

2025
Press Kit

Médoc blanc

Grand vin de Bordeaux



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Editorial

Médoc blanc
Grand Vin de Bordeaux



Mary Gorman-
McAdams
Master of Wine

Grape varieties and white wines have been part of the Médoc's heritage for centuries. The launch of the Médoc Blanc AOP in 2025 should therefore come as no surprise, but rather as a welcome validation and recognition for the peninsula's white wines. For me, this new AOP is a genuine guarantee of origin (where the vines and grapes for the wine come from). I also be-

lieve that the specifications are flexible enough to allow for individual expression among the wines, while enabling wine lovers to familiarize themselves with the identity of Médoc white wines.

Mary Gorman-McAdams is a Master of Wine based in the United States, where she works as an independent consultant, trainer, and judge in various competitions. She is a specialist in Bordeaux wines and sparkling wines.



Claude Gaudin
ODG Médoc,
Haut-Médoc,
Listrac-Médoc's
President

The official recognition of the quality and distinctiveness of white wines from our region is the culmination of the work of several generations of winegrowers from across the Médoc peninsula, but also a ray of optimism for the future. The official recognition of this AOP is only the beginning of a story that we want to make truly rewarding and that we will develop harmoniously, in close collaboration with consumers. Médoc Blanc is part of the new dynamic launched by the Médoc &

Haut-Médoc AOCs in 2021, with the distinctive feature of appealing to all winegrowers on our peninsula. In addition to its own influence, Médoc Blanc is a new entry point for discovering or rediscovering the magnificent and wide range of our red wines.

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“ *Ultimately, there is nothing more modern than the Médoc tradition.* ”

Émile Peynaud - 1912-2004
Exceptional Oenologist

This sentence perfectly illustrates the ability of Médoc wines to evolve with society and remain in tune with the latest trends. The new generation of winegrowers is perpetuating this unique characteristic, thanks to their wines of course, but also through changes to the specifications. Indeed, the inclusion of white wine is not the only recent change to the Médoc AOC specifications.

Keen to meet society's expectations, the Médoc, Haut-Médoc, and Listrac-Médoc AOCs have set out two major points relating to the environment in black and white: a ban on open weeding and the obligation to hold environmental certification*.

* In order to claim its wine, a winery must now possess a minimum level 2 environmental certification and/or be certified organic. For example, Area, Terra Vitis, HVE, or AB meet the requirements set out in the specifications.

Reflecting the current practices of the vast majority of winegrowers, this decision aims to compel the last holdouts while sending a strong message to consumers: “We share your concerns.”

In another recent development, winegrowers, open-minded and forward-thinking, have also decided to experiment with grape varieties said to be “adapted to climate change.” These experiments are authorized for Médoc, Haut-Médoc, and Listrac-Médoc reds, as well as for Médoc Blanc. The presence of these grape varieties is limited to 5% of the vineyard and 10% of the

blend. The main idea is to eventually improve practices in a natural way, while preserving the typical characteristics of Médoc wines.

Varieties of interest for adaptation (VIFA) in the Médoc region:
Reds: Arinarnoa N, Castets N, Marselan N, and Touriga Nacional N.
Whites: Alvarinho B, Floreal B, Liliorila B, Sauvignac B, and Souvignier Gris.



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Perfect timing

It is not a commercial strategy that drives most white wine producers, but rather a desire to preserve a little-known tradition and craft a noble product, out of curiosity and passion for their craft.

Nevertheless, this recognition comes at a time when white wines are highly appreciated by consumers and are in line with a consumer trend*. Our winemakers are delighted to have a new addition to their range that will enable them to satisfy their customers.

Dynamic reds

However, they did not wait for white Médoc to expand their range and meet consumer expectations while retaining the specific characteristics of their terroir. Many ranges with more “accessible” profiles have emerged in recent years. These are wines that are ready to drink sooner, responding to more modern drinking habits, far removed from Sunday lunch or festive occasions.

These wines have reinforced the wonderful diversity of AOC Médoc and Haut-Médoc wines, while remaining within the fold of the appellation.

The strength of these two so-called “sub-regional” appellations lies in their diversity. Diversity of terroirs, spread over 60 kilometers, but also diversity in practices.

An AOC blend can take the form of a single grape variety or be composed of six different grape varieties. It can be aged in stainless steel vats, amphorae, wooden barrels of varying sizes and ages, heated to different

degrees, made from different types of wood, or a combination of all of these. This very liberal approach allows each winemaker to express different personalities and offer varied ranges, always with a touch of “Médoc” and always with the notion of a vineyard that remains in tune with the current era.

The specifications refer to this: “The status acquired by Médoc wines over the last four centuries has been achieved thanks to the quality and typical characteristics of its wines specific to each era.”

It is important to note that winemakers have not stopped producing wines with traditional profiles, and that they still cherish their very fine vintages with recognized aging potential.

* White wine is on the rise according to the Sowine barometer, with 91% of French people drinking white wine.

History

Médoc Blanc
Grand Vin de Bordeaux

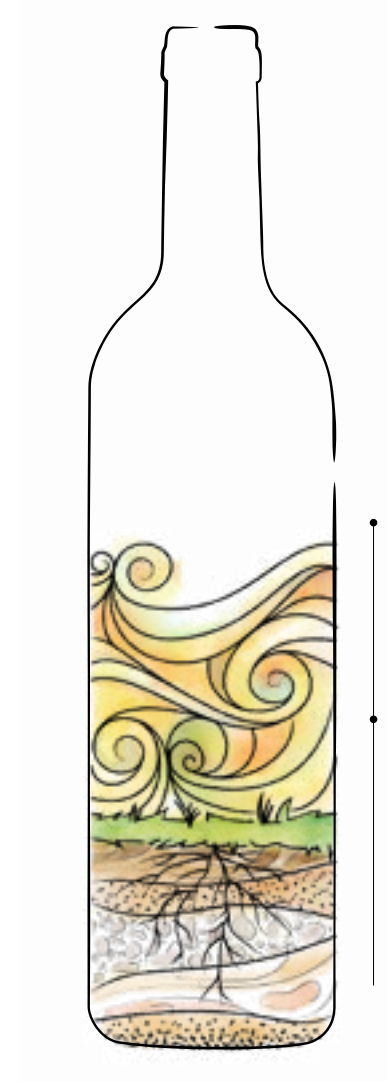
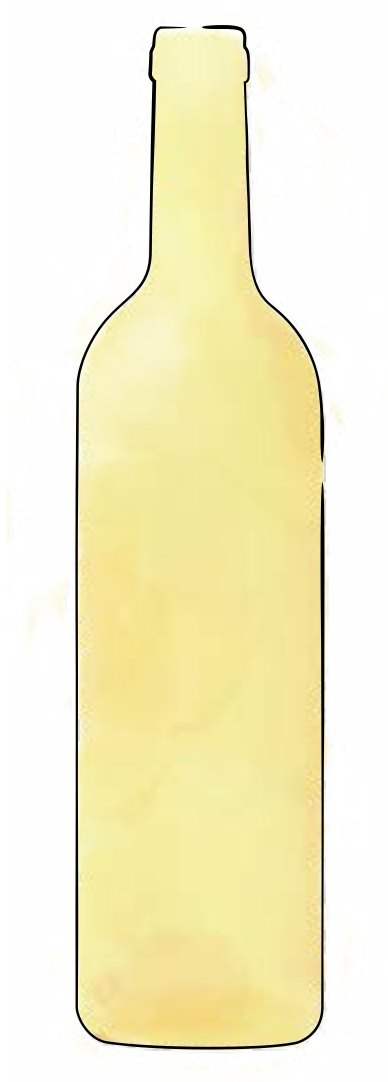
White wine production in the Médoc region dates back centuries, beginning in the early 18th century. It is almost as old as the great red wines of the Médoc, whose history began a century earlier.

The first significant production appeared in the southern Médoc, sometimes under the name “Graves.” The success of sweet wines led to a significant decline in production in the second half of the 19th century. It regained its vigour thanks to semi-dry wines, spreading across the entire peninsula, particularly in Listrac, Saint-Laurent, Pauillac and even as far north as Soulac.

Depending on trends and legislation, production fluctuated over the years. The peak was reached in 1929 with nearly 17,000 hectoliters, or just over 2.2 million bottles, according to Féret.

From the 1960s onwards, there was a rise in the popularity of red wines, which limited the popularity of white wines. It was in the 1980s that the planting dynamic took off again, accelerating particularly when the question of the recognition of Médoc Blanc wines was added to the agenda of meetings...





Climate

Minerality & Salinity

Soil

Mainly on **clay-limestone soils**. Cool
terroirs producing tense, powerful
wines with freshness.

A few plots on **gravel**.
Concentrated wines with aromatic complexity and elegance.



Know-How

Dominant Sauvignon Blanc

Notes of exotic fruits and citrus

Blended with other white grape varieties

Complex aromatic palette

Aged in wood containers

Round, rich on the palate



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Profile *Médoc Blanc*

Médoc Blanc

Grand Vin de Bordeaux

While diversity is an essential component of the Médoc red wine offering, Médoc Blanc is, on the contrary, a recognized wine with a well-defined profile.

This profile emerged naturally and clearly during the collective tastings held in preparation for recognition.

Médoc Blanc is characterized by what its terroir brings to it (in a broad sense, including winemaking expertise).

The Médoc's turbulent geological history has created ideal conditions for growing grapes.

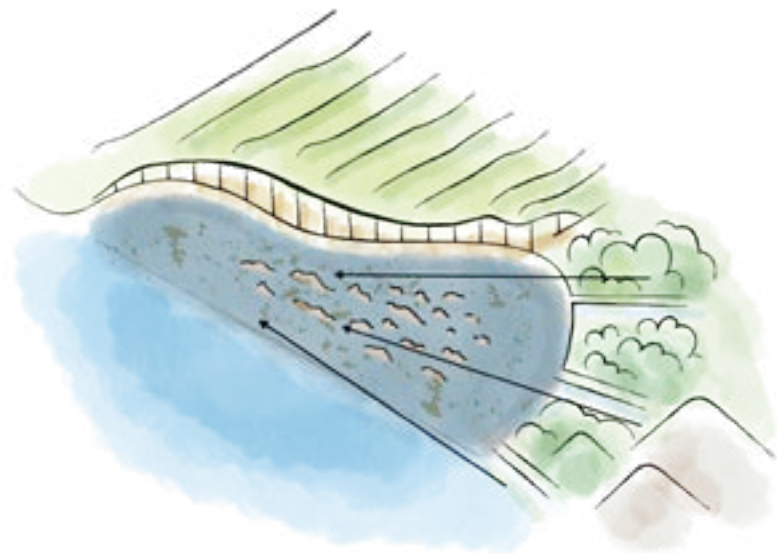
Millions of years ago, the Pyrenees rose up, causing the rock base in Aquitaine to fracture and its northern part to sink, which is now the

left bank.

The river seeped into this fissure, creating the Gironde estuary, digging into the soil and depositing large amounts of Pyrenean gravel. It also created numerous terraces, which over time became mounds.

These mounds are also known as "cos" in Gascon.

This configuration has resulted in a beautiful diversity of soils, ranging from gravel to clay-limestone, the latter being particularly favorable for white grape varieties.



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Soils

Médoc Blanc
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The Climate

Médoc Blanc
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For thousands of years, the Gironde estuary has had an enormous influence on the geology of the Médoc.

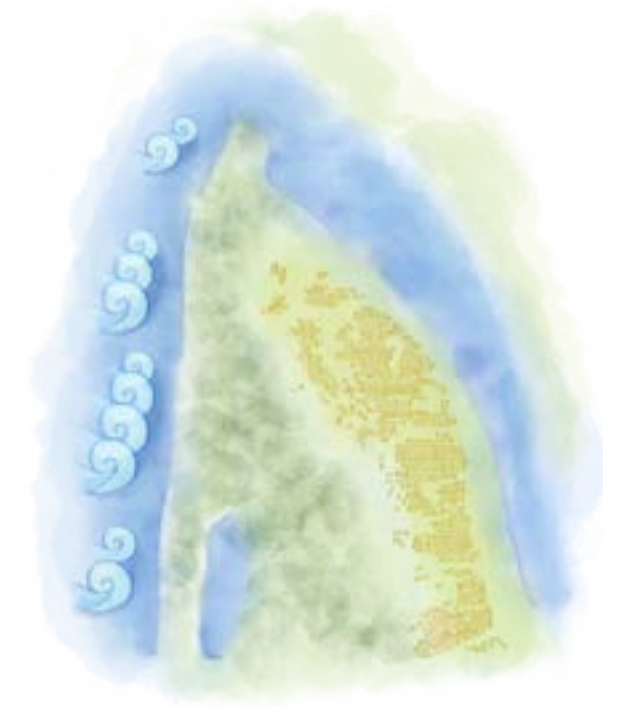
Today, it continues to play a key role in shaping the climate.

Indeed, the unique character of the Médoc comes from its peninsular location between two water masses, the Atlantic Ocean and the Gironde estuary.

This configuration provides stronger winds and more sunshine, which are beneficial to the vines.

In addition, the thermal inertia of the water acts as a regulator. It protects the vines from both harsh winters and excessive summer heat.

It is also this proximity that brings salinity to the white wines of the Médoc.





The Know-How

Médoc Blanc
Grand Vin de Bordeaux

Grape variety selection

The grape varieties listed in the specifications are the historic varieties used in Bordeaux white wines. In keeping with the desire to produce a Médoc Blanc with a clearly identifiable profile, only four grape varieties are used: Muscadelle B, Sauvignon B, Sauvignon Gris G, and Sémillon B.

Depending on the dominant grape variety, the aromas will tend towards

citrus fruits, apricot, or exotic fruits. Other grape varieties, varieties adapted to climate change, have been included in the specifications as part of a 10-year renewable experiment.

Find more information on page 6.

The strong link between winemaking and aging

Médoc Blanc wines are fresh and mineral, golden in color, beautifully balanced and rounded, with wood tannins reinforcing their structure and aromatic complexity. In order to preserve these essential characteristics, aging is often continued in the same wooden containers used for the final stages of vinification.

In order to encourage producers to follow this path without depriving them of the freedom to adapt, the specifications contain two important rules. The first is that aging must be carried out at the winemaker's premises. The second is that aging must be carried out, at least in part, in a wooden container.







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Preserving typicality

Médoc Blanc
Grand Vin de Bordeaux



As mentioned in the previous pages, Médoc Blanc wines are defined by a recognized, well-defined profile. The winemakers' wish is that, on the one hand, the wines are produced in accordance with their typical characteristics and, on the other hand, that they remain so for as long as possible.

As such, the rules defined by the specifications go well beyond those imposed by most other AOCs.

In fact, all wines must be checked by tasting before they are bottled. Subsequently, each operator must be checked on a bottled lot at least once a year.

To ensure that the wine's profile is not altered over time, operators are required to comply with a conditioning period between April 1st and

December 31st of the year following the harvest.

This ensures that the wine has been aged sufficiently, while retaining its intrinsic qualities, which could have deteriorated if it had been stored in bulk for too long.

Another factor aimed at preserving the product's qualities is the container. Only glass is permitted. No boxed wine or bag-in-box packaging, which would increase the risk of oxidation.

Médoc Blanc is therefore a product with an exceptional guarantee of quality for consumers.

What distinguishes AOC Médoc Blanc from AOC Bordeaux Blanc ?

In the Médoc region, it is now possible to produce two still white wines with AOC status. It is interesting to look at what distinguishes these two products.

The Bordeaux AOC is characterized by a larger production area, as it covers the entire area of all Bordeaux wine AOCs. Furthermore, in the Médoc region, certain plots located in areas known as “palus” can only be used for Bordeaux production.

Grape varieties. White Bordeaux allows the use of grape varieties that are not permitted in white Médoc wines: Colombard B, Merlot Blanc B, and Ugni Blanc B.

Médoc’s white wine selection

The Médoc winemakers want to give Médoc Blanc wines a special place and premium positioning.

It would therefore be natural to continue to find other white wines in our winemakers’ ranges.

Aging. Bordeaux wines have no mandatory aging period. As a result, they can be sold four months earlier than Médoc wines.

The authorized yields are 67hl/ha compared to 55hl/ha in Médoc.

For Bordeaux, there is no prior inspection before packaging, and glass containers are not mandatory.

In terms of profiles, Bordeaux wines offer greater diversity than Médoc Blanc wines, which have a much more distinctive character.



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White wine selection

Médoc Blanc
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The 2025 harvest?

Médoc Blanc
Grand Vin de Bordeaux

Médoc Blanc has been officially recognized since August 5 (2025). It is currently impossible to determine how many producers will declare it in December.

To date, a maximum of 70 estates would be able to claim around 170 hectares.

Some châteaux anticipated the recognition and are currently vinifying their first Médoc Blanc.

However, several châteaux did not have time to anticipate this opportunity and are now considering whether to offer a new product to

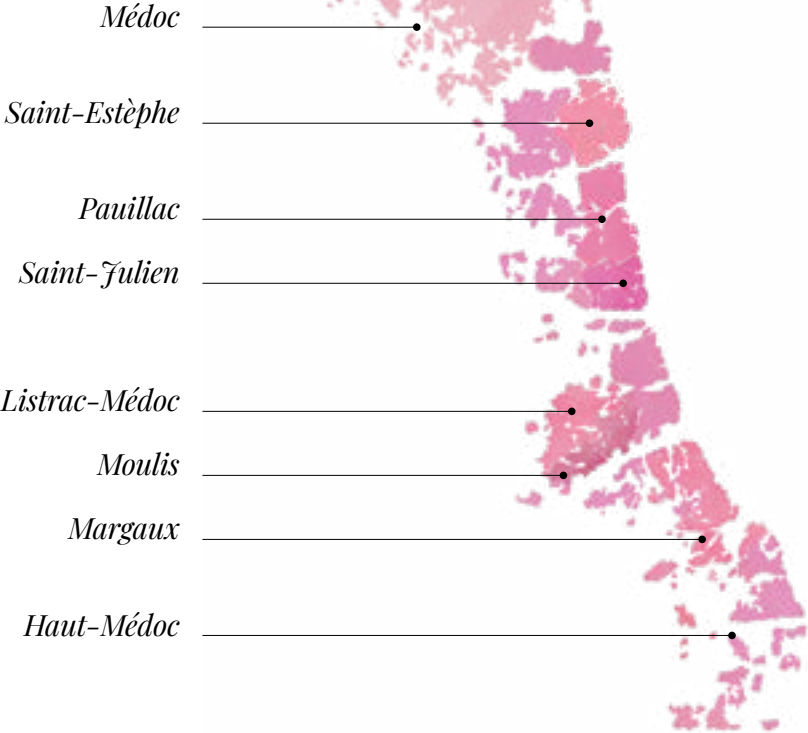
their customers so close to its release date.

Furthermore, for estates that were not producers of AOC Médoc red wine, an identification and authorization process must be carried out before they can claim Médoc Blanc status.

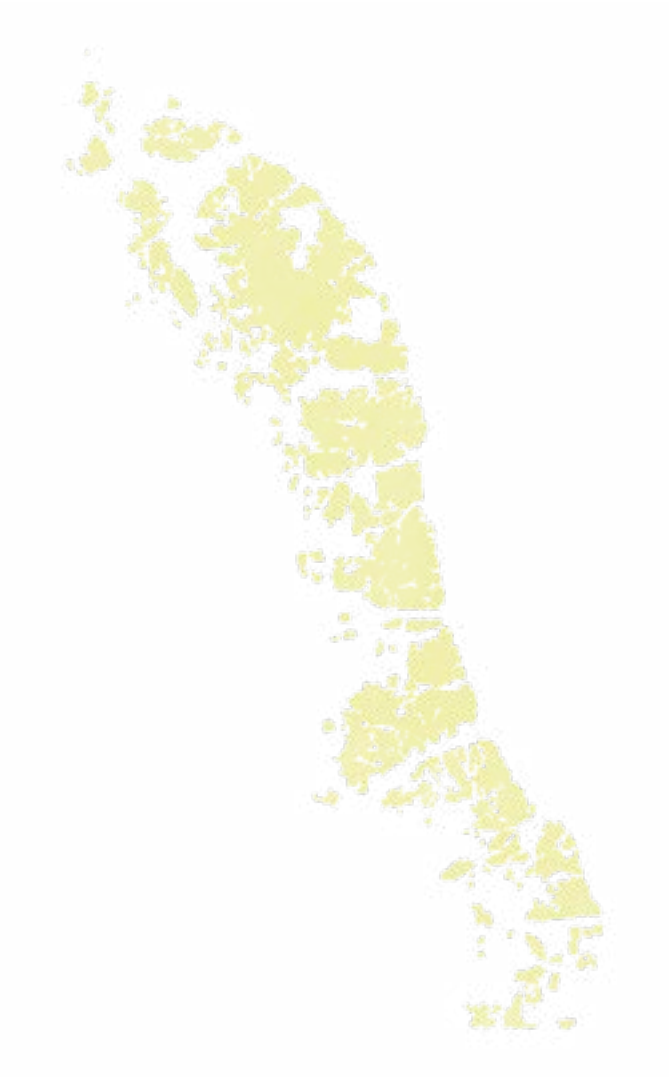
For these reasons, it would be reasonable to assume that, even though the first bottles will be available with the 2025 vintage, the production of Médoc Blanc should pick up speed from its second harvest, the 2026 vintage.

Production areas

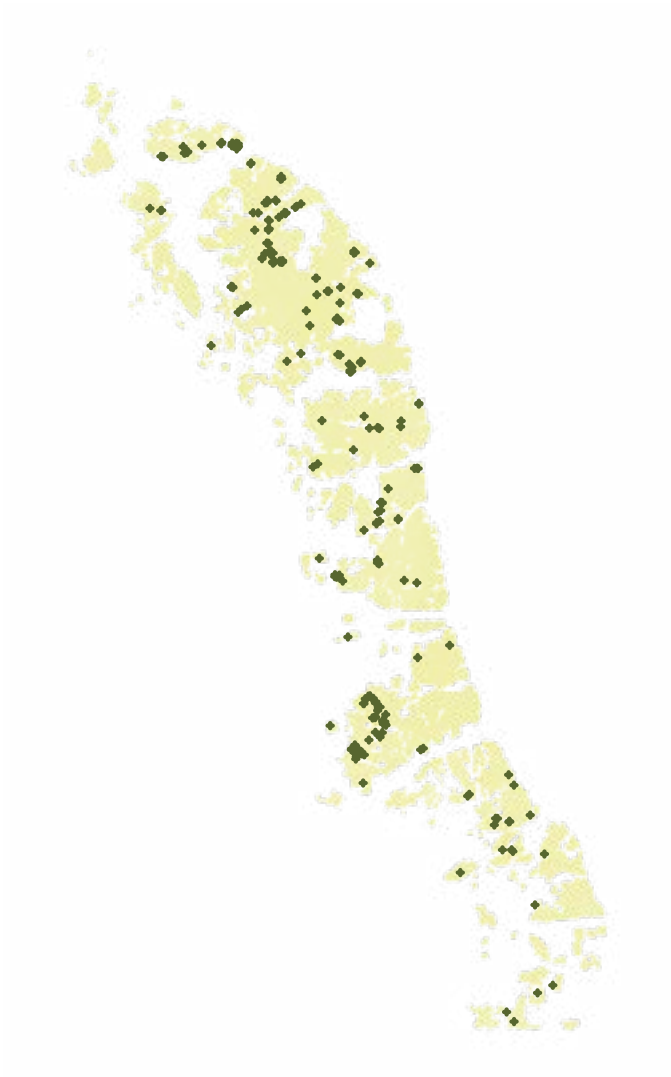
For Médoc red AOCs



Production area
for Médoc blanc
/



Vines
that can be claimed in Médoc
blanc
/



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Who is concerned by this new AOC ?

Legally, Médoc Blanc only concerns the specifications of the Médoc AOC.

Although the main parties interested in this recognition are the historic producers of Médoc red AOC, they are not the only ones. Médoc blanc concerns all Médoc winegrowers equally.

Why this difference between red and white?

For red wines, the AOC pyramid system means that there are several hierarchical levels in the Médoc.

The Bordeaux regional AOC, two sub-regional AOCs (Médoc and Haut-Médoc) and six communal AOCs: Listrac-Médoc, Margaux, Moulis-en-Médoc, Pauillac, Saint-Estèphe, and Saint-Julien.

Wineries almost always claim the highest AOC available for their plots. As for white wines, the specifications of the communal AOCs and the Haut-Médoc AOC do not allow for their production.

The Médoc is therefore the highest-ranking AOC for white wines across the entire Médoc peninsula.

Médoc Blanc
Grand Vin de Bordeaux

While the production area for red Médoc wine is confined to the northern part of the peninsula, the production area for Médoc Blanc wine covers all of the areas defined by the eight Médoc AOCs.

All Médoc winegrowers are therefore potentially affected by this recognition.

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Winemakers testimonials

“Our Listrac terroirs have a long history of producing Médoc blanc wines. White wine presents us with new technical challenges and stimulates the teams at our estates. It complements our range and opens up new markets for us.”

Gilles BERGEROT

Château Fourcas Dupré

“We have been producing white wine at Talbot since the 1920s. The Cordier family wanted to make their own white wine for personal consumption. In the 1950s, they began marketing it under the name Caillou Blanc de Château Talbot, because everyone who tasted it thought it was excellent! Caillou Blanc is a wine for fine dining, and like Château Talbot, we are delighted that our wine lovers enjoy our wines at the table during moments of conviviality.»

Jean-Michel LAPORTE

Château Talbot

“We revived white wine production in 1988 after it disappeared in the 1950s. It’s a passionate venture, aimed at showing that the Médoc can also produce great dry whites. Producing white wine here is a way of asserting an identity, a uniqueness in a Médoc dominated by reds.”

Loïc CHANFREAU

Châteaux Fonréaud et Lestage

”

Médoc Blanc

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“In 1922, the estate produced 900 hectoliters of white wine, representing nearly half of the total capacity of the château’s vineyard. By planting white grapes, we are reviving an ancestral tradition. Our customers fell in love with it as soon as we launched the wine in 2020, and the enthusiasm has not faded since.”

Laura SORIN

Château Castéra

“I chose the plot where limestone lies close to the surface and also benefits from clay soils to ensure moderate water stress and produce a lively, structured white wine at optimal maturity. We seek to strike a balance between the expression of the fruit and the freshness offered by our terroir. Aging in wooden vats and amphorae brings the aromatic complexity typical of Médoc white wines.”

Clémence DE POURTALES

Château Doyac

“White wine now occupies a central place in the range, benefiting from constant attention and offering both the immediate pleasure of a vibrant wine and the promise of excellent aging potential.”

Éléonore PAIRAULT

Château Corconnac



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An oxymoronic alliance

Médoc Blanc
Grand Vin de Bordeaux

In the upcoming months, Médoc Blanc will be developing its communication strategy. This will complement that of the red wines.

Médoc red mainly promotes its diversity and accessibility.

A rare product with distinctive characteristics and premium positioning, Médoc Blanc will develop its own universe.

It will integrate certain collective actions and develop its own.

An oxymoronic alliance, with magnificent contrasts, promising sources of inspiration for the Médoc AOCs.





Médoc Blanc
Grand Vin de Bordeaux

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Lots going on in Medoc

In 2021, the ODG Médoc, Haut-Médoc initiated the creation of an internal marketing and communications department.

This department functions as an integrated agency, managing numerous aspects, including strategy, graphic design, copywriting, and social media. However, the team relies on talented artists for photography and video.

In just a few years, numerous initiatives have been launched around the new identity shared by the two

AOCs, Médoc and Haut-Médoc.

Through this initiative, the wine-growers aim to reconnect with consumers and professionals in order to help them rediscover Médoc wines.

These meetings are an opportunity to rejuvenate the image of the wines and dispel the clichés about Médoc being outdated or belonging to another era.

The wine merchant's trip

In three years, more than a hundred wine merchants have been welcomed by winegrowers during a stay between the ocean and the estuary.

It is an opportunity to experience firsthand the reality of the Médoc and the work that goes into it.

Partnerships with restaurants

"To change the world, start with yourself." It is important for winegrowers that their collective is visible and dynamic in their region.

To this end, a partnership has been established with Médoc restaurants to ensure that the Médoc & Haut-Médoc identity is present on their tables.

. Professional services .

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. Partnerships .

The Médoc's Marathon

A true institution in the Médoc region, this race has been promoting the vineyards for almost 40 years. It is only natural that Médoc and Haut-Médoc should be partners in this major event, which attracts runners from all over the world.

Wine tastings, an advertising caravan, and a giant arch are at the heart of the event.

The Médocaine VTT

A cousin of the Marathon, this very friendly bike race also puts the vineyard in the spotlight. Visitors from all over France come to discover the Médoc wines.

The Wine Truck is at the heart of the event, offering tastings.

Instagram, Facebook, LinkedIn, Tik Tok

The identity of the Médoc & Haut-Médoc AOCs is promoted on numerous social networks using different approaches.

The expectations of each network are respected, but people are always at the heart of the strategy.

Emma in the vineyard

This is the first large-scale project by the Médoc & Haut-Médoc AOCs created for social media. A young city girl learns the winemaking profession in a 12-episode series. From pruning the vines to bottling the wine, Emma takes us behind the scenes at the châteaux and introduces us to the winemakers' wonderful personalities.

Médoc let's eat !

In the second concept based around the Médoc and Haut-Médoc AOCs, Clara sets out to meet wine-makers and cook their favorite dishes. It's an opportunity to see how wines pair well with original dishes that are often easy to prepare. It's also an opportunity to discover the Médoc and its gastronomic resources.

The Wine (Wo)man Show

"We think our winemakers are amazing and we want to take the time to show it." This sentence sums up the latest concept surrounding the Médoc & Haut-Médoc AOCs. The podcast format allows a genuine exchange with the winemakers, sharing their vision of wine, their life stories, and their love of the Médoc.

. Social Medias .

Summer Wine Fairs

Winemakers come into direct contact with summer visitors and locals on the beaches throughout the summer.

Ten dates in five seaside resorts provide visitors with an opportunity to talk to winemakers and buy wines they are sure to enjoy.



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. Identity events .

Big Gerbaude Médocaine

This is the second "birth" of 2025, after the white Médoc. For the first time, winegrowers are organizing a harvest festival in the heart of Bordeaux. The event will combine wine tastings, convivial meals, and music in one of Bordeaux's most welcoming venues, the Chez Alriq guinguette. This event will be an opportunity to present the future Médoc Blanc to the general public.

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

In addition to this press kit,
we invite you to download
other useful items:

- photos
- the press kit in PDF format
- the Médoc AOC specifications



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Crédits Photos / Claude CLIN



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