



CHÂTEAU  
LATOUR ~ MARTILLAC  
GRAND CRU CLASSÉ DE GRAVES



PRESS KIT

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## I. THE KRESSMANN FAMILY: PORTRAIT OF A FAMILY

### a) Edouard Kressmann, the precursor



It was at the age of 21, in 1858, that the young Edouard Wilhelm Ferdinand Kressmann left his Pomeranian home for Bordeaux. It was here that he found his cousins and fellow Germans involved in the wine business. Very soon, Edouard developed a passion for this business and began learning the ropes with a well-respected wine merchant of that time based on the Bacalan Quay. It was here that he acquired a thorough knowledge in wine tasting, blending and marketing. His tasting skills were legendary to everyone around him.

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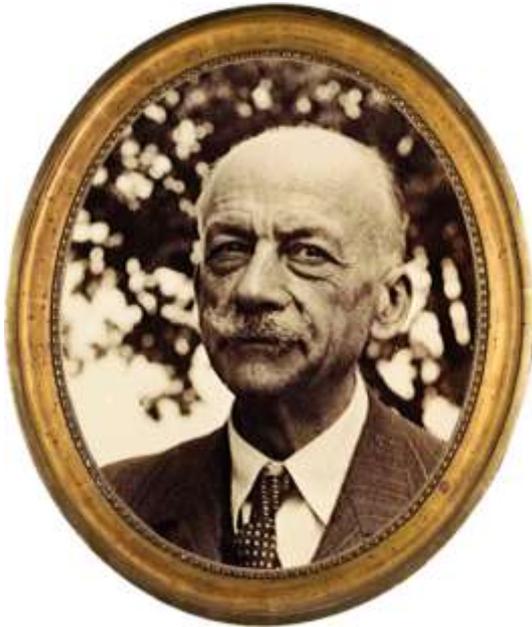
In 1871, Edouard Kressmann, bolstered by this experience, founded his own wine merchant business: « Edouard Kressmann & Cie ».

It was while researching quality white wines for his clients, mainly in northern Europe (Germany, Holland, Scandinavia,...) that Edouard Kressmann discovered the elegance and the consistency of wines from the Graves, and in particular from the commune of Martillac. He was particularly attracted to the property named Latour, in the heart of the village of Martillac. He bought wines from here regularly and formed a friendship with the owner at that time.

In 1884, he advised the owner in his selection of white grape varieties for a promising plot of vines. This plot, named « Gratte-Cap », still exists today, and still produces the best from this plot: distinguished wines, complex and lively.

In the early days, it was the jewel in the crown of all the white wine varieties that Edouard Kressmann selected for his « Graves Monopole Dry », much favoured by the star Adelina Patti on her American tour!

## b) Alfred and Jean Kressmann, visionaries and pioneers



It was Alfred Kressmann, the eldest son of Edouard, that inherited the preferred property of his father. When he bought it in 1930, he changed the name, avoiding all confusion with its well-known namesake in the Medoc. Thus Château Latour became Château Latour-Martillac.

### **The beginning of reconstruction work**

Alfred wanted first and foremost to restructure the production in favour of red wines, as white wines made up the majority. It did not take him long to realise that certain

plots of the Graves, up to then designated for cattle breeding, could be perfectly adapted to grow Cabernet Sauvignon. Thus after several years, red wine production overtook white wine.

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After the defeat of 1940 and his demobilization, Jean Kressmann, Alfred's second son, came to help his father in his passion for winemaking. He settled in Martillac with his family and was involved in the local life during the dark years of the war.

After the death of his parents, he inherited the property in 1954, at a time of economic difficulty for the Bordeaux winegrowers. But the cru classification in 1953 encouraged him down this challenging path, confident also perhaps of the support of his children.

He continued the work of his father in red grape growing with the planting of some excellent Black Merlot on a clay-limestone soil.



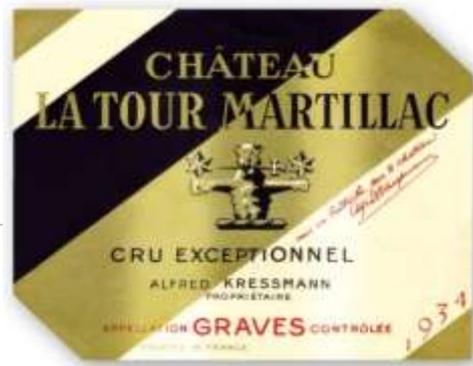
At the beginning of the 70's, he had the opportunity to acquire a magnificent gravel plateau between the property and the village of Martillac: the vineyard extended rapidly to close to 30 hectares.

Jean Kressmann is remembered for his exceptional vintages of red wine such as 1959, 1961, 1966, 1970, 1975 or his favourite, the 1983.

Furthermore, with a keen interest in history, literature and theology, Jean Kressmann felt close to Montesquieu, the philosopher and winemaker of the Graves. Jean liked to say:

**« In a bottle of wine, there is more history than geography »**

In fact, for him, the art of the winemaker was primarily all about the geology and the climate. Jean Kressmann, became a well- known personality of vine and wine and he provided his valuable expertise in the creation of the Pessac-Léognan appellation in 1987.



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Graphics insert: It was in 1934 that the label of Château Latour-Martillac came into being. Alfred and Jean Kressmann, excellent designers, came up with a label for their newly acquired property. They were inspired by the « Art deco » movement, in fashion at that time between the two wars, and created this famous label « gold and sand bars », which is still used today.

From the 2018 vintage, the singular label of Château Latour-Martillac was gently redesigned in order to gain in visibility while preserving the modernity and originality of the historic model.



### c) Tristan and Loïc Kressmann, heritage and development

It was at the end of the 70's decade that Jean Kressmann felt the need to ask his sons for their help.

In 1975, he turned to the younger brother, Loïc, a keen agriculturalist, then in 1986 to Tristan for his complicity with his brother and his professional experience. A fourth generation of the Kressmann family bringing with it a new dynamic.

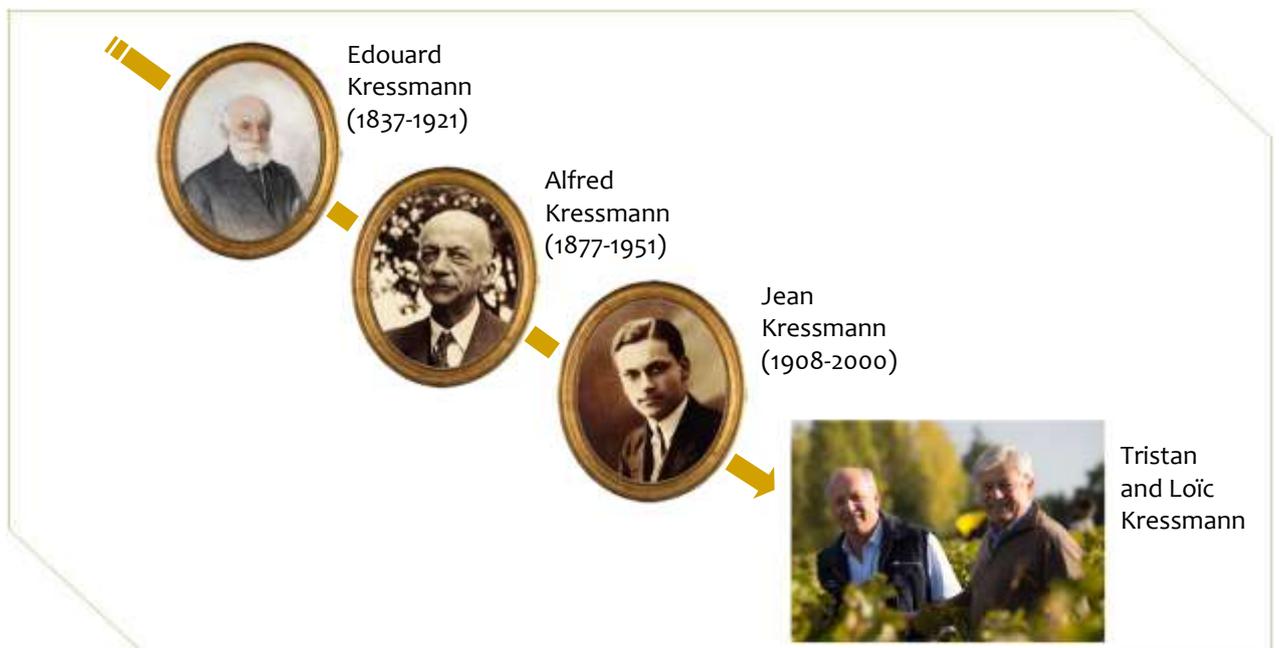
Since then, Tristan has assumed the General Manager role and Loïc, the Technical Director. With the help of the best wine consultants in Bordeaux, they carry on the family know-how and uphold the position of Château Latour-Martillac as a sure value in the Graves and the appellation of Pessac-Léognan.

A large renovation of the cellar was carried out in 1989 to adapt to new production areas and to integrate the latest technologies.

Under the benevolent eye of their father, they changed the blend of the white wine by adding Sauvignon blanc, to bring freshness to a style of wine, which up to then was dominated by Sémillon.

They also planted some Petit Verdot plots up high on the famous plateau of Martillac. Blended with Merlot and with Cabernet Sauvignon, this grape variety contributes today to the charm and the complexity of the red wines of Château Latour-Martillac.

They quickly surrounded themselves with respected wine consultants such as, Michel Rolland and Denis Dubourdieu.



#### d) The longevity of Château Latour-Martillac in the Kressmann family

The strength of a family is to bring stability and longevity to a company.

To guarantee the future, the job responsibilities have been divided up since 2014 in preparation for the arrival of the next generation in good order.

Under the legal form of SAS, the governance is managed by a Director and a supervisory board of which the branches of six children of Jean Kressmann, owners of the properties are represented. The strategic decisions are also taken with the consent of all the family, including the involvement of the younger generations.

##### Organisation of S.A.S. VIGNOBLES JEAN KRESSMANN

###### Directoire :

- President: Tristan Kressmann<sup>5\*</sup>
- General Director: Loïc Kressmann<sup>4\*</sup>
- Board Member: Hervé Kressmann<sup>6\*</sup>

###### Conseil de Surveillance :

- President: Joël Kressmann<sup>7\*</sup>
- Board Members: Gaële Cassagne<sup>2\*</sup> (only daughter of Jean Kressmann!), Yann Kressmann<sup>1\*</sup>, Marc Kressmann<sup>9\*</sup> (son of Hervé), Stanislas Kressmann<sup>8\*</sup> (son of Tristan) and Edouard Kressmann<sup>3\*</sup> (son of Loïc)

\*from left to right



## II. CHÂTEAU LATOUR-MARTILLAC, GRAND CRU CLASSÉ DE GRAVES

### a) The history of the property

The property takes its name from the tower which stands proudly in the main courtyard of the Château. This tower was built in the 12th century by the ancestors of the famous philosopher and wine maker Montesquieu, Baron of La Brède. It is one of the last remaining monuments of its time much vaunted by the author of l'Esprit des Lois. Built at the time of Eleanor of Aquitaine, this tower was part of a fortress designed to guard the access to the village of Martillac from visitors travelling along the Roman path alongside the Garonne river between Burdigala (Bordeaux) and Tolosa (Toulouse).

The wine history of the property goes back to the first half of the 19th century. Several maps, dating from 1847 and 1860 confirm that vine growing was already the principal agricultural activity.

After a long period of epidemics such as odium, mildew and phylloxera in the Bordeaux vineyards, Château Latour-Martillac built its reputation at the end of the 19th century, becoming today one of the best-known wines of the Graves.

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### Château Latour-Martillac, Grand Cru Classé de Graves red and white

The classification of Graves wines happened in 1953 with the authorisation of The National Institute of Appellations of Origin (INAO). Revised in 1959, it sanctioned sixteen domains one of which was Château Latour-Martillac. It is also one of 6 classified crus for both red and white.



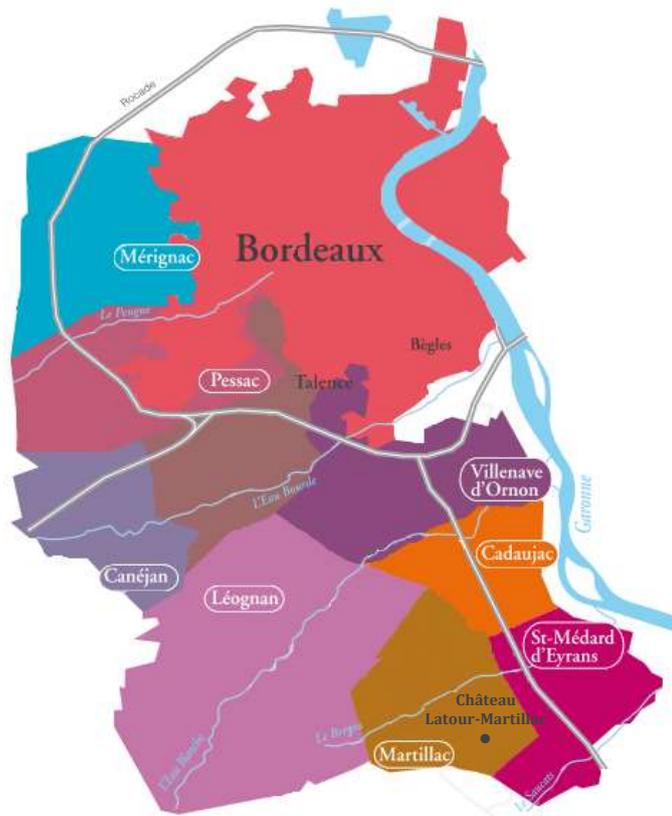
## Château Latour-Martillac, AOC Pessac-Léognan

From 1987 the property has benefited from a new appellation, Pessac-Léognan. Thus the label makes reference to the Graves, for its name and its terroir, and for its classification and close geographical position to Bordeaux by its appellation « Pessac-Léognan ».

In 1987, under the initiative of the winemakers of the northern Graves, including Jean Kressmann, the INAO created the appellation of Pessac-Léognan. Following the same model of communal appellations of the Médoc, Pessac-Léognan groups together the vineyards of 10 communes which lie close to Bordeaux, including that of Martillac. Their history and their terroir in fact merit an official identification within the vast region of the Graves.

## PESSAC-LÉOGNAN

Berceau des Grands Vins de Bordeaux





## **b) The vineyard**

### **Complementary terroirs of exception**

The vineyard of Château Latour-Martillac is divided into two subsets:

- The plateau dominating the village of Martillac, is chiefly composed of Günzian gravel from the Quaternary period deposited there by the Garonne. This part of the vineyard, with its warm earth and good drainage, is ideal for two red grape varieties, the Cabernet Sauvignon and the Petit Verdot;
- A clay-limestone hilltop sloping towards the South East, with a gravelly surface. The grape varieties of Merlot, Sauvignon Blanc and Sémillon are very well suited here.

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The vineyard covers a total area of 57 hectares, 48 hectares for the red varieties and 9 hectares for the whites. Regarding the reds, the vineyard is made up of 55% Cabernet Sauvignon, 40% Merlot and 5% of Petit Verdot. As for the whites, it is divided into 60% Sauvignon Blanc and 40% Sémillon.

### **A conservatory of white grape varieties**

« Gratte-Cap », the oldest plot on the property with its 65 ares, is the heritage of cultural historic practices on the property since its discovery by Edouard Kressmann. This plot, transplanted in 1884 after the serious crisis of phylloxera, gathers together Sémillon, historical variety of the property, Sauvignon Blanc, Sauvignon Gris and some Muscadelle. It is cultivated in the tradition method, by hand, and the ploughing is carried out by horses.

Formerly, the white wines were directly blended in the plots, each grouping together several complementary varieties. The picking was carried out at the same time for all the varieties. The Sauvignon Blanc brings a fresh and fruity character and the Sémillon offers structure, weight and roundness to the wine.

It is for this reason that « Gratte-Cap » was conserved. After more than a century, it is still to this day an authentic conservatory of genetic heritage of white grape varieties.

Disappointed in the 1990's by white grapevines, and in particular Sémillon, supplied by their nurserymen, Tristan et Loïc Kressmann had the idea to take advantage of their heritage « Gratte-Cap » to reproduce their own plants, with clone selection.

In 2001, Loïc Kressmann selected 32 different clones of Sémillon and Sauvignon Gris from this plot which were reproduced and planted in a « nursery » in Martillac.

During the following three years, regular studies were carried out on the number of bunches, berry size, grape tasting (taste, texture, thickness of skin...). The results of this work were listed all the way up to 2006. At this date, it was decided to make 12 micro-vinifications to determine the best clones with a plantation of a plot in mind for 2011.





And so 56 ares were planted with three selected clones, a plot known as « Simone », on a magnificent clay-limestone soil close to « Gratte-Cap ». In 2012, for more uniformity, one of these three clones of Semillon was selected for the plot « Noyer » of 1.12 ha. The fruit of this labour of multiple selections over 14 years has finally gone into our 2014 vintage.

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Of course, the « nursery » is still cultivated, guaranteeing the conservation of these varieties over time, which may turn out one day to be resistant to climate change.

Tristan and Loïc Kressmann were assisted in this approach by other great vineyards of the Graves and Sauternes, who had the same objectives.

In a collaboration of experience, in 2000 they created:

**« The Association for the Conservation of Bordeaux White Grape Varieties »**

Beginning with the varieties of Sémillon and Sauvignon Gris, they selected in total 50 vine stocks from their different vineyards, of which 8 were from Latour-Martillac. Only 10 passed the different analysis to go into the study, amongst which were the three clones from the plot « Simone ».

**Vineyard Management: the biodiversity of the vineyard of Latour-Martillac and its sustainable agriculture practises.**

Loïc Kressmann and Denis Wendling, Vineyard Manager, give priority to sustainable agriculture and respect for the environment.

The biodiversity of the flora and fauna is encouraged by the planting of hedges et floral fallow plants which, limits the need for pesticides and encourages the development of a fauna which counteracts pests.

The technique referred to as sexual confusion, used in all the vineyards, eliminates the reproduction of harmful butterflies, keeping males and females apart with synthetic pheromones.

The ploughing of the soil is a full-time job with particular attention given to the control of weeds and the encouragement of deep-rooted vines. This also protects the vine against any climate variations.

Lastly, several manual jobs « green », carried out after the end of flowering to control the foliage (leaf thinning, removal of shoots) and the ripening of the fruits (green harvesting before and after the veraison). These regular treatments help to control the production of the vine and limit the use of crop protection products.





### c) The wine vinification

The reputation of a property is based on the quality of its **white wines**. The winemaker Valérie Vialard is aware of this responsibility. Under her direction, the team in the cellar carries out very specific work, from harvest all the way to the bottling stage.

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The Sauvignon Blanc and the Semillon are picked manually with successive selections, according to their maturity. The grapes are transported in little crates to keep them intact, and to avoid premature oxidation. Once at the cellar, the bunches undergo a further selection on the sorting table.

The grapes are pressed slowly to release the aromas present in the skin. The musts are clarified naturally before going into oak barrels, renewed by a quarter every year.

After fermentation, the wines are aged on their lees, with regular stirring of the lees to improve stability, complexity and structure. The batches retained for the blending of the first wine are aged 15 months, and are bottled the following winter. The wines selected for the second wine, Lagrave-Martillac, often coming from young vines, are bottled after 8 months of ageing before the summer.

The harvesting of the **red wines** is also carried out by hand by a strong and faithful team of pickers. They start with the Merlot, the earlier ripening variety, followed by the Petit Verdot and the Cabernet Sauvignon.

At the cellar, the bunches are first destemmed before the grapes are meticulously sorted on the tables and then fermented in thermo-regulated stainless steel or wooden tanks.

In this way, each plot is vinified with the greatest care and attention, allowing a very precise blending of both, the first and second wines.

After blending, the wines are aged for 12-16 months, in French oak barrels, with an average proportion of 40% of new oak barrels every year.





#### **d) A new vat room and a new cellar for the 2019 vintage**

The Château Latour-Martillac has just completed a grand scale renovation. This work signifies a new era for the property, because in addition to offering a more spacious and efficient winemaking facility, it promotes the property's strategy to advance technically.

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Begun in Spring 2018, the construction of the new building, which includes a vat room and an underground cellar for red wine (with a total surface area of 1700 m<sup>2</sup> over three levels), took nearly 18 months to complete. This marks an important milestone for the estate, which invested more than 5 million euros in this new technical installation designed by the Bordeaux architect Philippe Ducos, who has designed several other iconic buildings (Château de Fieuzal, Château Pichon-Longueville Comtesse de Lalande, Village de Bages in Pauillac, Hotel & Restaurant La Co(o)rniche in Pyla-sur-Mer...).

The renovation of the cellars is a project to develop the family property with the objective of passing on to future generations a new working facility at the cutting edge of technology, which combines both traditional know-how and technical innovation.

The new workspace represents a floor area of 730m<sup>2</sup>. More spacious and bathed in natural daylight, the new vat room offers optimal working comfort and greater safety for the technical teams, who first made use of this space for the 2019 harvest.

Manufactured in France by the company Serap, 22 new double-walled truncated conical stainless-steel vats, with a capacity of 124 Hl and 70 Hl filled by gravity, have been added to the

27 existing vats for a total capacity of 4500 Hl. More efficient and less water consuming during cleaning, they importantly allow a more precise parcel selection in relation to the size of each plot.

The new 600 m<sup>2</sup> underground barrel cellar, arranged into two areas, boasts greater thermal insulation for maturing red wines in barrel in perfect conditions.

The existing facilities dedicated to white wine have been preserved, being entirely functional for fermentation and ageing in barrels.

#### Some figures

- 5,5 million euros of investment
- 1700 m<sup>2</sup> created (cellar, ground floor, first floor)
- 660 m<sup>2</sup> new vat room
- 22 new truncated, conical, double-walled vats, of which 16 are 124 hl tanks, 6 are 70 hl tanks
- 4500 hl total capacity
- 42 vats in total
- 600 m<sup>2</sup> underground cellar
- 100 m<sup>2</sup> reception areas created

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CHATEAU  
LATOUR ~ MARTILLAC

### **e) A winery focusing on the development of wine tourism**

With its reputation for hospitality and friendliness, Château Latour-Martillac invites wine lovers to come and discover the family estate and spend a special moment in this exceptional, charming and peaceful place, located only 30 minutes from Bordeaux.

The Château Latour-Martillac team welcomes individuals and groups all year round, from Monday to Saturday, from 10am to 6pm, for visits and tastings or professional events.

The visits allow guests to immerse themselves in the history of the Château and the Kressmann family, and invite them to discover the terroir of the Graves and the secrets of the estate's white and red wine making.

The new cellars, open this year 2020 offer a brand-new tour (that will notably allow visitors to view the wine-making facilities during harvest and observe the vinification from above the vats), as well as a new 100m<sup>2</sup> reception space including a new art-deco inspired tasting area and boutique, to offer visitors a unique visiting experience.



## **f) The team**

### **Tristan Kressmann**

After his studies in Bordeaux, at the *Ecole Supérieure de Commerce* and at the University of Economic Sciences, followed by a training in tasting at the Wine Institute, at the time of Emile Peynaud, Tristan joined the Wine Merchant CVBG. At first recruited for his training in management and IT, he then moved over to the sales side.

In September 1986, his father, Jean Kressmann, asked him to join his brother Loïc at the property, to help him in the management of the vineyard. Since then, he has worked nonstop to increase the image of the property and its wines worldwide.

Tristan commits himself all round, as President of the Crus Classés of the Graves, President of the Council of Wines of the Graves, Vice-President of the Union of Grands Crus of Bordeaux, Vice-president of the Winemaking Union of Pessac-Léognan, board member of the Academy of the wines of Bordeaux and of the Commanderie du Bontemps.

### **Loïc Kressmann**

Ever since his childhood in Martillac, Loïc has been passionate about nature.

After agricultural studies, at the universities of Bordeaux and Paris, he finished his practical training at Château Latour-Martillac, where he was appointed vineyard manager in the 1980's, then Technical Director.

Still just as passionate about his job, the vine and winemaking, he is eternally eager to produce exceptional nectars. A demanding research both in the vineyard and in the cellar, for the best quality grapes whilst at the same time striving to protect the environment.

Just like his brother Tristan, he invests time with different bodies: Crus Classés of Graves, Union of Grands Crus of Bordeaux, Association of Bordeaux White Wine and in particular the Technical Commission of the Wine Union of Pessac-Léognan.

### **Edouard Kressmann**

Born in September 1983, during the harvest, Edouard, the son of Loïc, represents the fifth generation of the Kressmann family in Bordeaux.

Having grown up at the estate surrounded by the vines and the barrels, he has always been passionate about wine and wishes to carry on in the family tradition in the service of Château Latour-Martillac and its wines.

After his studies as an agricultural engineer in Toulouse, he participated in the harvests and wine making in many prestigious properties in France, California and Argentina.

To broaden his horizons, Edouard was recruited in 2012 by a large wine merchant in Bordeaux for their office in Beijing. His experience encouraged him to create and build a local sales operation.

Alongside this activity, he is the ambassador of Latour-Martillac in all the main Asian markets.

### **Valérie Vialard**

Originally from Léognan, Valérie obtained her National Wine Diploma at Bordeaux University in 1989.

After one year of experience as wine consultant alongside Christophe Ollivier, as collaborator with Denis Dubourdieu, and experience working for another Cru Classé of the Graves, Valérie joined the team at Château Latour-Martillac in 1990. She became the first female wine maker in the Pessac-Léognan appellation.

### **Denis Wendling**

Native of Martillac, Denis arrived in 1981 at Château Latour-Martillac.

After three years working in the vineyard, he decided to hone his viticulture skills at the university of Bordeaux. At the end of this training, he returned to the château Latour-Martillac and became Vineyard Manager.

Today, after 33 vintages, Denis has made the environment one of his priorities, whilst keeping the same passion: that of the soil, great quality vineyards and very good work.

### **Wilfrid Groizard**

Wilfrid joined the property in 2014 to drive sales activities and communication in collaboration with Tristan Kressmann.

A diploma in marketing from the Paris Dauphine university and in winery management from the Institute of Agricultural Sciences of Bordeaux (in 2019), Wilfrid first worked for 10 years in the media and in newspapers. In 2008, he joined 'La Winery', in the Medoc, to develop an educational and interactive service in the discovery of wine. After this he introduced an export activity along with the development of the Winemakers' Collection, which highlights the creative personality of the best winemakers.

### III. THE WINES OF CHÂTEAU LATOUR-MARTILLAC

#### a) Technical data

Name:	Château Latour-Martillac Cru Classé de Graves
Appellation:	Pessac-Léognan
Owner:	Family Jean Kressmann
Managing Directors:	Tristan & Loïc Kressmann
Winemaker:	Valérie Vialard
Manager of the vineyard:	Denis Wendling
Surface of the vineyard:	57 hectares (red: 48 ha; white: 9 ha)
Soil:	Gúnzian gravel from the Quaternary period
Grape varieties (red):	55% Cabernet Sauvignon, 40% Merlot, 5% Petit Verdot
Grape varieties (white):	60% Sauvignon Blanc, 40% Sémillon
Density:	7,200 à 10,000 feet/hectare
Average age of the vineyard:	Red: 25 years ; White: 35 years
Particularity:	« Gratte-Cap » plot from 1884
Vineyard management:	Sustainable Vine Protection
Pruning:	Single Guyot (Cabernet-Sauvignon and Sauvignon Blanc) Cordon (Merlot, Petit Verdot and Sémillon)
Harvest:	Handpicking
Vinification of whites:	French oak barrels
Vinification of reds:	Thermo-regulated vats
Ageing of whites:	On lees during 15 months, with 11 in barrels (30% new barrels)
Ageing of reds:	From 16 to 18 months in French oak barrels (40% new barrels)
Average production:	Red: 240,000 bottles; White: 60,000 bottles
Distribution:	Bordeaux marketplace

## b) Wines from the Kressmann family

Pessac-Léognan Appellation:

- Château Latour-Martillac (red & white), *Grand Cru Classé de Graves*
- Lagrave-Martillac (red & white), *second wine of Château Latour-Martillac*
- Export, *parcel selection*: Pessac-Léognan by Latour-Martillac (red & white) & Lacroix-Martillac par Latour-Martillac (red & white)



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Graves Appellation:

- Château Langlet (red & white)



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