLASSIFICATION

The Syndicat de l’Alliance des Crus Bourgeois du Médoc announced the first Classification of this new formula for **250 châteaux**.

2025



PUBLICATION OF THE 2ND EDITION OF THE FIVE-YEAR CLASSIFICATION OF THE CRUS BOURGEOIS OF THE MÉDOC

The Syndicat de l’Alliance des Crus Bourgeois du Médoc announces the second Classification of this new formula, recognising **170 châteaux**.



Les Crus Bourgeois

MORE THAN A LABEL



**DISCOVER
THE 2025
CLASSIFICATION**

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