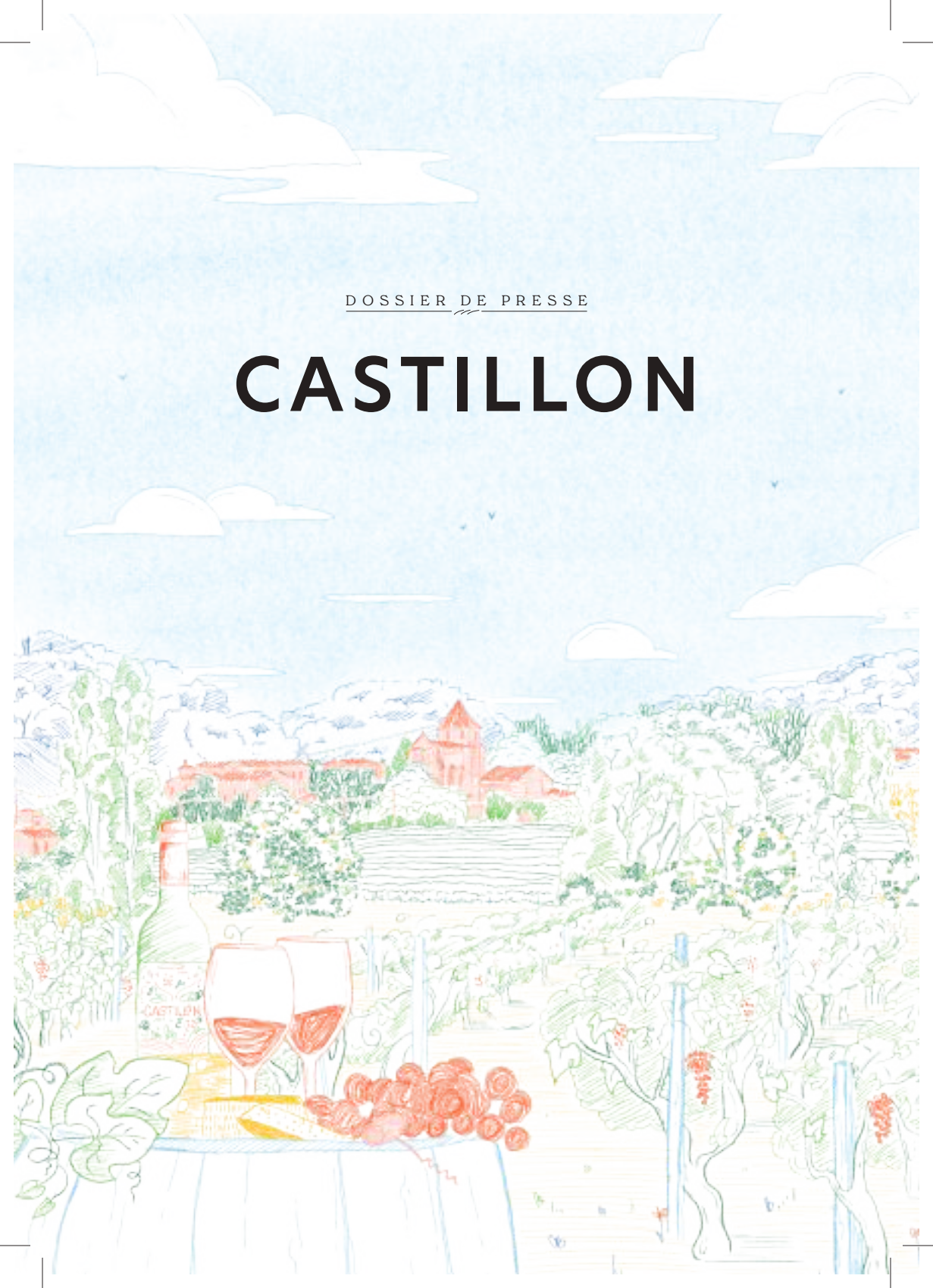


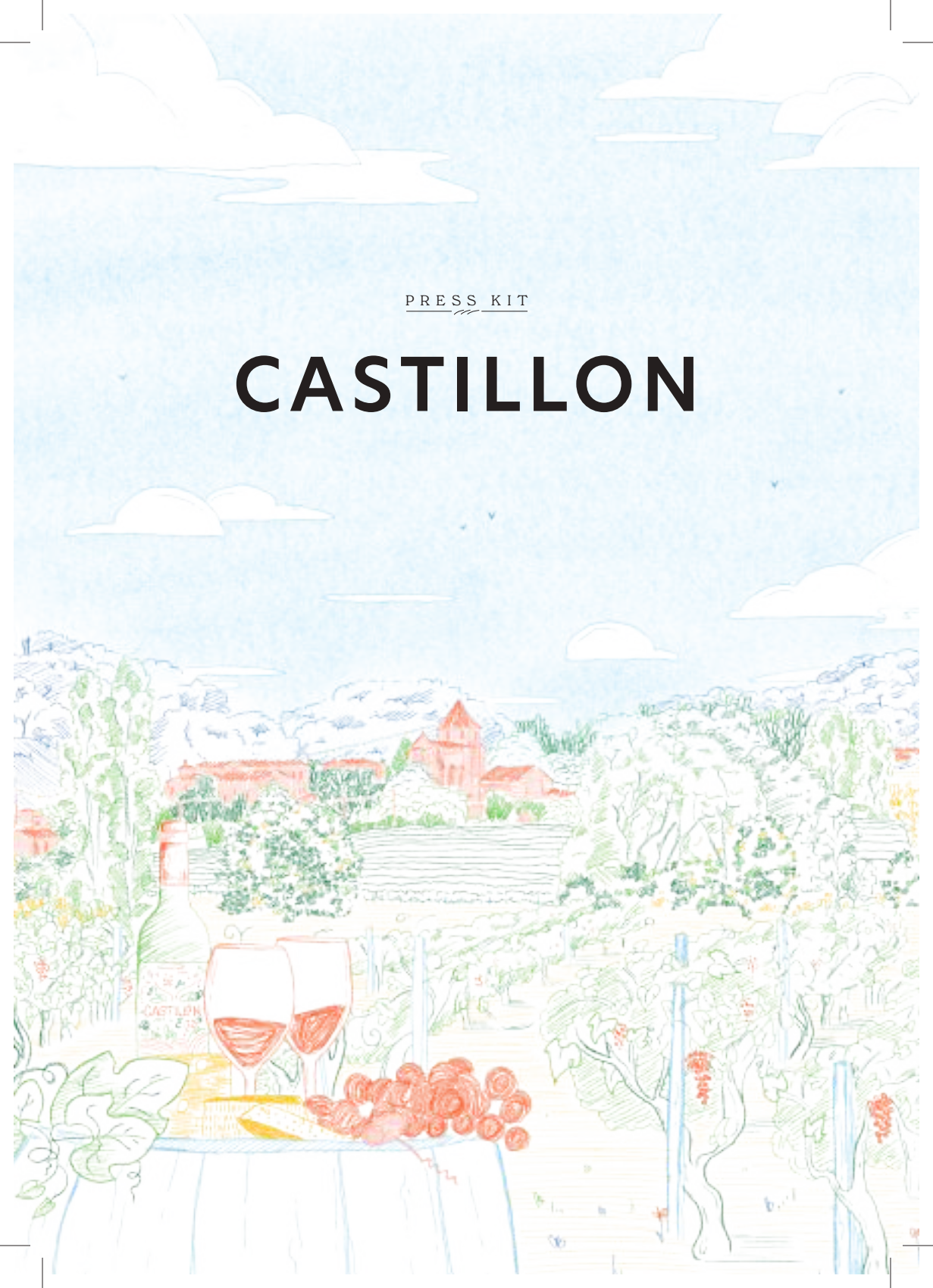
DOSSIER DE PRESSE

# CASTILLON



PRESS KIT

# CASTILLON



## I N T R O D U C T I O N

**I**l y a ce qui existe depuis toujours, et ce que nous construisons patiemment, parfois dans l'ombre, depuis des années.

Aujourd'hui, nous nous sentons extrêmement proches des consommateurs, tant Castillon fait écho à leurs exigences et leur quête de sens. Ces derniers cherchent des vins singuliers, incarnés. Des personnalités authentiques qui prônent une viticulture vertueuse et engagée. Des savoir-faire perpétués dans des structures à taille humaine où règne un esprit familial.

Alors, si comme nous, vous pensez qu'une action vaut mieux qu'un long discours, cette checklist est la vôtre. De là à dire que Castillon est l'appellation qui coche toutes les cases, il n'y a qu'un pas, que nous vous invitons à franchir !

## INTRODUCTION

**T**here is what has always existed, and what we build patiently, sometimes in the shadows, over the course of many years.

Today we have never felt closer to the consumers as Castillon echoes their demands and their quest for meaning. These wine enthusiasts are looking for unique wines that embody the authentic personalities of the wine growers who advocate a virtuous and sustainable viticulture and whose knowledge is perpetuated in human-size structures where a family spirit lives on.

So, if like us, you think action speaks louder than words, this checklist is yours.

From there to say that Castillon is the appellation that ticks all the boxes, there is only one step, that we invite you to take !

# SUR L'HUMAIN TU FONDERAS

FORTES PERSONNALITÉS

210 vigneron.ne.s

STRUCTURES FAMILIALES

100%



PROFILS

Artisanat  
Engagement  
Technique

VALEURS

Liberté d'expression  
Créativité  
Audace

TAILLE HUMAINE

10 ha en moyenne



# ON PEOPLE YOU SHALL RELY

STRONG PERSONALITIES

210

winegrowers

FAMILY ENTITIES

100%



PROFILES

Craftsmanship  
Commitment  
Technique

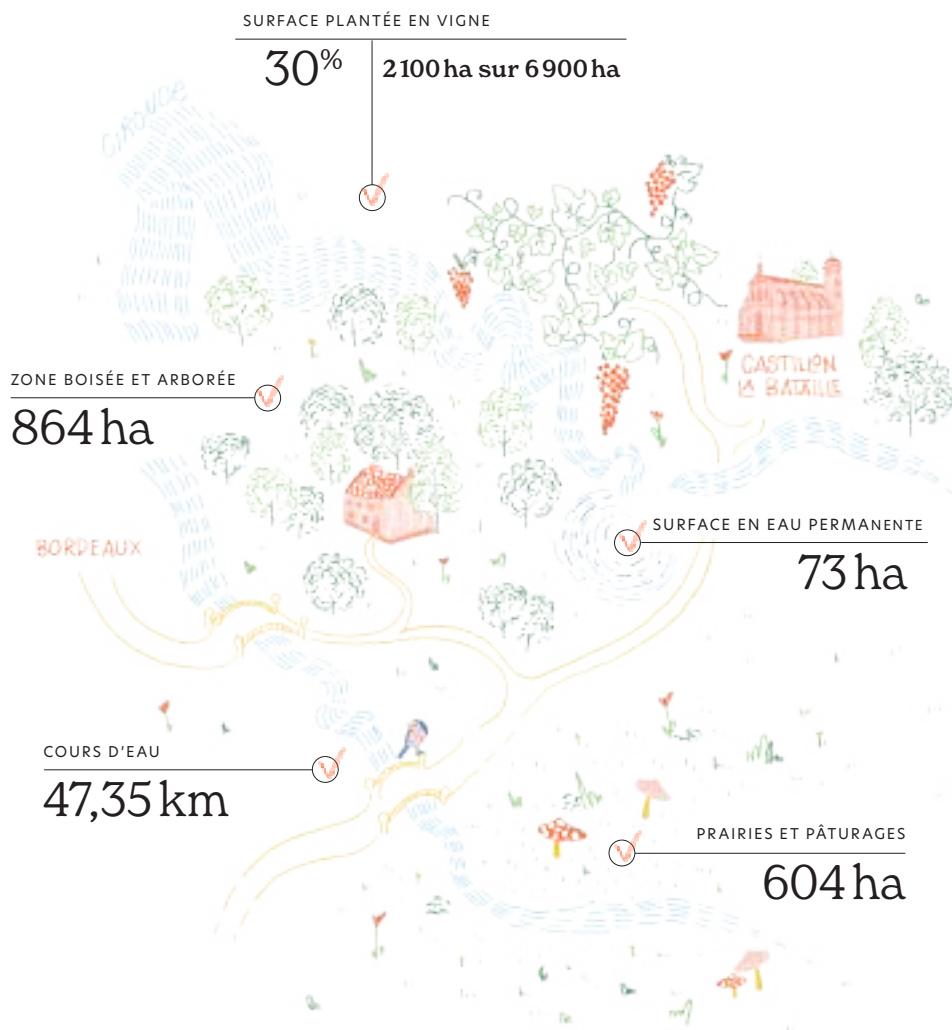
VALUES

Freedom of expression  
Creativity  
Audacity

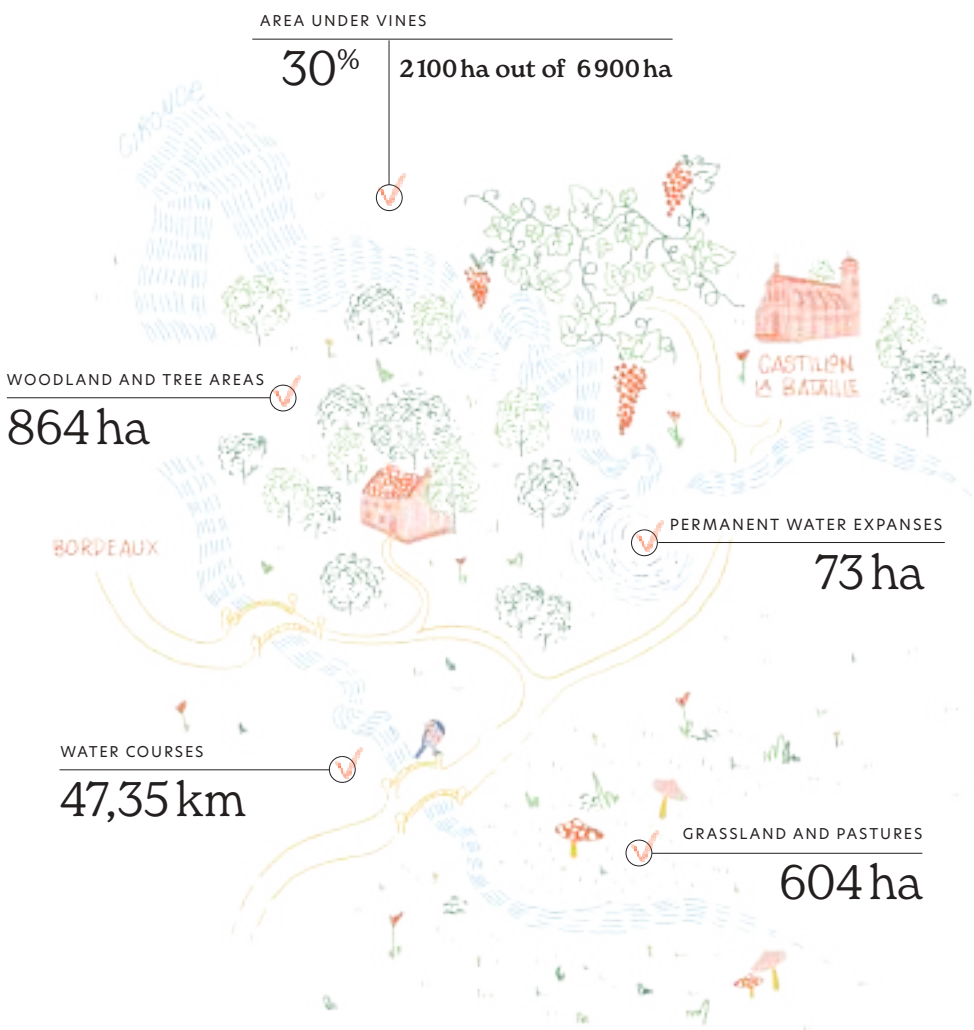
HUMAN SIZE (VINEYARDS)

10 ha | on average

# LA BIODIVERSITÉ TU PROTÈGERAS



# BIODIVERSITY YOU SHALL PROTECT





# POUR L'ENVIRONNEMENT TU T'ENGAGERAS

CERTIFICATIONS ENVIRONNEMENTALES

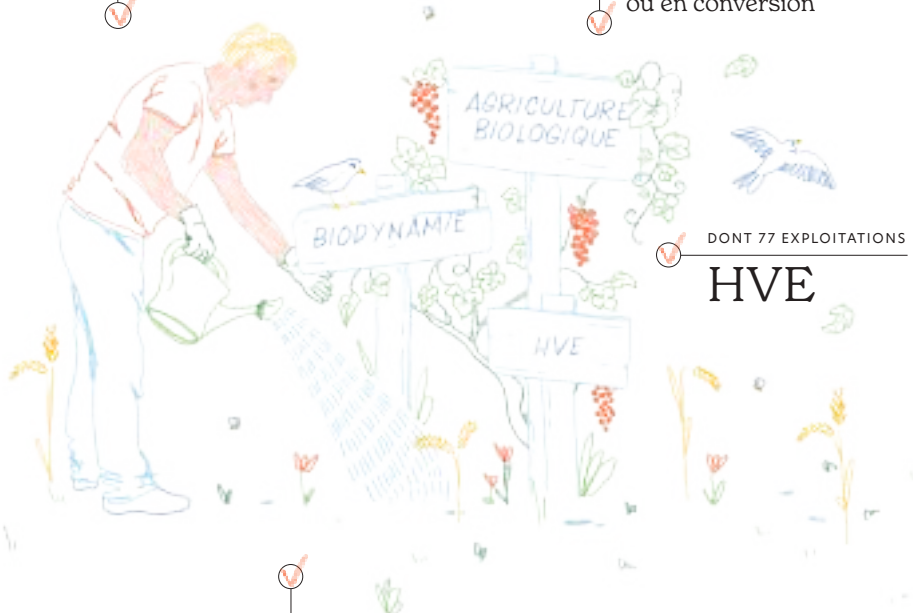
80% de la surface de l'appellation



DONT 69 EXPLOITATIONS EN

Agriculture  
biologique

ou en conversion



DONT 77 EXPLOITATIONS

HVE



DONT 3 EXPLOITATIONS EN

Biodynamie



ENGAGEMENT HISTORIQUE IL Y A 20 ANS

1<sup>ère</sup> station de traitement  
des effluents vinicoles



# THE ENVIRONMENT YOU SHALL DEFEND

ENVIRONMENTAL CERTIFICATIONS

80% of the **appellation** surface



WITH 69 VINEYARDS

**Certified organic**

or in conversion



WITH 77 VINEYARDS

**HVE certified**

High Environmental Value



WITH 3 VINEYARDS

**Certified biodynamic**

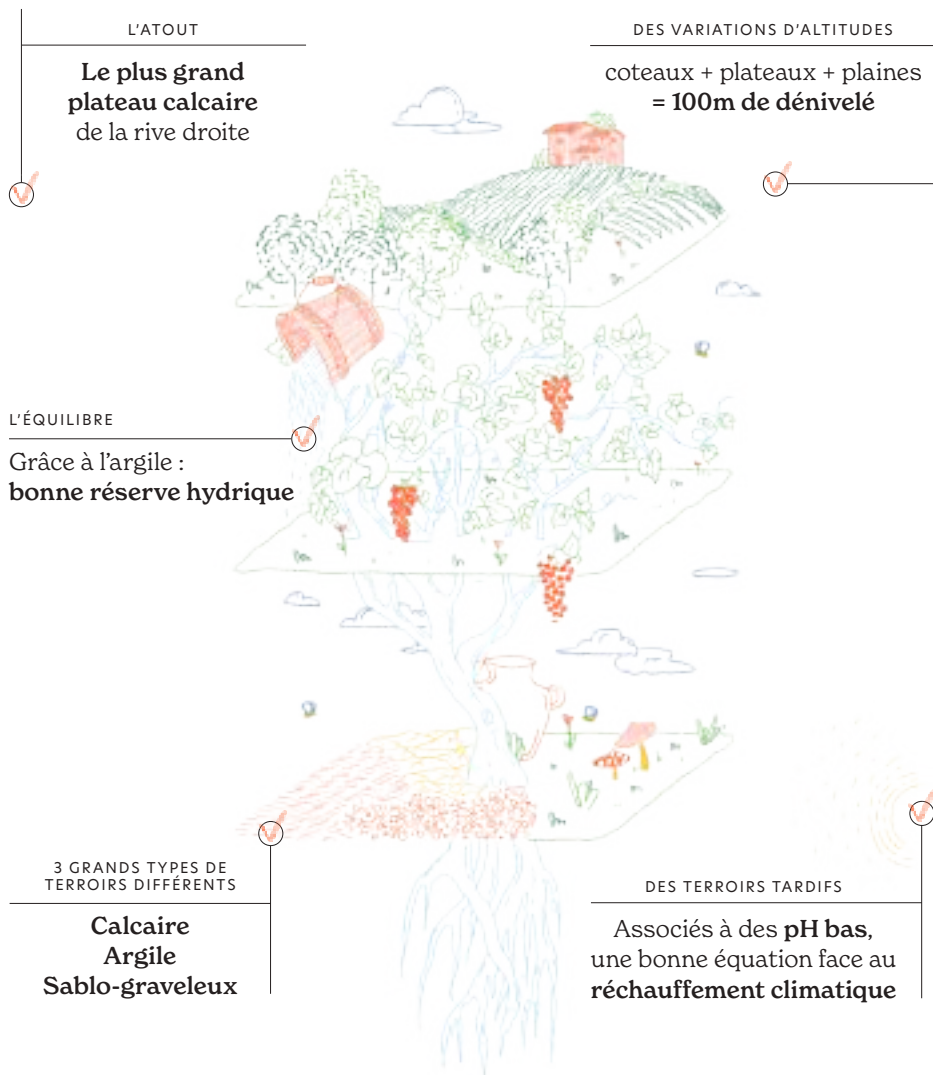


HISTORIC COMMITMENT THAT STARTED 20 YEARS AGO

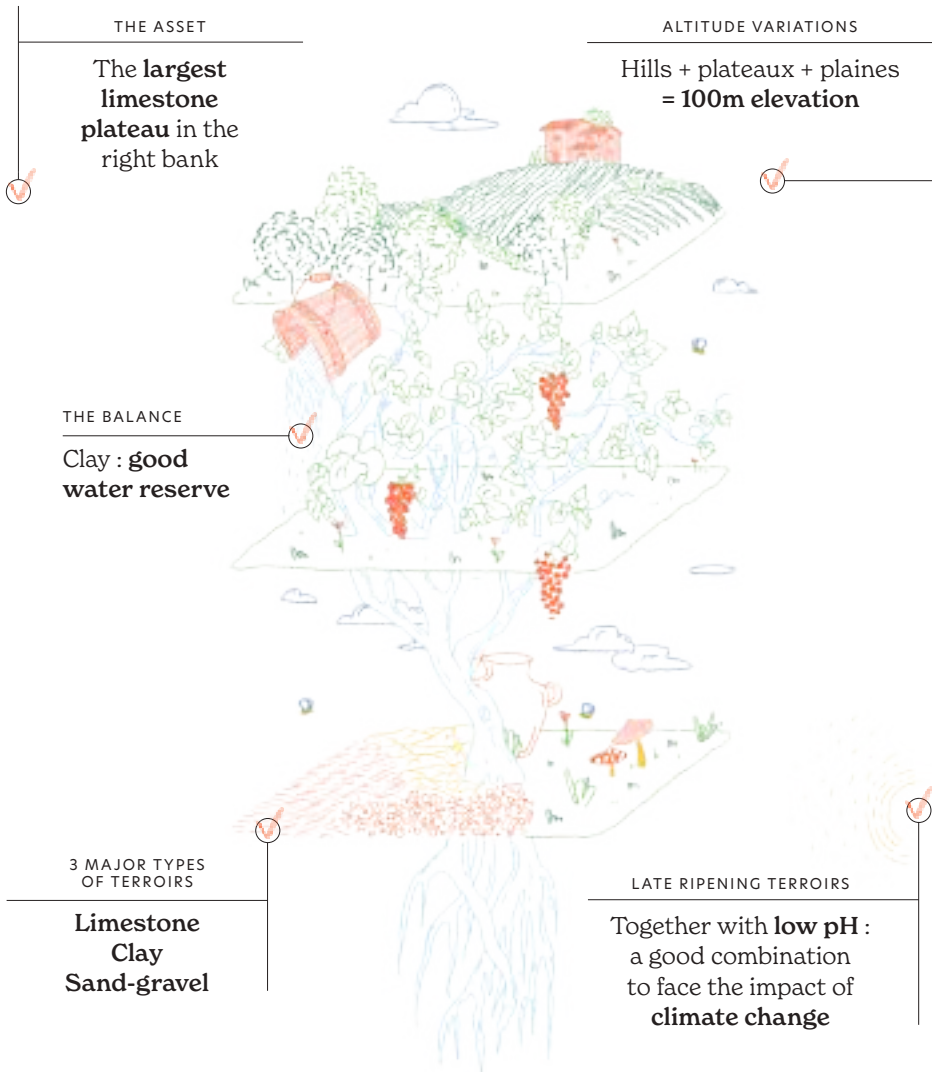
**1<sup>st</sup> wine-production effluent treatment plant**



# UN TOP TERROIR TU CULTIVERAS



# A TOP TERROIR YOU SHALL CULTIVATE



# DES VINS APPRÉCIÉS TU ÉLABORERAS

PARTIS PRIS FORTS

**Créatifs**

AUTANT DE STYLES QUE DE PERSONNALITÉS

des collectionneurs **de goûts**



DES GAMMES VIGNERONNES QUI

**sortent des sentiers battus**

VINS DE CONSOMMATEURS

À chacun son Castillon

DES VINS

Assumés  
Singuliers  
Décomplexés  
Audacieux

DES CÉPAGES

75% Merlot  
14% Cabernet franc  
8% Cabernet sauvignon  
3% Carménère, Malbec,  
Petit Verdot



# POPULAR WINES YOU SHALL MAKE

STRONG STATEMENTS

**Creative**

AS MANY STYLES AS PERSONALITIES

**Tastes** collectors



A WINE RANGE THAT

**Gets off the beaten track**

CONSUMERS' WINES

**"À chacun son Castillon"**  
(one Castillon each)

WINES

Assumed  
Unique  
Uncomplicated  
Bold

GRAPE VARIETIES

75% Merlot  
14% Cabernet franc  
8% Cabernet sauvignon  
3% Carménère, Malbec,  
Petit Verdot


# DES EXPÉRIENCES TU PROPOSERAS

AOC RICHE D'HISTOIRE   
Bataille de Castillon



CONVIVALITÉ   
Déjeuners  
créateurs  
d'Accords



ACTIVITÉS SPORTIVES & FAMILIALES   
Randonnées pédestres,  
cyclistes, équestres, sports  
d'eau, golf, bases de loisirs

UN TERRITOIRE ATTRACTIF

## œnotourisme

# EXPERIENCES YOU SHALL OFFER

AOC RICH IN HISTORY

Castillon Battle



CONVIVIALITY



**Lunch “créateurs d’Accords”**  
(food & wine pairing experience with the winemakers)



SPORTS AND FAMILY ACTIVITIES

Hiking, cycling, horse riding, water sports, golf, leisure centers



ATTRACTIVE TERROIR

## Wine tourism

DES **NOTES**  
TU PRENDRAS

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# **NOTES** YOU SHALL TAKE

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6 allée de la République  
33350 Castillon la Bataille  
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