



CHÂTEAU  
PLAIN·POINT

RENAISSANCE OF AN ICON



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An enchanting place  
where vines grow alongside  
copses & orchards and  
which the Romans named  
Plain Point, “*The summit*”.



Perched atop a hill  
overlooking the Fronsac  
plateaux in the Bordeaux region,  
Château Plain Point  
produces outstanding wines.

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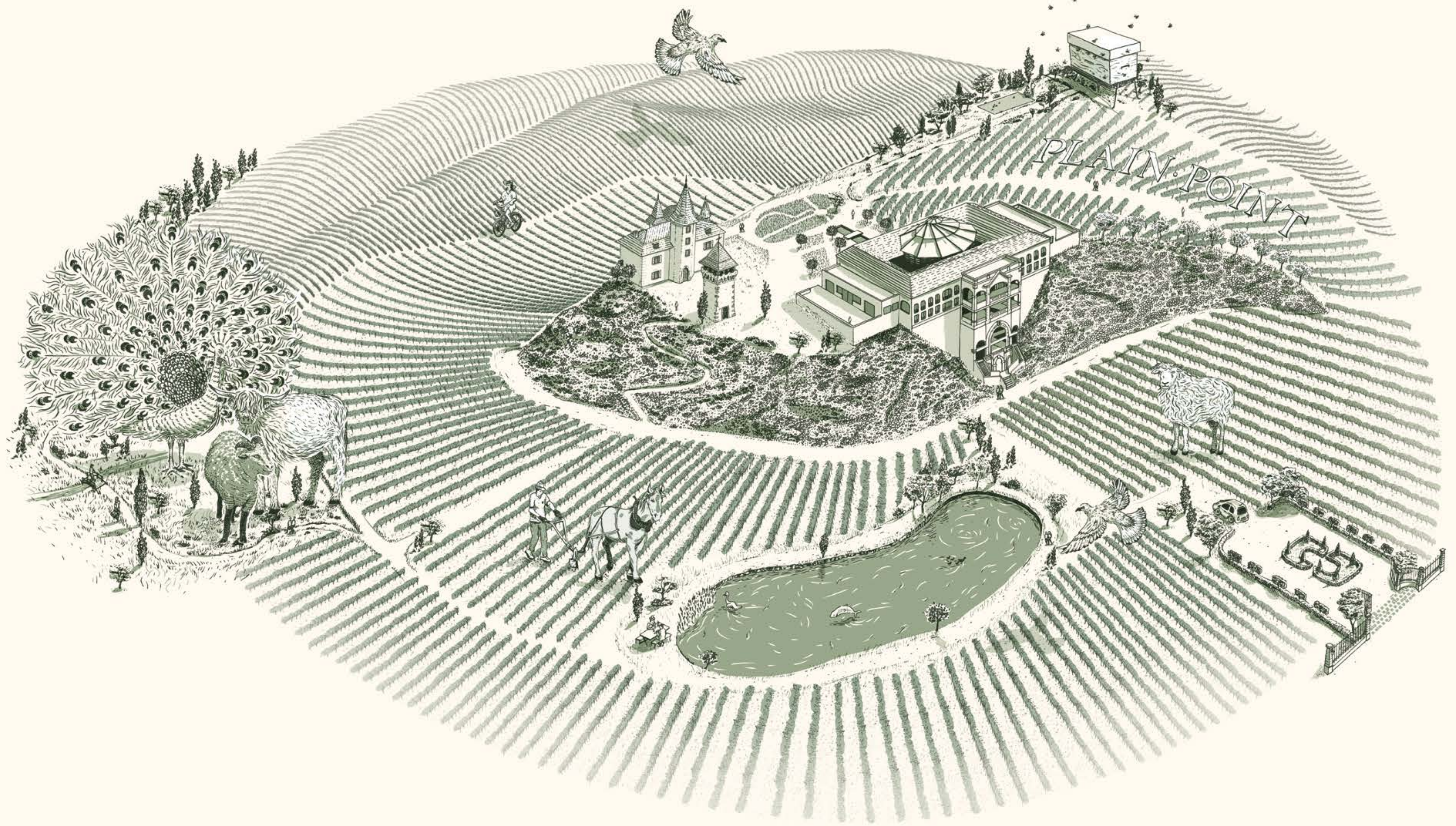
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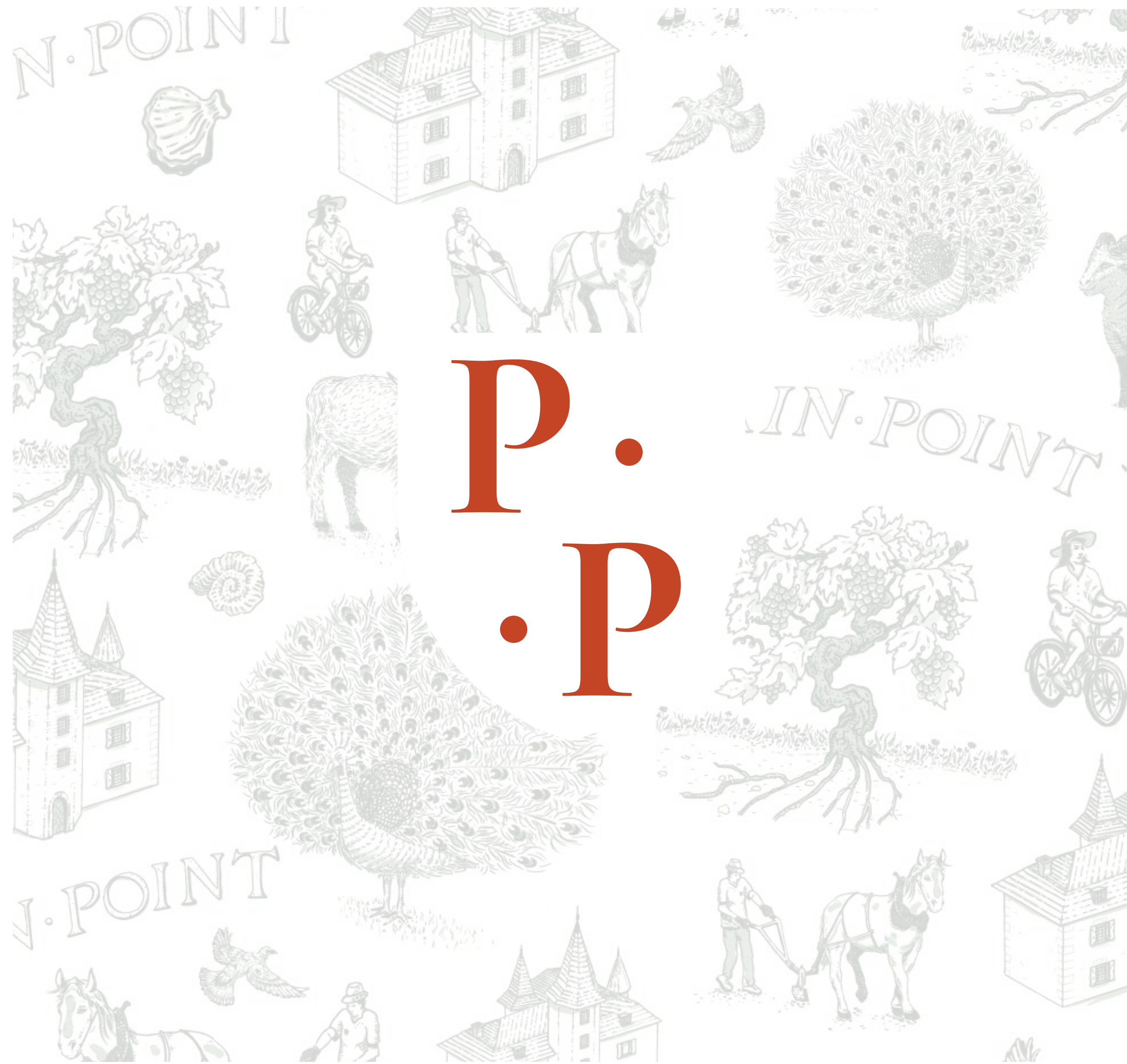
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PLAIN POINT



A LAND OF WONDERS



A LAND OF WONDERS



# LIVING HERITAGE

The first records pertaining to the existence of Chateau Plain Point date back to 1480. However, historians agree that *its privileged position* overlooking the valley must have been noticed and exploited *much earlier*.

1480

Owned by the De Marbun family, who were members of the Bordeaux parliament, the chateau was passed down from one generation to the next.

1789

### French Revolution

De Gombaut, the current owner, was arrested and executed. The chateau was sold at auction to a farmer from Saint-Aignan who left it to ruin.

16<sup>th</sup> century

First written official texts attesting to the sale of wine.

1855

Joseph Chaperon, a great Libourne merchant, purchased the estate, extended it and renovated it as we know it today.

17<sup>th</sup> century

The chateau was set alight and the harvest was destroyed by D'Harsilmont, from the Duchy of Fronsac, who ruled by terror. Fortunately there was no major damage and the building structure was preserved.

From the 19<sup>th</sup> century onwards

The chateau was owned successively by several families, who continued to expand it and improve the quality of its wines.

Chateau Plain Point wines are often featured in France's finest establishments, including the famous Le Fouquet's restaurant in Paris and at the Elysee Palace, the official residence of the French President.



## A PLACE LIKE NO OTHER

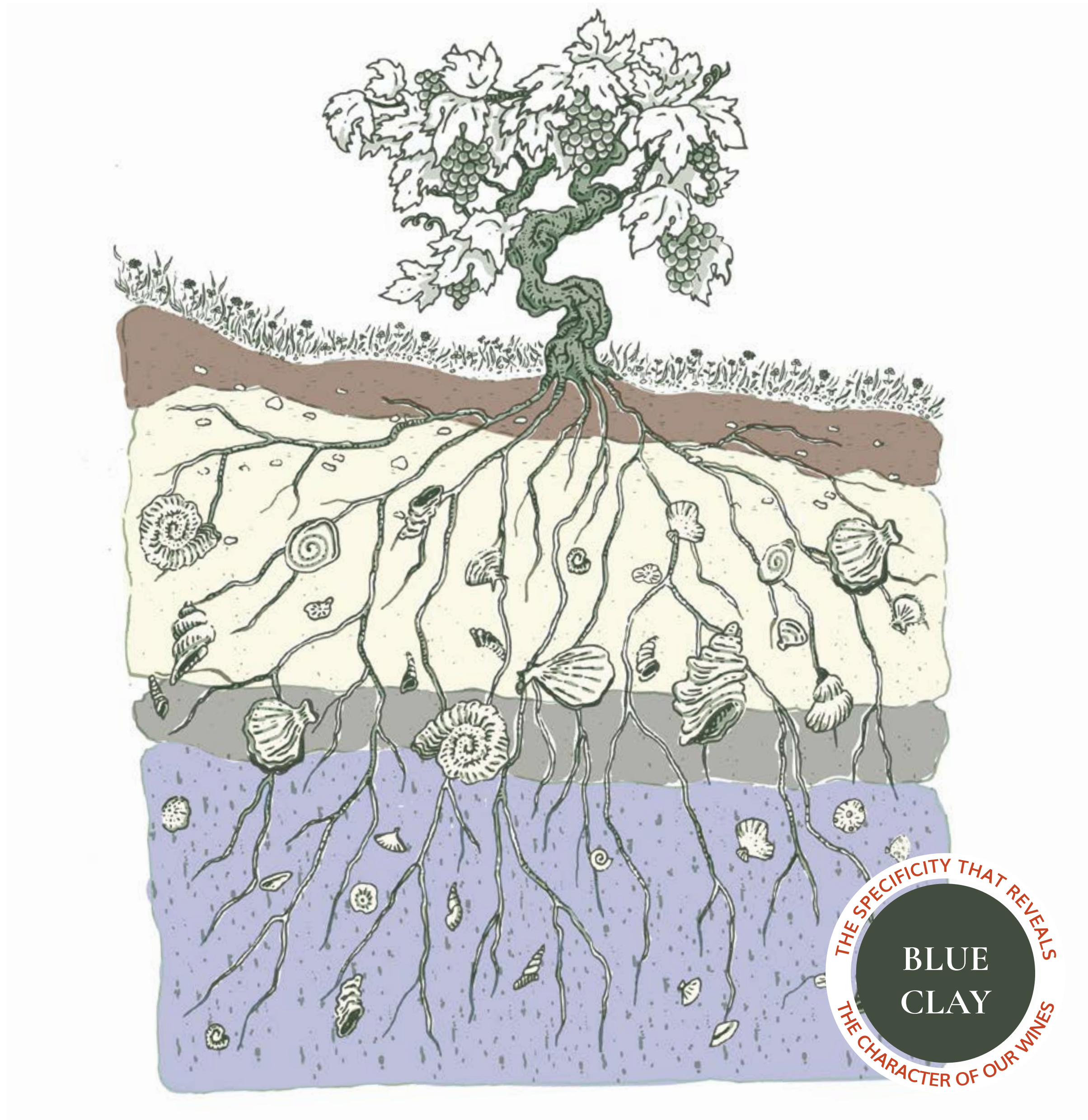
*The alchemy between a hilly topography, a patchwork of soils, an oceanic climate and the estate's location at the confluence of two large rivers are what makes Château Plain Point wines so unique.*



This magnificent rolling landscape offers ideal conditions for growing vines. The slopes provide optimum sunshine, and runoff conducive to good drainage.

# THE MAGIC OF OUR TERROIR

Plain Point is made up of a real *patchwork of soils* bestowing our wines with complexity and finesse.



## BLUE CLAY ASTERIATED LIMESTONE FRONSA C MOLASSE

**Château Plain Point boasts blue clay soils, a characteristic signature of outstanding terroirs.** This clay is incredibly heavy and has a high CEC [Cation-Exchange Capacity], an important factor which helps the soils provide additional nutrients to the vines. During wet years, the clay acts like a sponge, with an outstanding capacity to expand and retain water, which the vines can then extract as needed in dry summer months.

Asteriated limestone contains a high concentration of marine fossils which serve as a testimony to the region's rich geological past and ensure efficient drainage. It is conducive to water stress necessary for vine growth. Thanks to the unique texture of this soil, the roots sink deep into the ground to find a good supply of nutrients, conferring great aromatic complexity to our wines. The particular chemical structure of the limestone lends a nice acidity to the wines, adding freshness which is particularly appreciated during tasting.

These well-balanced soils combine the freshness of the clay and the filtering properties of limestone and are perfectly suited to growing Merlot and Cabernet Franc. The resulting wines are round and refined with intrinsic fruity aromas.

 All the wines produced from this unique terroir perfectly express the signature of Plain Point. They are fruity, complex and elegant with excellent ageing potential.

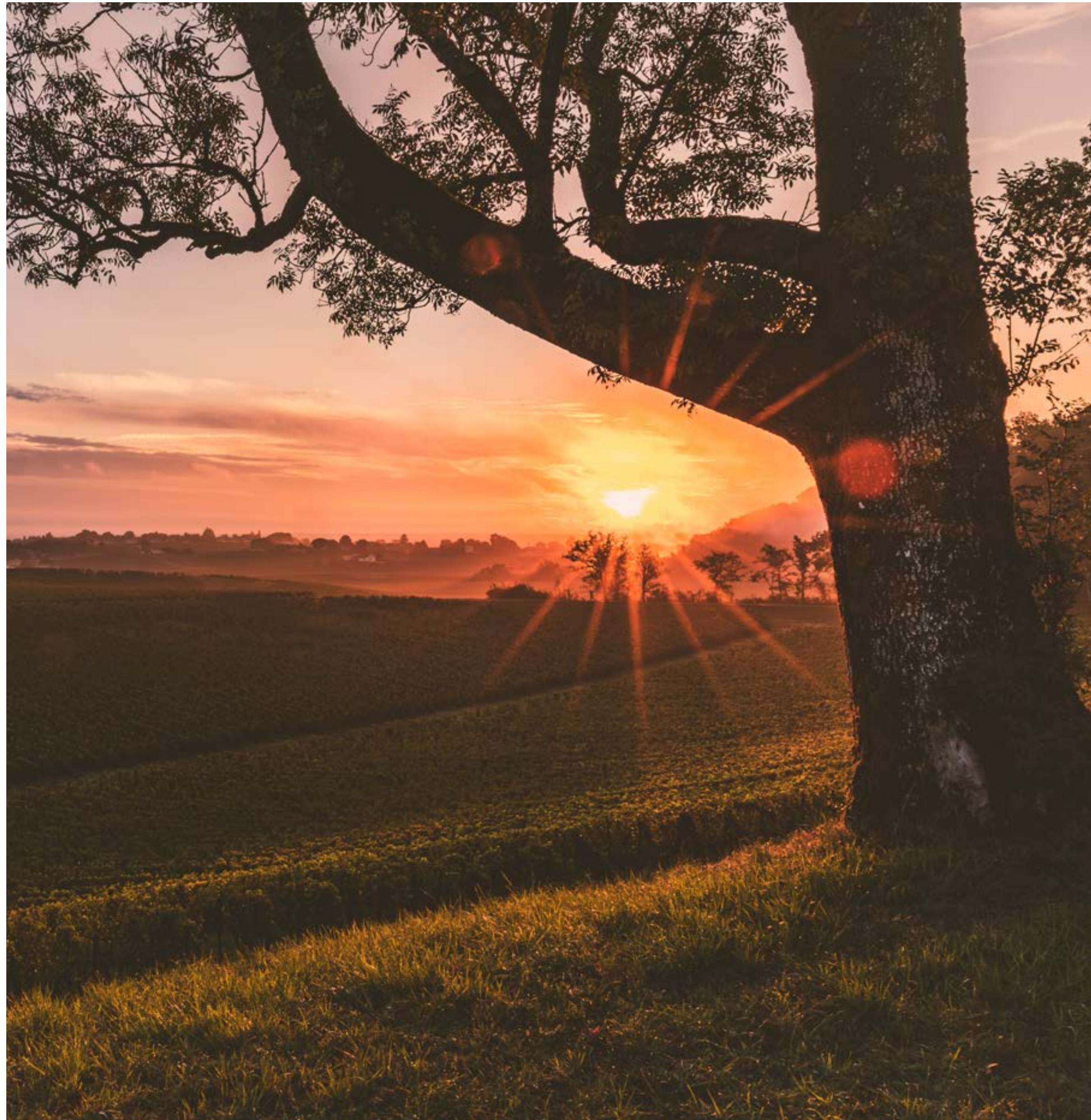


# NATURE, OUR BEST ALLY

*We have a profound respect  
for nature and consider it a priceless treasure  
which we have the  
responsibility to protect and share.*



For over ten years, Château Plain Point (manual ploughing, suckering, targeted leaf thinning, mating disruption, etc.). The estate is also home to over 20 hectares of hedges, woods, pine forests and ponds which attract flora and fauna and promote the natural balance of the ecosystem. The use of chemical products such as herbicides and insecticides has been completely abandoned in favour of prophylactic methods.



To highlight our *efforts and commitment*,  
we have obtained  
**HEV3 EMS ISO 14001 CERTIFICATION.**



## MIXED FARMING    PRECIOUS BEES    PLOUGH HORSES

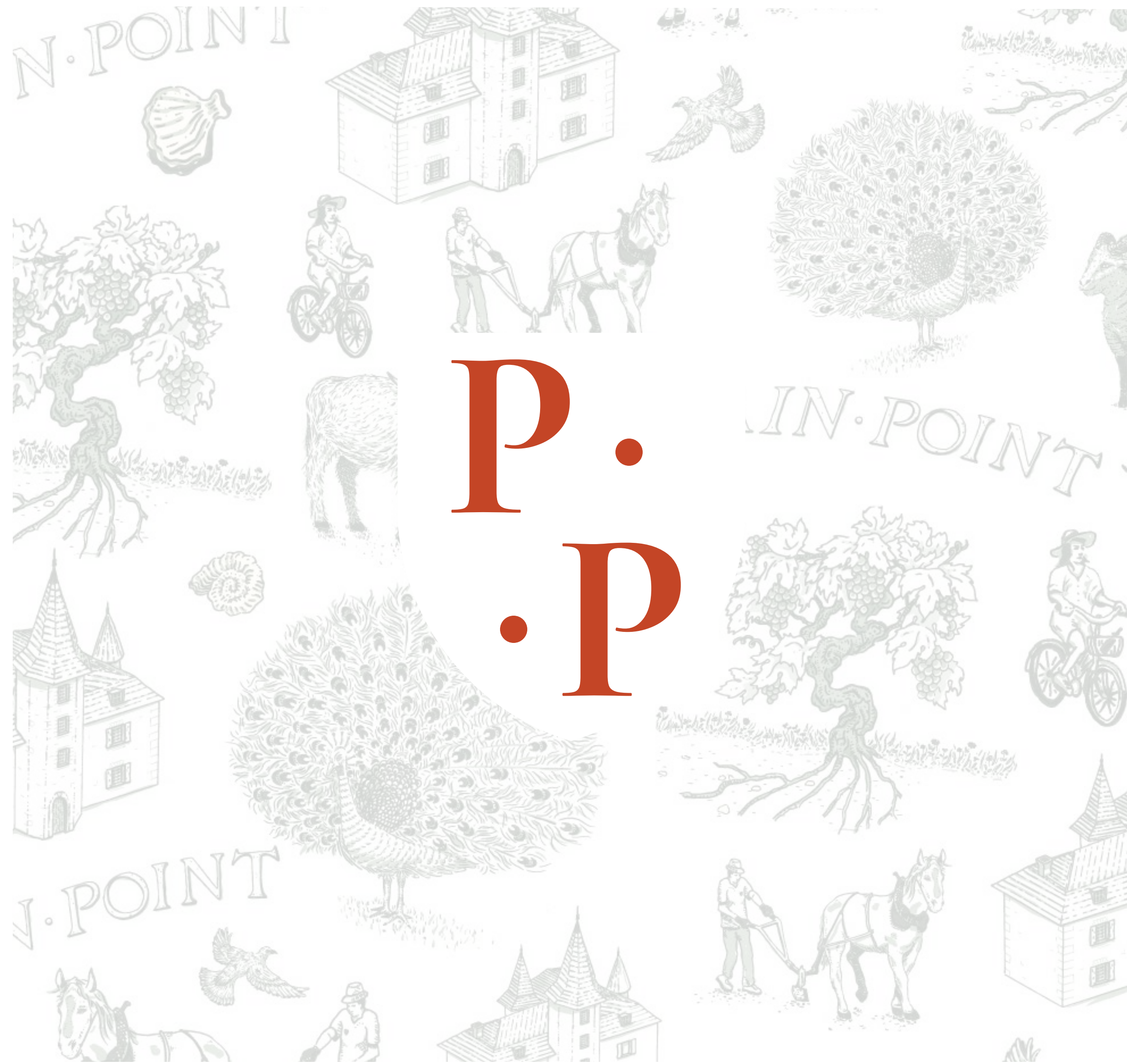
We have joined forces with our neighbours to graze 250 ewes from October to April. The livestock eat the grass and enrich the soils, favouring the growth of leguminous plants rich in nitrogen, essential to the vine. This practice also reduces the environmental impact of tractors.

Since they ensure 80% of the planet's pollination, they play a crucial role in preserving biodiversity in the vineyards. That is why we have installed beehives at the entrance of the estate and plant melliferous flowers each year.

They plough part of our vineyard, particularly young vines up to the age of 3 years, as well as plots requiring particular care. Horse ploughing is precise, avoids soil compaction and favours root development.



N. POINT



P.  
P

IN. POINT

N. POINT



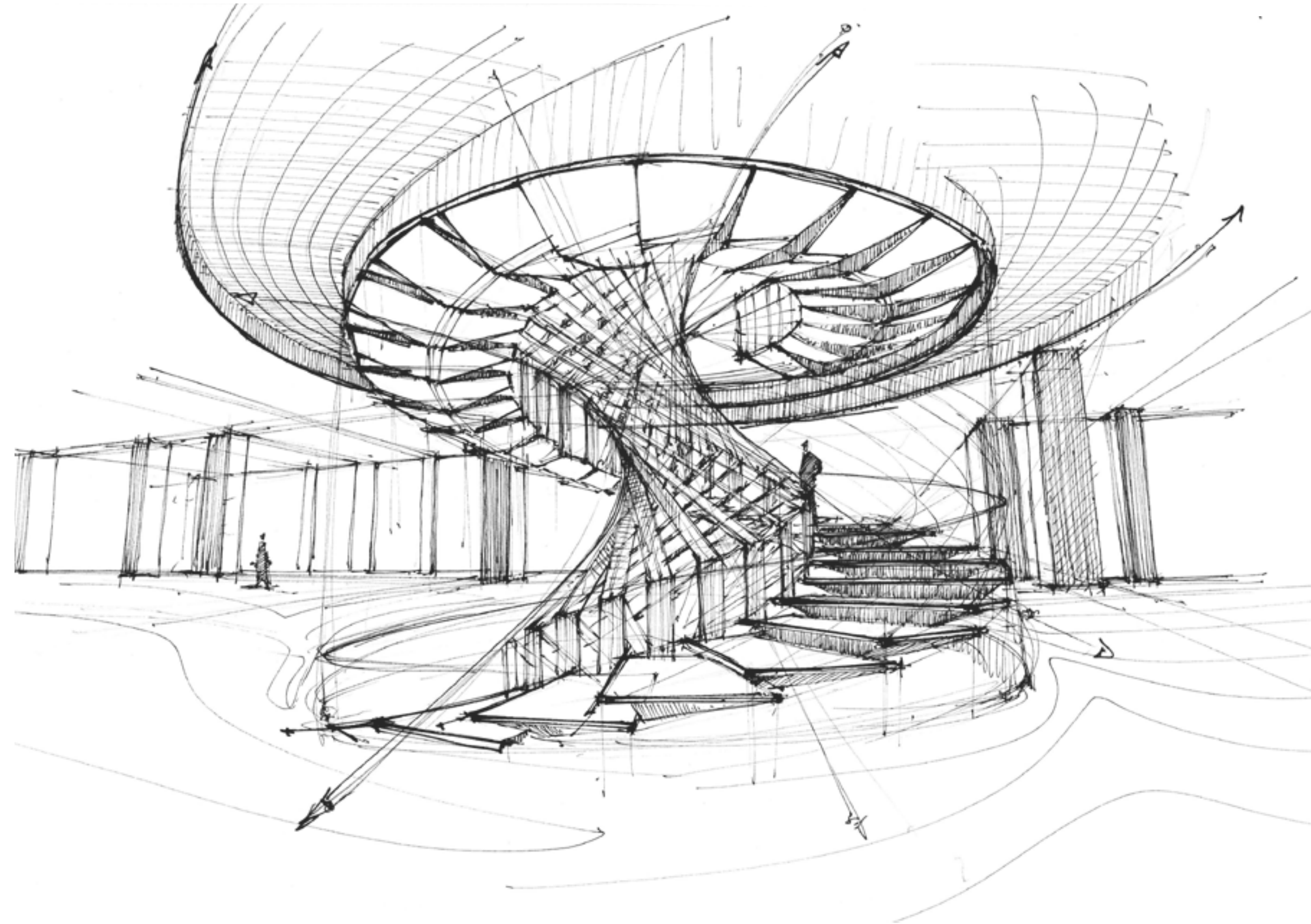
RENAISSANCE OF AN ICON



RENAISSANCE OF AN ICON

# THE PROJECT

In 2013, Mr Shi Yuzhu became Managing Director and signalled a new chapter in the estate's history : *one marked by Excellence and Precision.*



As a fine connoisseur of the Bordeaux vineyards, he aspired to share this unique terroir, which was just waiting to reveal its full potential, beyond the small tasting circles who were already praising its high-quality wines.

And so he set out in 2013 to invest in the estate:

## PERFECTING THE VINEYARDS

Restructuring the vineyards with carefully selected grape varieties and better adapted rootstocks.

## INVESTING IN PRECISION

Major investments in high-precision equipment. After ten years of investing in the vineyards, in 2023, Plain Point built a new cellar equipped with state-of-the-art technology to ferment its outstanding grapes with the utmost precision.

## EXTENDING THE ESTATE

Acquiring the finest neighbouring terroirs. The estate is home to 100 hectares of vines, forests, ponds and other natural areas.

SINCE 2013

## INVESTING TO REVEAL THE TERROIR

40 hectares of vines have been pulled up and replanted with grape varieties and rootstocks that are better adapted to the terroir.



## A NEW VISUAL IDENTITY FORMING A BRIDGE BETWEEN ERAS

Drawing inspiration from history to shape the future – that is our philosophy. The new visual identity of Plain Point is rooted in the past. The coat of arms is inspired by Château Plain Point’s historic emblem engraved in the estate’s stone walls. It pays homage to the vineyard’s distinctive hilly slopes and the nearby Isle and Dordogne rivers, which provide an exceptional

microclimate for winegrowing. The terracotta red shade and elongated “T” in our logo is a tribute to the wine labels dating back to the 20<sup>th</sup> century.

The new outline of Château Plain Point bottle showcases the historic château, which plays a key role in the estate’s landscape and history.



# A BESPOKE CELLAR TO REVEAL THE TERROIR

The 2023 vintage marks the start of a *new era* for the estate, with the first wine made in the *new bespoke cellar* designed by architect Olivier Chadebost.

**WOOD, CONCRETE &  
STAINLESS STEEL  
SUITED TO A  
PATCHWORK OF SOILS**



Château Plain Point lies atop a patchwork of terroirs composed of Fronsac molasse, asteriated limestone and blue clay.

To preserve this richness as much as possible and thanks to the estate's configuration, we built a cellar with sufficient volumes to house 87 vats in total (60 concrete, 13 wooden and 14 stainless steel). This infrastructure makes plot-by-plot fermentation possible by adapting both the material (wood, stainless steel, concrete) and the fermentation process. This approach helps preserve the unique expression of each combination of grape varieties and terroir, resulting in highly complex wines.



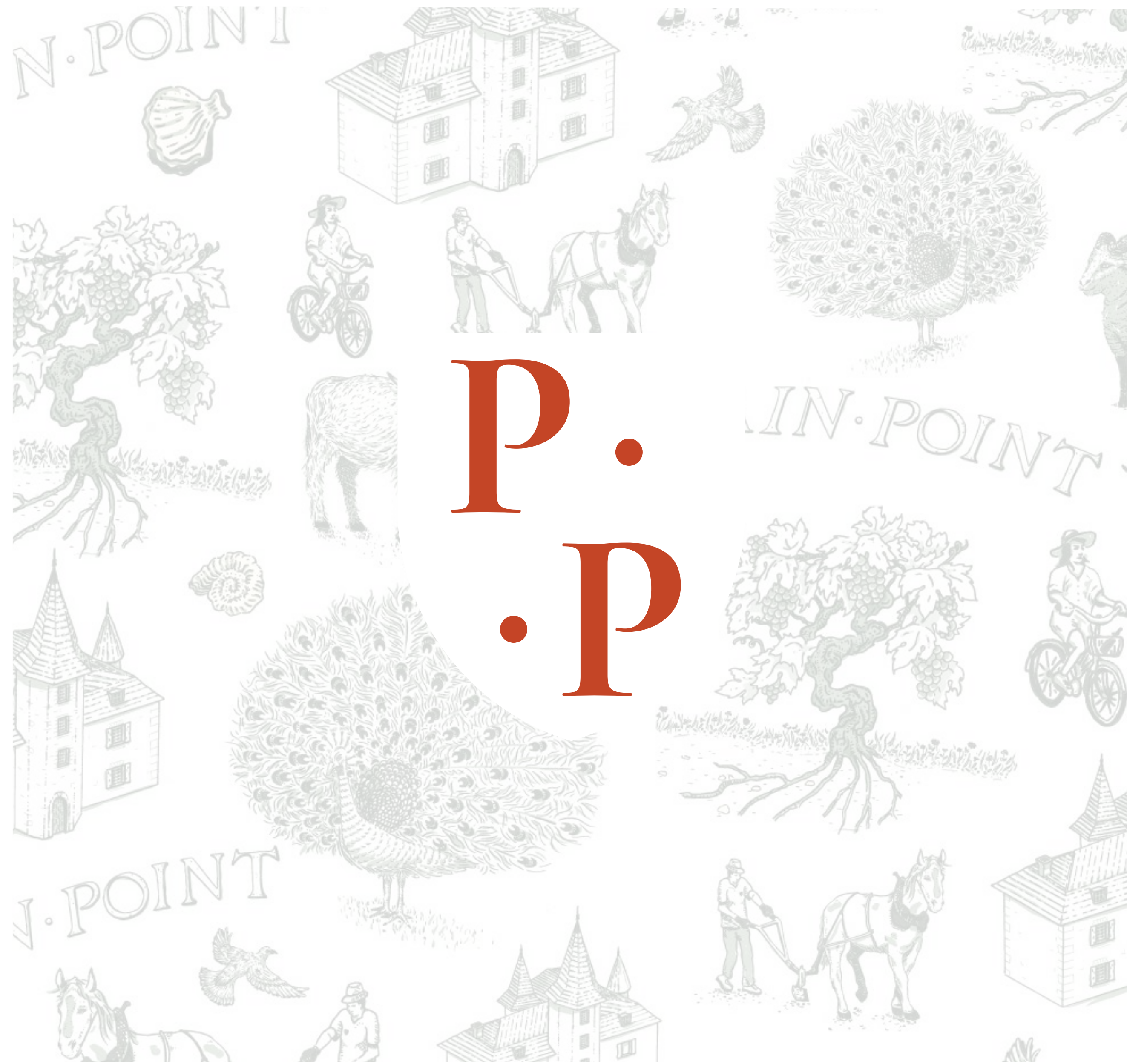
## GRAVITY FLOW TO IMPROVE WINEMAKING

The estate's natural configuration allowed us to build the cellar into the hillside at a 15-metre gradient. The grapes arrive at the ground floor level and gradually descend to the lower levels during the winemaking process, lastly reaching level -4, the last floor of the building, ready for ageing. The entire process is built around the concept of gravity flow, which preserves the organoleptic characteristics of our wines. This is where our wines develop their unique personality which faithfully reflects this unique landscape.

## A SEMI-UNDERGROUND CELLAR

Three of the four building facades are partially underground, thus benefiting from the natural freshness of the soil where the temperature stands at 15°C, ideal for ageing wine. An impressive 10-metre-wide staircase providing access to all levels creates a "chimney" effect, distributing cool air evenly throughout the building. Passive energy inputs, which are carefully regulated and compensated by pooled production to suit all needs, as well as the optimised management of natural lighting depending on the time of day, help reduce cold production requirements by 65% and installed power generation capacity by 75% compared to traditional building standards for this type of structure.

N. POINT



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N. POINT



TAILOR-MADE PRECISION



TAILOR-MADE PRECISION



# PRECIOUS EXPERTISE

We see ourselves as *skilled artisans*, working to reveal the nuances and subtleties of our terroir with *finesse and precision*.

The expertise of our team from the vineyard to the cellar is crucial in ensuring the quality of our wines. With over 19 years of experience on average at Château Plain Point, this passionate team of winegrowers, horse handlers and tractor drivers provides meticulous care and rigorous know-how at every step of the winemaking process. Since 2016, Hubert de

his world-renowned know-how and experience, particularly showcased at Château Angéus. He guides us through the crucial stages in the winemaking process: deciding when to pick each plot, plot-by-plot blending during vatting, weekly tasting to determine vatting times, adapting winemaking processes depending on the vintage, and choosing ageing techniques.





# GRAPE VARIETIES IN PERFECT HARMONY

The *grape varieties* at Plain Point are carefully selected to achieve *perfect harmony* between the characteristics of the *terroir* and the specificities of each *grape variety*.

Over the past decade, we have worked hard to better understand our terroir, particularly our soils. Nowadays, thanks to our extensive research carried out in over 30 soil pits, we know it inside out. Producing outstanding wines lies in the perfect understanding of our terroir. The grape varieties at Plain Point have been carefully chosen to achieve perfect harmony between the characteristics of the terroir and the specificities of each grape variety.

RED GRAPE VARIETIES

**84% MERLOT**

It produces deeply-coloured wines with a smooth, round profile and aromas of fleshy red fruit such as plums and figs, developing grilled notes after several years' ageing. Our clay soils help it reveal its full potential.

**10% CABERNET FRANC**

The perfect companion for Merlot, it adds aromatic complexity and freshness with notes of raspberry and violet. Its small berries produce wines high in polyphenols which offer excellent ageing potential and a great deal of finesse to the final blend.

**4% CABERNET SAUVIGNON**

Provides structure and firm tannins. Deeply-coloured and highly aromatic, it displays black fruit (blackcurrant), liquorice and minty notes that add complexity to the final blend while the tannins provide excellent ageing potential.

**2% MALBEC**

Enhances the wine's aromatic profile, conferring a deep colour, spicy notes, and a good tannic structure.

WHITE GRAPE VARIETIES

**80% SAUVIGNON BLANC**

A very expressive grape variety, it adds notes of citrus zest, white peaches and passion fruit, even in warmer vintages. These fruity notes are occasionally underpinned by fresh nuances of broom flowers and blackcurrant buds.

**20% SÉMILLON**

The perfect partner for Sauvignon Blanc, adding roundness, as well as hazelnut, fresh fruit and brioche aromas.



# THE HARVEST

A crucial moment at the estate, the harvest date is chosen with *extreme precision* on a plot-by-plot basis.

*The experience of our team, the expertise of our consultant, Hubert De Bouïard, and daily scientific analyses help us decide on the optimal time to pick.*



A team of pickers and carriers tirelessly work in the vineyards from mid-September to mid-October and harvest the grapes in small 13 kg crates to prevent them from being crushed. We meticulously select the grapes at four distinct stages: an initial selection is carried out directly in the vineyards, followed by a second one just before destemming. The grapes are sorted in a density bath followed by manual selection on a vibrating table.

We meticulously select the grapes at four distinct stages: an initial selection is carried out directly in

# WINEMAKING



## *CONCRETE WOOD STAINLESS STEEL* 3 materials to reveal the terroir

In 2023, our new, bespoke cellar designed to preserve the expression of the terroir produced its very first vintage. This state-of-the-art facility is home to 87 vats with varying capacities and materials to showcase the diversity of our plots. Their shape has been designed to favour heat insulation and the gentle extraction of aromas, colours and tannins.

The invaluable advice of Hubert de Boüard combined with the experience of our team has guided our winemaking process. Of course, every vintage is different, and we adapt to each one with the sole objective of revealing the singularity of our terroir.







THE PLAIN POINT SPIRIT

# THE TIMELESS CLASSIC

## CHÂTEAU PLAIN POINT - FRONSAC

*Powerful, elegant and complex*

Château Plain Point has lived through the ages, always embodying a style that faithfully reflects its terroir while preserving ancient expertise. A blend of Merlot (the region's emblematic grape variety), Cabernet Franc and Cabernet Sauvignon, Château Plain Point displays fruity and spicy notes. The estate's patchwork of terroirs offers a wide variety of expressions to each grape variety, producing incredibly complex wines. The clay soil bestows wonderful acidity, even during hot and dry years, essential for creating well-balanced wines with good ageing potential. Barrel ageing fine-tunes the aromatic bouquet, adding roasted nuances. The perfect partner for special occasions, this wine not only makes for the perfect gift but is also sure to delight the most demanding connoisseur.



### GRAPE VARIETIES

Merlot  
Cabernet Franc  
Cabernet Sauvignon  
Carménère & Malbec

### TERROIR

Asteriated limestone  
Fronsac molasse  
Clay-limestone  
Blue clay

### FERMENTATION

Once they have been picked, the grapes are sorted twice and placed in a cold room overnight to reach the ideal temperature for fermentation.

The grapes are meticulously and delicately destemmed by Le Cube. The berries are sorted twice by density bath and manually, then distributed into our concrete or wooden tanks by gravity using small vats to initiate the fermentation process.

### AGEING

12 to 18 months  
depending on the vintage

50% in French oak barrels  
(50% new, 50% used for 1 previous  
vintage)

25% in wooden vats  
25% in concrete vats

### PRODUCTION

200,000 bottles

### AVERAGE AGE OF THE VINES

35-40 years

# THE VIRTUOSO

## CHÂTEAU PLAIN POINT - WHITE BORDEAUX

*Mineral, round and full of freshness*

It reigns supreme in its field, where each nuance is finely adjusted to create the perfect balance. The result of unrivalled expertise in the art of producing fine white wine, white Château Plain Point is a subtle blend of Sauvignon Blanc and Sémillon, revealing aromas of citrus and white fruit mingled with floral hints. Our clay-limestone soils bestow our wines with wonderful minerality and freshness. Fine-tuned barrel ageing confers roasted brioche notes. An incredibly versatile wine, which comes into its own both during the aperitif and alongside a meal.



### GRAPE VARIETIES

Sauvignon Blanc  
Sémillon

### TERROIR

Clay-limestone

### AVERAGE AGE OF THE VINES

20 years

### FERMENTATION

Pressing and cold settling followed by alcoholic fermentation (50% in 400 L and 600 L French oak barrels and 50% in vats).

### PRODUCTION

10,000 bottles

### AGEING

10 months on fine lees  
with regular stirring

50% in French oak barrels  
50% in stainless-steel vats

# THE EPICUREAN

## M DE PLAIN POINT - BORDEAUX

*Fruity, smooth and round*

M de Plain Point is smooth, fruity and irresistibly delicious, making it the perfect partner for all occasions. Its smooth, velvety tannins confer an elegant texture on the palate. Its long-lasting finish, peppered with fruity and spicy notes, offers a real treat for the taste buds. Whether as an accompaniment to a wide range of dishes or enjoyed on its own, this wine is guaranteed to suit all tastes.



### GRAPE VARIETIES

Merlot  
Cabernet Franc  
Cabernet Sauvignon

### TERROIR

Clay-silt

### AVERAGE AGE OF THE VINES

Young vines

### FERMENTATION

Once they have been picked, the grapes are destemmed, sorted and transported to the vats via gravity flow to begin fermentation. Pumping over is carried out daily to gently extract aromas. Every day, the grape juice is tasted and the fermentation process is adapted accordingly until malolactic fermentation can begin. The wines are then aged in vats and barrels for 10 months.

### AGEING

10 months

15% in French oak barrels  
85% in concrete vats

### PRODUCTION

30,000 bottles

THE WINES

# THE CHARMING

## M DE PLAIN POINT - ROSÉ

*Elegant, fruity and fresh*

A luminous pale pink color, M de Plain Point offers aromas of red fruits and flowers. On the palate, it stands out for its great finesse, with a crisp and mineral attack of remarkable softness. Ideal for accompanying moments of sharing and conviviality, this wine will enhance your aperitifs with friends or your lunches on the terrace.



### GRAPE VARIETIES

Cabernet Franc  
Cabernet Sauvignon

### FERMENTATION

Gentle pressing, racking,  
cold stabilization

### AGEING

8 months  
in stainless steel tank

### TERROIR

Fronsac molasse

### AVERAGE AGE OF THE VINES

Young vines

### PRODUCTION

6,000 bottles



# COMING SOON...

## SHARING

Our aim is for every bottle and vineyard tour to reflect the *essence of our history, our expertise and our unique location*, offering our clients a moment out of time filled with special memories.

Château Plain Point will soon welcome its first visitors for *an unforgettable experience*.

### COUNTRY PICNIC

Visitors can savour a country lunch with Château Plain Point's picnic baskets composed of local products accompanied by our wines. Strategically placed tables offer spectacular views, making the picnic even more memorable.

### A STROLL IN THE VINEYARDS

Château Plain Point stands proudly in an exceptional natural landscape. Educational trails suitable for walking or cycling and ranging from 1.5 to 10 km allow wine lovers to fully discover the estate and learn more about the vineyards, the terroir and surrounding nature.

### TASTING WORKSHOPS

Wine enthusiasts can develop their knowledge through our three one-hour workshops combining the art of tasting wine and other delicious treats such as cheese and tea.

### TOUR AND TASTINGS

The tour takes visitors on a discovery of daily life at the estate, revealing all its secrets from the vineyards to the château's outstanding heritage, history, modern vat room and impressive barrel cellar. This immersive tour will culminate in a tasting of the estate's wines.

### AROMA TRAIL

A picturesque one-kilometre trail meandering in the heart of the vineyards, along a pond and through a forest, offers visitors a unique educational and sensory experience. This trail invites them to recognise the subtle aromas of wine thanks to the delicate aromas of flowers and plants dotted around the vineyards. A fun game in the heart of the countryside to sharpen your sense of smell and contemplate the beauty of the landscape.





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