

CHÂTEAU FERRIERE



TOOLS & ACTIVATION

DIGITAL ACTIVATIONS

CONTENTS & GOAL

We are supporting you in promoting Gonzague & Claire Lurton wines, especially in **en e-retail**.

Together,
Let's expand the visibility of each Estate
Let's multiply the occasions of tasting our Great Wines
Let's emphasize the **individual character of each brand**.

You will find in this presentation the description of all the tools that we make available to you via our Dropbox.



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CHÂTEAU FERRIÈRE PRESENTATION

BIODYNAMICS JEWEL

CHÂTEAU FERRIÈRE

3^{ÈME} GRAND CRU CLASSÉ DE 1855, MARGAUX



SHORE PRESENTATION

READING TIME: 5 MIN

REMINDER OF THE KEY SELLING POINTS, TO
PREPARE CUSTOMER APPOINTMENT

AVAILABLE IN FR, ENG, CN

CHÂTEAU FERRIÈRE

3^{ÈME} GRAND CRU CLASSÉ DE 1855, MARGAUX



TRAINING PRESENTATION

READING TIME: 5 MIN

FOR SALES STAFF TRAINING.
VERY VISUAL PRESENTATION, WITH KEY MESSAGES.

AVAILABLE IN FR, ENG, CN

CHÂTEAU FERRIÈRE

3^{ÈME} GRAND CRU CLASSÉ DE 1855, MARGAUX



LONG PRESENTATION

READING TIME: 15 MIN

VERY DETAILED PRESENTATION, WITH ANECDOTES,
TO BECOME A FERRIERE EXPERT.

AVAILABLE IN FR, ENG, CN

CHÂTEAU FERRIÈRE PRESENTATION

BIODYNAMICS JEWEL



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.**

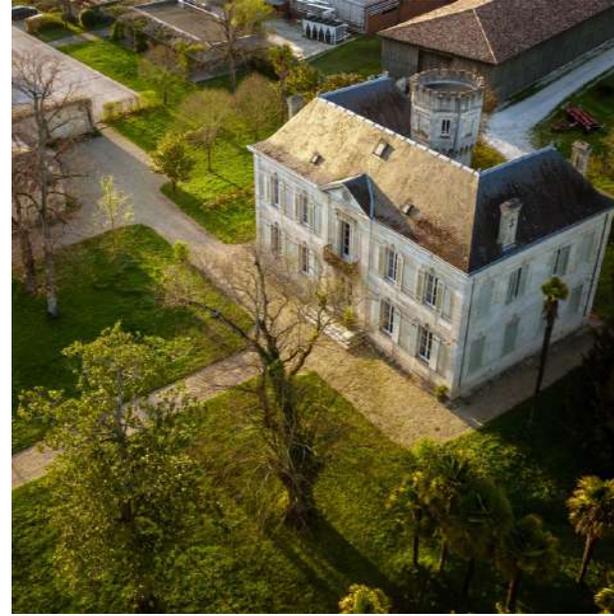




CHÂTEAU FERRIÈRE IS A **CLASSIFIED GROWTH IN 1855** IN **MARGAUX**, CERTIFIED **ORGANIC** IN 2015 AND **BIODYNAMIC** IN 2018 (**DEMETER**) AND IN 2019 (**BIODYVIN**).

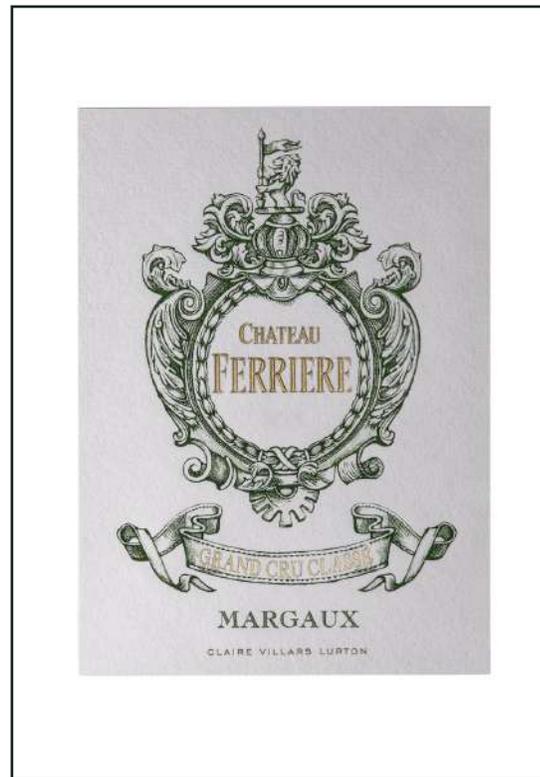
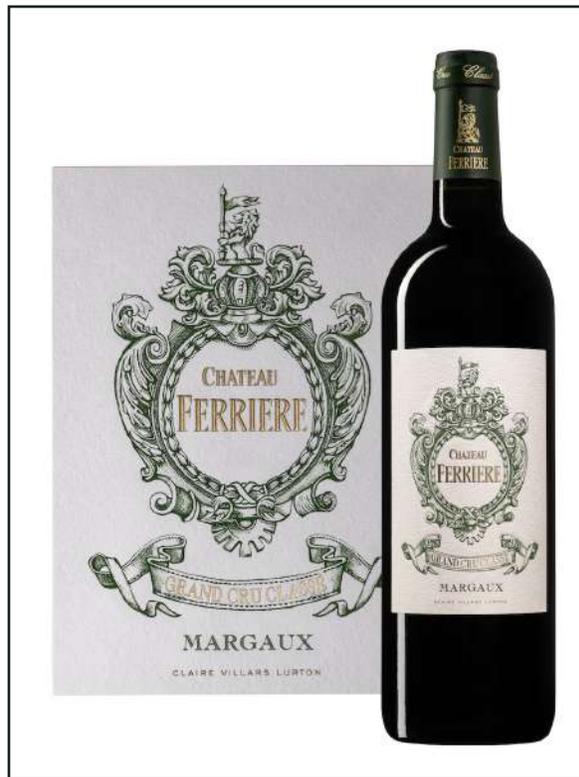
BE CHARMED BY CHÂTEAU FERRIÈRE, A WINE THAT IS FLESHY, AUTHENTIC AND OF GREAT DEPTH.

CHÂTEAU FERRIERE PICTURES



ESTATE, VINEYARD, TECHNICAL BUILDINGS, REFLECTING THE
ESTATE DNA
PICTURES DATA BASE UPDATED EVERY YEAR.

PACKSHOTS & 3D VIDEO



FOR COMPLETE AND OPTIMIZED PRODUCT PAGES

AVAILABLE FROM 2014 VINTAGE TO 2020 + NOT VINTAGED
IN JPG (WHITE BACKGROUND BLANC) & PNG.

SHORT 3D ROTATION VIDEO IN .MP4
NOT VINTAGED BOTTLE
WHITE & DARK BACKGROUNDS

TECHNICAL SHEETS

ESTATE
PRESENTATION

CRITICS TASTING
COMMENTS &
NOTES

CERTIFICATIONS

TECHNICAL
INFORMATION:
VINEYARD, SOIL,
BLEND,
WINEMAKING,
AGEING.

(FRENCH,
ENGLISH,
CHINESE)



CHÂTEAU FERRIÈRE

3RD CLASSIFIED GROWTH IN 1855, MARGAUX APPELLATION

2014

Major actor in the maritime brokerage at the end of the 17th century, the Ferrière family acquired the wine estate in the heart of Margaux and would forever mark the history by associating its name to the growth. A century later, château Ferrière's owner was proud to see the property ranked as a third grand cru classé.

After more than 300 years in the hands of the Ferrière family, it was not until the end of the 1980s with the arrival of new owners, the Merlaut family, that château Ferrière was restored to its former splendor. At only 27 years old, Claire, takes over the unfinished work of her mother Bernadette Merlaut after her accidental decease. And one day, Claire will pass it on to her daughter Jeanne, the third generation of female owners of Château Ferrière.

This objective of transmission goes hand in hand with the preservation and sustainability of the vineyard of Ferrière, using biodynamic and agroecological methods.

« EN GRAND PROGRÈS EN MATIÈRE D'HARMONIE DE TEXTURE ET DE TANNIN ET DE PRÉCISION AROMATIQUE. »
BETTANE+DESSEAUVE
17,5/20 Pts

«WHO SAYS THAT MARGAUX HAS TO BE A "FEMININE" WINE? THIS HAS INTENSE RED CURRANT AND DELICATE SAVORY NOTES ON THE NOSE.»
JAMES SUCKLING
94 Pts

THE VINEYARD

24 hectares of deep gravels on limestone soils.
In the heart of the Margaux Appellation.



THE CULTURAL PRACTICES

 
In conversion

THE VINIFICATION

Plot vinification.
Alcoholic fermentation with natural yeasts.
Pumping over of half a volume per day for gentle extraction. 3 weeks of maceration.
Vinification at temperature below 24 degrees.

THE AGEING

18 months ageing:

40 % in new oak barrels	60 % in one-year old barrel
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THE BLEND

68 % Cabernet sauvignon	30 % Merlot	2 % Cabernet- franc
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THE TEAM

Owner : Claire VILLARS-LURTON
Technical director : Gérard FENOUILLET
Oenologist consultant : Éric BOISSENOT

FERRIERE.COM


G&C LURTON
ESTATES

CORPORATE BEAUTYSHOT



BANNER

FOR E-RETAIL BANNER + LANDING PAGE HEADER

AVAILABLE IN JPG AND PNG. SIZE: 1412x450 PX, CUSTOMIZABLE.
AVAILABLE FOR 2019, 2020 AND 2021 VINTAGES + NOT VINTAGED.

CORPORATE BEAUTYSHOT



FOR SOCIAL MEDIAS (post + story), NEWSLETTER, PRODUCT PAGE ...

IN JPG & PNG. AVAILABLE FOR 2019, 2020 VINTAGES AND NOT VINTAGED.

COMMERCIAL AND SEASONAL BEAUTYSHOTS



USED FOR KEY AND SEASONAL SALES

IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H AND SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS



USED FOR KEY AND SEASONAL SALES

IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H AND SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS



USED FOR KEY AND SEASONAL SALES

IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H AND SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS

BARBECUE



ROMANTIC DINNER



BRUNCH



PICNIC



USED FOR KEY AND SEASONAL SALES

IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H AND SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS



USED FOR KEY AND SEASONAL SALES
IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H AND SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS

CHRISTMAS



NEW YEAR



MOTHERS DAY



FATHERS DAY



USED FOR KEY AND SEASONAL SALES

IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H AND SQUARE

COMMERCIAL AND SEASONAL BEAUTYSHOTS

VALENTINE'S DAY



PRIMEURS



HALLOWEEN



HARVEST

USED FOR KEY AND SEASONAL SALES

IN JPG. NOT VINTAGED. AVAILABLE IN BANNER, A4V, A4H AND SQUARE

CUSTOMER CONSUMPTION FOOD & WINE PAIRING GUIDE

FOR CONSUMPTION
PROJECTION + CREATION
OF A TASTING
EXPERIENCE

ONE PAIRING BY VINTAGE,
FROM 2014 TO 2020

BEAUTYSHOTS IN JPG & PNG.
AVAILABLE IN BANNER, A4V, A4H
AND SQUARE.

GUIDE PROVIDED DESCRIBES THE
PAIRING, AND GIVES ASSOCIATED
RECIPES
(FRENCH AND ENGLISH)



CHÂTEAU FERRIÈRE x SQUASH

2020

FOR AN OLD-FASHIONED PAIRING ...

THE SILKY TEXTURE OF THE 2020 AND ITS CONCENTRATION OF FRUIT WILL PERFECTLY MATCH THE CREAMINESS OF THE SQUASH, IN ALL ITS DIVERSITY.
A MIXTURE OF TEXTURES, A TIMELESS ALLIANCE, FOR A SUCCESSFUL OLD-FASHIONED MATCH!

CHÂTEAU FERRIÈRE 2020 IS CHARACTERIZED BY A PERFECT BALANCE BETWEEN DENSITY AND FINESSE OF ITS TANNINS.
A VIBRANT WINE WITH GREAT DEPTH AND A LOT OF FRUIT.

BUTTERNUT, PUMPKIN, ... EACH SQUASH HAS ITS OWN SPECIFICITY AND THEY CAN BE FOUND IN BOTH SALTY AND SWEET DISHES.
SOME BRING BUTTERY & CHESTNUT NOTES, OTHERS MORE FRESHNESS, WITH EUCALYPTUS AROMAS.

RECIPE IDEAS

ROASTED SQUASH SALAD WITH FRESH WALNUTS AND CRANBERRIES
Brushed with walnut oil, the squash slices caramelize in the oven and release their natural flavors, the greenness of the walnut oil is reminiscent of that of the cuvee, the candied texture of the squash intermingles with the berry notes of the cuvee and envelops its tannins.
a simple, greedy and generous match.

STUFFED SQUASH, OLD-FASHIONED MUSTARD AND FOIE GRAS STUFFING
The pure expression of the fruit of the cuvee perfectly matches the sweetness of the squash. Slightly spicy and mineral, the finish of Château Ferrière 2020 is lengthened in the mouth by the mustard. Well balanced, the power of the mustard and the crunchiness of its seeds are balanced with the tannins of the wine.
The foie gras brings smoothness and roundness.



CUSTOMER CONSUMPTION

FOOD & WINE PAIRING BEAUTYSHOTS



FOR CONSUMPTION PROJECTION + CREATION OF A TASTING EXPERIENCE
ONE PAIRING BY VINTAGE, FROM 2014
IN JPG. AVAILABLE IN BANNER, A4V, A4H AND SQUARE.

CUSTOMER CONSUMPTION

FOOD & WINE PAIRING BEAUTYSHOTS



FOR CONSUMPTION PROJECTION + CREATION OF A TASTING EXPERIENCE
ONE PAIRING BY VINTAGE, FROM 2014
IN JPG. AVAILABLE IN BANNER, A4V, A4H AND SQUARE.

CUSTOMER CONSUMPTION SERVING TIPS

**CHÂTEAU FERRIÈRE
2014**

TO BE ENJOYED FROM NOW
PEAK OF THE WINE IN 2027

1 TO 2 HOURS DECANTING TIME
17-18°C SERVING TEMPERATURE



SERVING AND TASTING TIPS FOR CUSTOMERS

AVAILABLE FROM 2014 VINTAGE TO 2020
FRENCH AND ENGLISH