

2024 VINTAGE IN BORDEAUX



Fresh, fruity wines from a historically small harvest

While the weather in the spring required extreme vigilance very early on, it gave way to calmer conditions in the summer. Picking started in ideal weather conditions at the end of August for crémants, rosés and dry whites. For the reds and the white grapes destined for dessert wines, harvesting dates had to be chosen more carefully, with September and October alternating between very fine late-season days and repeated rainfalls.

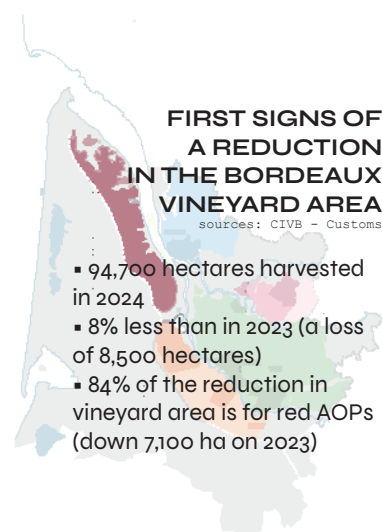
The vagaries of the weather in 2024 combined with the reduced vineyard area (phytosanitary grubbing-up plan for vines in the Gironde + unsubsidised grubbing-up) resulted in a historically low harvest across Bordeaux.

Climate conditions requiring extreme vigilance from start to finish

Record rainfall in the spring and reduced sunshine led to a slower growth cycle. Flowering was disrupted by rain, impacting the potential yield. These climate conditions, conducive to the development of downy mildew, required very early monitoring and a rethink of the protection strategy as the showers progressed. Localised hail in the Médoc and Libourne regions also had an impact on the future crop. Mid-July and August finally gave the winegrowers some respite. Plenty of sunshine and low rainfall, without severe drought, provided optimum conditions for berry development.

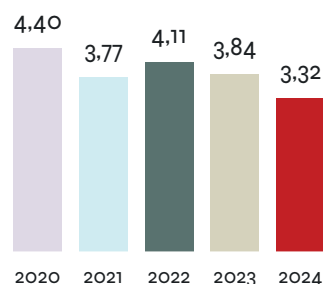
By harvest time, which started relatively late compared with the recent string of very early vintages, the smaller crop was already obvious. The result was a total volume of 3.3 million hectolitres in 2024 (down 14% on 2023), the smallest Bordeaux harvest since 1991.

The situation clearly varies greatly from one estate to another, but none was spared the drop in yields due to the weather conditions of the past 5 years, sometimes seriously compromising their business model.



HISTORY OF BORDEAUX HARVEST SIZE

All AOPs / million hectolitres



PRODUCTION REMAINS MOSTLY RED BUT IS INCREASINGLY DIVERSE

(% 2024 harvest)

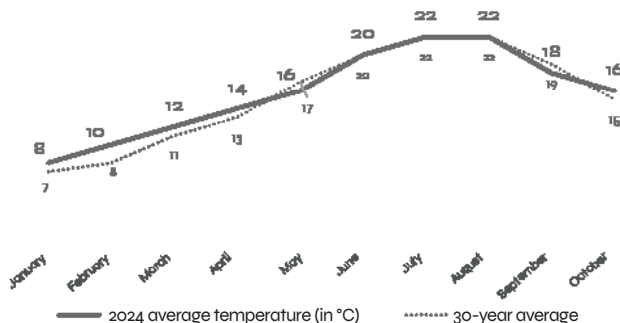
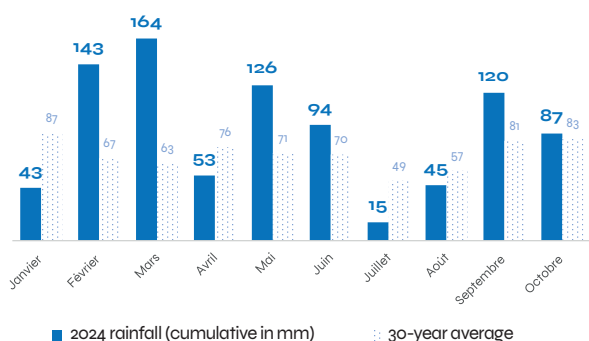
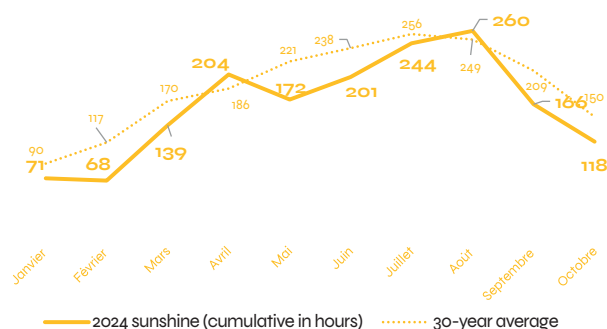
- 80.5% red wine (vs. 85% in 2015)
- 10.5% dry white (vs. 8.5% in 2015)
- 4% rosé (= 2015)
- 4% crémant (vs. 0.8% in 2015)
- 1% sweet white (= 2015)





WEATHER CONDITIONS FOR THE 2024

VINTAGE IN BORDEAUX 2024 data vs. 30-year averages // source: Météo France



“Highly successful fresh and fruity red wines, finely crafted and expressive dry whites, and pure, well-balanced dessert wines.”

Extract from comments on the 2024 vintage published by the Bordeaux University Institute of Vine and Wine Sciences, Oenology research unit, and written by Prof. Laurence Geny, Elodie Guittard, Dr Valérie Lavigne and Prof. Axel Marchal, with the participation of N. Alvarez, C. Baz, V. Michel, L. Riquier.

“At the start of ageing, the Merlot wines are generally fruity and aromatic. They lack the density and power of recent vintages, but they are pleasant and easy to drink. [...]”

The Cabernet Sauvignon wines, for those who could afford to wait, benefited from the calmer weather at the beginning of October. They add colour, structure and depth to the blends. [...]”

The absence of a long heatwave in the summer and the presence of water in the soil were highly favourable to the aromatic potential of the white grapes. The Sauvignon Blanc wines are expressive, with notes of lemon zest and white flowers. They are carried by their good acidity. [...] From soils suited to Sémillon production, the wines are fragrant, full-bodied and flavoursome, while elsewhere the mid-palate lacks density.

On the whole, the dessert wines show great purity and the roasted aromas characteristic of the early and widespread development of noble rot. With moderate concentration, they are well-balanced and full of flavour.”

The Bordeaux vineyard has re-invented itself: diversification of production in all colours, new styles of reds and whites, daring new cuvées, the return of forgotten grape varieties, and more, all proof of its revival.

In the face of international competition, geopolitical crises, repeated climate hazards and major changes in consumption patterns, Bordeaux winegrowers and merchants are staying on course: meeting consumer expectations with the same exacting standards, practising precise, sustainable and forward-looking viticulture that is rooted in the terroirs.

UNIQUE BY NATURE,

BORDEAUX

IS ABOUT DIVERSITY,

WITH A WINE FOR EVERYONE.

65 AOP products (Protected Designation of Origin): Barsac ▪ Blaye ▪ Côtes de Bordeaux ▪ Blaye Côtes de Bordeaux ▪ Cadillac Côtes de Bordeaux ▪ Castillon Côtes de Bordeaux ▪ Francs Côtes de Bordeaux ▪ Sainte-Foy Côtes de Bordeaux ▪ Bordeaux ▪ Bordeaux Haut-Benauges ▪ Bordeaux Supérieur ▪ Cadillac ▪ Canon-Fronsac ▪ Cérons ▪ Côtes de Bordeaux Saint-Macaire ▪ Côtes-de-Bourg / Bourg ▪ Crémant de Bordeaux ▪ Entre-deux-Mers ▪ Entre-deux-Mers Haut-Benauges ▪ Fronsac ▪ Graves ▪ Graves Supérieures ▪ Graves de Vayres ▪ Haut-Médoc ▪ Lalande de Pomerol ▪ Listrac-Médoc ▪ Loupiac ▪ Lussac Saint-Emilion ▪ Margaux ▪ Médoc ▪ Montagne Saint-Emilion ▪ Moulis ou Moulis en Médoc ▪ Pauillac ▪ Pessac-Léognan ▪ Pomerol ▪ Premières Côtes de Bordeaux ▪ Puisseguin Saint-Emilion ▪ Sauternes ▪ Saint-Emilion ▪ Saint-Emilion Grand Cru ▪ Saint-Estèphe ▪ Saint-Georges Saint-Emilion ▪ Saint-Julien ▪ Sainte-Croix-du-Mont ▪



BORDEAUX WINES KEY FIGURES

(vintage 2024 data)

- 4,637 winegrowers (in AOP)
Average size of estate: 20 hectares
- 300 wine merchants who ensure over two-thirds of Bordeaux wine sales worldwide
- 29 cooperative cellars and 3 unions representing 39% of AOP growers and 23% of production
- 50,000 direct and indirect jobs
- Over 75% of the Bordeaux vineyard has a certified environmental approach (ex. : Organic, HVE, Terra Vitis, Demeter).
- 94,600 hectares of AOP vineyards in the Gironde region
- More than a quarter of the AOP vineyard area in France
- 88% red grape varieties (merlot ▪ cabernet sauvignon ▪ cabernet franc ▪ malbec ▪ petit verdot, etc.) and 12% white grape varieties (sauvignon blanc ▪ sémillon ▪ muscadelle ▪ sauvignon gris, etc.)
- 3.9 million hectolitres harvested on average each year over the last 5 years (equal to 518 million bottles)



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