



• POMEROL •

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Marine Treppoz, President.



## CHATEAU DE SALES SHOULD DELIVER A REMARKABLE 2018 VINTAGE

At a time when institutional and foreign investors are causing prices to rise, the largest estate in Pomerol has belonged to the same family for over 5 centuries! Handed down from one heiress to the next, but always overseen by men, family-owned Chateau de Sales is currently presided by Marine Treppoz, elected by her cousins, the estate’s 13 other co-owners.

**Marine adores harvest time.** It goes without saying that she shares decisions with Managing Director, Vincent Montigaud: *“I’m in favor of taking risks<sup>1</sup> for which I assume full responsibility.”* She explained how in 2017, a year that was not easy due to springtime frost, they wagered on full maturity, even if that meant a slightly lower yield. This was a financial decision that was not taken lightly, but worthwhile as the high standard of quality was unexpected!

### Impressions following the start to the 2018 crush?

*“It’s moving to see the year’s work taking shape thanks to our team’s efforts in the vineyard, the cellar and at the sorting table, to see the fruit being elaborated into wine and to say to oneself all of this is going to end up in a bottle... It’s equally magical to see my children become part of our five-century-long family history just by cutting their first grapes!”* Everything is perfectly well organized, the Chateau’s staff (14 permanent employees for 90 hectares, including 47.5 under vine) supervised this year’s 40 pickers.



2018 is promising. Boasting fantastic aromatic potential, the harvest began on the 18<sup>th</sup> of September and took place under sunny skies. The grapes were well ripened, both Merlot and Cabernets alike, with plenty of fruity aromas, as well as fully matured anthocyanins and tannins. This is the first thing I learnt last year from our winemaking consultant, Jean-Claude Berrouet. We strolled throughout the vines and tasted the grapes. He said to me, “You think that it’s well ripened because the berries are sweet and aromatic, but you have to taste the pips and the skin to find out if the anthocyanins and tannins are ready. This is how we check if the fruit is really mature and capable of producing wine.”

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<sup>1</sup> She is currently an oil insurance broker.

**The President of Chateau de Sales describes herself as a “conveyor belt”** between the estate and her 13 cousins, by offering them a live experience of the harvest, as well as of each important stage in the management of Château de Sales. She ensures that all of the owners understand and support the daily choices that she makes with Vincent and the estate’s staff, thereby fostering a collective harmony. She specified that they can count on the board of administration’s support, made up of 7 of her 13 cousins and Jean-Pierre Foubet (the Managing Director of Chateau Chasse-Spleen), all of whom are very implicated in strategic decision making.

### **What is the family’s philosophy? What is the best style for Sales?**

“Respecting the environment, respecting family and respecting the people who work the land are values inspiring us and driving gradual changes. Without going as far as organic growing, the land should be nourished on a daily basis, and not just healed when it’s sick. My uncle took the first step when he introduced sexual confusion and did away with chemical weed killers. We’ve continued along the same lines, by being careful about the way in which the earth is nourished and managed.

We’re lucky that my grandfather and uncle made the wine they liked to drink rather than giving in to fashions, notably to those set by Parker, that they had trouble identifying with. We’ll have better luck with today’s trend favoring fruity and refined wines, boasting elegance and the true expression of the terroir. We’re building upon that base, all the while undertaking some innovations. We’re a generation interested in what’s happening around us – this was much less the case before when everybody kept to oneself. And we’ve started to make improvements in both the vineyards and cellars alike, with plot by plot growing to achieve a high standard of quality, and in view of differentiating the identity of the first wine (Château de Sales) from the second one (Château Chantalouette). The latter is very fruity and less complex, but can easily seduce younger drinkers, who don’t recognize themselves in more structured wines, requiring several years ageing. Top quality is achieved thanks to fine details, that make all the difference when combined.”

Vincent Montigaud, Managing Director,  
and Marine Treppoz, President



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