



CHATEAU
TRIANON
SAINT-EMILION GRAND CRU

PRESS KIT



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« Trianon, where wine is King »





History of Château Trianon

Royal origins

The first references to this prestigious property date back to the 17th century. Trianon is mentioned in the famous Cassini map, commissioned by Louis 14th, which was the first official topographical map of the Kingdom of France.

This very distinctive terroir was picked out and used to grow vines by one of Louis 14th's Counsellors. The king himself loved Saint-Emilion wines that he referred to as "nectar of the Gods".

This "Sun King" would say, "I built Versailles for my court, Marly for my friends and Trianon for myself."

In the Versailles Palace grounds, the Porcelain Trianon, which became the Marble Trianon or Grand Trianon, was Louis 14th's favourite building. This exclusive place in the countryside, slightly away from the bustle of the Royal Court, enabled the King to protect the little privacy that he allowed himself to enjoy in an architectural jewel that he loved, where he could fall in love.

Château Trianon was named in honour of this luxurious dwelling built in the grounds of the Versailles Palace, where the King of France liked so much to withdraw and protect his affair with the Marchioness of Montespan.

Notarial records prove that vine was cultivated and maintained on Trianon lands since, at least, the XVIIth century.

Thereafter, Napoleon's land register, which was the first legal and tax instrument to be used in France, clearly shows that Château Trianon was already a winegrowing estate at the beginning of the 19th century.

In 1881, the fourth edition of the famous Féret Guide to Bordeaux and its wines describes Trianon as "a wine with a pleasant fruity bouquet".

In the 19th century, Trianon was a country retreat belonging to the Andrieu and Lecointre families surrounded by meadows and vines. Until 1952, only 4 hectares (not quite 10 acres) of vines were used to make wine. This was subsequently increased to 6.5 hectares (16 acres).

In 2000, the Lecointre family sought to sell the estate for personal reasons.

In 1999, having sold Château Cheval Blanc, which he co-owned, Dominique Hébrard was on the look-out for a winegrowing property in Saint-Emilion with potential that he could develop. He needed a new challenge and to re-establish his roots in Saint-Emilion for his own sake and for his children, to whom he hoped to pass on his passion for wine and his origins.

Trianon was a chance of a lifetime. The vineyard was in poor condition, but had great promise.

Since the winery take-over, Dominique Hébrard and his team shaped, prepared, sculpted, chiselled and polished Trianon's terroir and took the decisions needed to renovate the estate. Substantial investment was made in the vineyard, and winemaking facilities worthy of the quality of the fruit were built, including a high-tech winery and barrel cellar.



An alliance built on experience and passion

On 20th February 2017, Michel Ohayon, the owner of the real estate group Financière Immobilière Bordelaise (FIB) took a majority share in Château Trianon with the intention of restoring it to its former glory. Dominique Hébrard remained co-owner and Director of the property, taking all the measures necessary to get the best out of the whole estate and manage its ascension.

The partnership between Dominique Hébrard and FIB is above all an alliance of expertise, which thrives thanks to its shared values and common passion. Their vision is to strive to achieve unyielding goals of precision and care to bring Château Trianon on a par with the greatest estates. Their ambition is also to highlight the best of this fine piece of French heritage by developing its reputation as an attractive place to enjoy life, to reconnect with nature, good food and wine, and create truly memorable experiences.

A breath-taking restoration of the main house supervised by architect Emmanuel Graffeuil and interior decorator Arnaud David, will include luxury suites and a gastronomic restaurant to delight international wine tourists, who seek top quality.

The sophisticated décor designed by Arnaud David will enhance the superb rooms of this former residence that belonged to one of King Louis 14th's Counsellors and enjoys a magnificent view out over a prestigious vineyard.

Luxury reception rooms and an enormous terrace overlooking the vines will host flavoursome lunches, tastings of great wines or simple relaxation.

New cellars to be built will meet demanding quality and environmental requirements. The already ambitious vineyard management standards will be raised to be on a par with Saint-Emilion Grand Cru Classé standards.

Château Trianon will become truly worthy of its legendary royal lineage, displaying its rich history and its connections to Versailles and the Sun King. The embellishment works are in progress.



Expertise at Château Trianon

An iron hand in a velvet glove

“All the quality of a good wine is ultimately determined by the care and relevance of the interventions we perform right through the process from the vineyard to the glass.” This is how Dominique Hébrard frames his approach to viticultural practices.

The former co-owner and administrator of Château Cheval Blanc, a Saint-Emilion 1^{er} Grand Cru Classé “A”, knows exactly what it takes to introduce, confirm and maintain excellence in winegrowing.

With his very valuable family heritage and his enormous experience in the world of wine, Dominique Hébrard focuses all his efforts today on developing Château Trianon.

In his tireless quest for quality, nothing is ever left to chance. When he takes decisions, they are carefully reasoned out and if necessary involve the advice and opinions of the most acclaimed experts.

He in fact makes a point of never taking improvements for granted, and continuously challenges current ideas to be sure that progress never falters.

Dominique is fully and completely involved in the everyday life of the estate with high expectations, meticulous attention to detail and careful, caring supervision of every member of his team.

Like an orchestra conductor, he ensures that the fundamental principles of discipline and thoroughness don't dull his employees' passion and desire to commit.

He also involves the advice of another esteemed Bordeaux wine expert, his lifelong friend Hubert de Bouïard, a consultant oenologist and co-owner of Château Angéhus, a Saint-Emilion 1^{er} Grand Cru Classé “A”.

Exchanging and sharing knowledge – the team spirit

During his career, Dominique Hébrard has progressively built up a professional network of differently skilled people, which is continuously enriched by the exchange of knowledge amongst its members.

In this way, he has managed to develop a team around him, which he inspires with his own expertise, while each member having their own distinctive experience in winegrowing, provides input to the team and thereby enriches everyone's knowledge and skill-set.

The willingness of every team member to interact and coach their colleagues is essential to get every individual involved in a range of projects on the estate, while aligning everyone in the shared quest for quality and excellence.



The estate

The Terroir

Château Trianon is located in the commune of Saint-Emilion, which is listed by UNESCO as a World Heritage Site in the category of cultural landscapes. This estate is one of the historical vineyards of the Saint-Emilion appellation. It is a Saint-Emilion Grand Cru with 14,5 hectares (35.8 acres) of vines on the south-west plateau in the appellation area, featuring sandy clay soils over iron-bearing rock with red gravel on the surface of some plots.

The vineyard and grape varieties

Significant investments were made in the vineyard: vines were pulled out and new ones replanted, drainage was installed, other vines were replaced, every individual vine was marked, etc. Traditional cultural practices used on the top Bordeaux estates were adopted to constantly focus on quality rather than quantity. Thorough knowledge and expertise in the vineyard have enabled it to be divided up very effectively, so that a cultivation policy takes into account the slightest characteristics and requirements of each plot, determining the need to plough, use a grass cover crop or fertilise. Rational cultivation techniques involving meticulously measured doses of products ensure that the terroir's natural characteristics are not endangered and its identity is preserved. Similarly, the careful checking and control of yields, through appropriate pruning, de-budding and thinning out, are crucial to reach optimal levels of fruit ripeness and concentration. At harvest time, the constant quest for perfection requires plot-by-plot vinification and painstaking selection and sorting of the fruit to be sure that only the very best is kept.

Carmenere, which is an old variety native to the Bordeaux area, is no longer grown in significant quantities in the region, because its fruit production is irregular and it is late to ripen. However, it works very well on plots that develop early with controlled yields, and contributes aromatic complexity and intense colour to the blend. The characteristics of these varieties that are allowed to express themselves fully, are what makes our main wine "Château Trianon" and the second wine "Le Petit Trianon" really stand out. The attractive roundness of the Merlot combined with the subtle elegance of the Cabernet Franc, supported by the structure of the Cabernet Sauvignon and enhanced with an exotic touch from the Carmenere, makes for a rich blend with lovely balance.



The grape varieties grown here are classic with one surprise:

- Merlot 78%
- Cabernet Franc 14%
- Cabernet Sauvignon 5%
- Carménère 3%





The winery and the winemaking

80% of a wine's quality comes from the vineyard and the remaining 20% comes from the winemaking process, which is driven by the ambition, passion, hard work and team spirit shared by all.

As Dominique Hébrard likes to put it: *"A top-quality wine is produced by summing all these individual characteristics"*.

Since the 2001 vintage, the hard work directed at improving quality has increased in intensity. Substantial, reasoned investments have been continuously made to improve the production equipment and keep it resolutely high-tech. The winery has a gravity-driven harvest reception system that practically does away with pumps. Transferring the harvest naturally with gravity avoids excessive pressure on the fruit and contributes significantly to the quality of the wines.

The grapes are then screened meticulously using several sorting tables, two of which are vibratory, in order to remove all foreign bodies, impurities and other unwanted material, the aim being to end up with only the best: perfectly clean, disease-free grapes that are shiny and black like caviar.

When you are making wine, the best way to be sure of success is to have a choice of facilities at your disposal. The tanks, which are all fitted with temperature regulation, have been chosen to match perfectly the needs of our vineyard and thereby enable precise, efficient plot-by-plot vinification.

They consist of :

- Classic stainless steel tanks of various sizes
- Concrete pyramid-shaped vats
- Stainless steel truncated inverted cone-shaped tanks

To get the very best from ageing and blending, Château Trianon uses five main coopers to supply barrels for its two air-conditioned, partly underground ageing cellars. Also, to maintain the quest for continuous improvement, two or three new coopers are tested every year. Then time does its work in the cellars for 14 to 16 months to magnify the structure and exhalt wines aromas.

With the support of consultant oenologist Hubert de Bouard, co-owner of Château Angéus, Château Trianon wines continue to grow and already feature amongst the best wines in the appellation.



A mansion becomes a chateau

With its cultural legacy, Château Trianon is like a promised land for a great wine. Our vision today is to capitalise on this heritage and link it with all the enjoyment of the French art of living. An ambitious programme to renovate the chateau building, supervised by architect Emmanuel Graffeuil and interior decorator Arnaud David, will turn it into a premium venue in perfect harmony with its environment.

Not far from the centre of Saint-Emilion, this luxurious place in the middle of the vines will be ideal for exclusive events and very memorable experiences :

- The chateau that was once the residence of King Louis 14th's Counsellor has been luxuriously renovated and restored.

- Rooms with sophisticated decoration have a magnificent view out over the vineyard.

- Reception rooms and an enormous terrace overlooking the vines will host flavoursome lunches, a tasting or simple relaxation.

- The elegance and warmth of a chateau inspired by the Sun King himself in its superb park, where relaxation and well-being are second nature!

The Saint-Emilion Grand Cru estate the most like Versailles has unveiled ambitious plans dedicated to wine, luxury, gastronomy and elegant living – truly regal enjoyment!





The women and men at Trianon

Dominique Hébrard shares the ambition with Michel Ohayon to bring Château Trianon on a par with the greatest estates by setting goals of precision and meticulous care to be achieved with passion.

With the support of Hubert de Bouïard, Château Trianon wines continue to grow and already feature amongst the best wines in the appellation.

Dominique Hébrard and Financière Immobilière Bordelaise have common values and have combined their expertise and passion in order to highlight the best of this fine piece of French heritage by developing its reputation as an attractive place to enjoy life, to reconnect with nature, good food and wine, and create truly memorable experiences.





Dominique Hébrard

Dominique Hébrard formerly co-owned Château Cheval Blanc, which had been in his family since 1832. He was a member of its board from 1991 to 1999, and was responsible for the vineyard, wine making and marketing of wines. In 1983, he founded Maison Hébrard, a Bordeaux wine merchants firm, which he directed until it was sold in 2014. He bought Château de Francs with his close friend Hubert de Boüard in 1985; the estate covers 40 hectares (100 acres) today. In 1997, he founded “Massaya Winery” in Lebanon with Daniel Brunier (of Vieux Château Télégraphe in Châteauneuf du Pape) and Lebanese partners with the participation of the Ghosn family. In December 2000, he bought Château Trianon, a Saint-Emilion Grand Cru, which now has an area of 14 hectares (34.6 acres) and undertook its reorganisation and renovation as well as the development of its brand. He co-owned Château Bellefont Belcier from November 2003 to 2013, which was classified in September 2006. Since 2013, he has acted as consultant for Château Shaen - Jin Sha Winery in China and is currently General Manager of Château Trianon.

Financière Immobilière Bordelaise

FIB (Financière Immobilière Bordelaise) Group is owned by Michel Ohayon. It specialises in commercial realty and is involved in both investment and promotion in more than eight countries worldwide. FIB Group is also an urban heritage developer and works on the composition of town hubs and living centres, developing public facilities, offices, administrative buildings, hotels, cinemas, theatres, museums, auditoriums, exhibition halls, etc. For almost thirty years, FIB Group has continuously reinvented itself and has developed its expertise in the French way of life through its holdings in luxury hotels, restaurants via its exclusive partnership with the many-starred Chef Gordon Ramsay, winegrowing with Château Trianon and commercial real estate. Today, FIB Group is a major player in internationally positioned luxury establishments, having launched in 2017 Grand Trianon Palaces & Wine, of which Château Trianon in Saint-Emilion is the landmark estate. In acquiring Château Trianon, FIB Group was advised by Edmond de Rothschild Corporate Finance (Philippe Flament).



FINANCIERE
IMMOBILIERE
BORDELAISE



Oenologist cellar master - Alizée Huet

Alizée comes from Chinon in the Loire Valley. She came to the Bordeaux area in 2008 to study for a higher technical certificate in winegrowing and oenology. As a student she worked at the prestigious Château Angéus during the harvests from 2008 to 2011, except in 2010, when she went to the Châteauneuf du Pape appellation area. In 2012, after making wine on a South African estate, Alizée Huet joined Château Trianon as an assistant to the cellar master, while she completed her national diploma in oenology at the Toulouse School of Agronomy. In 2015, she qualified as an oenologist and since then has been cellar master at Château Trianon. Having benefited from a rich range of experiences and been trained by some of the best in the profession, Alizée Huet brings a woman's touch to this responsibility and contributes her talent to making Château Trianon wines progress.

Vineyard Manager - Frédéric Boixeda

Originally from the Pyrenees, Frédéric Boixeda has worked in Bordeaux vineyards since 2001. Having started his career on estates in the Entre-Deux-Mers and Graves appellations, he joined Château Trianon in 2008 in the position of Vineyard Manager. Frédéric loves what he does, pays attention to details and turns his hand naturally to a whole range of jobs. He strives continuously to help the magnificent Trianon vineyard express its full potential.





HVE 3 Certification – High Environmental Value

Château Trianon obtained the HVE Level 3 (High Environmental Value) certification issued by AFNOR on 16 March 2020.

Château Trianon has been efficiently prepared for the certification audit by *SME du Vin de Bordeaux* (Environmental Management System).

The primary objectives of this HVE 3 approach are to improve environmental performance by reducing the impact of an agricultural holding on its terroir, and to promote such a commitment to market players.

Thus, the HVE 3 Certification strengthens the confidence that can be placed on Château Trianon.





ISO 14001 – 2015 Certification

On 12 August 2020, AFNOR awarded ISO 14001 – 2015 certification to the First Association for the Common Environmental Management System of Bordeaux Wine, of which Château Trianon is one of the certified members.

ISO 14001 is an international environmental standard that defines the environmental rules and requirements that a company or organisation establishes. This standard specifies the requirements for an environmental management system that can be used by an organisation to improve its environmental performance. This international standard is intended to be used by organisations wishing to manage their environmental responsibilities in a systematic manner that contributes to the environmental pillar of sustainable development.

ISO 14001 – 2015 enables an organisation to achieve the expected results of its environmental management system, which are an added value for the environment, the organisation itself and stakeholders. In line with the organisation's environmental policy, the expected results of an environmental management system include:

- improving environmental performance,
- meeting compliance obligation,
- and the achievement of environmental objectives.



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OWNERS

Dominique Hébrard and Financière Immobilière Bordelaise (FIB)

ESTATE AREA

14,5 hectares (35.8 acres)

SOIL TYPES

Clayey sand on iron oxide-rich stony clay and red gravel

CULTIVATION METHODS

Rational cultivation

PLANTING DENSITY

6,000 to 7,200 vines per hectare

GRAPE VARIETIES GROWN

78% Merlot, 14% Cabernet Franc,
5% Cabernet Sauvignon, 3% Carménère

AVERAGE AGE OF THE VINES

35 years

YIELD

45 hectolitres per hectare

HARVEST

The fruit is hand-picked and carried in crates

SORTING

The fruit is transferred by gravity alone to the winery; two vibrating tables initially and two sorting tables

A PRE-FERMENTATION SOAK

is carried out at low temperatures

VINIFICATION

Fruit from different vineyard plots is vinified in separate temperature-controlled stainless steel tanks, pyramid-shaped concrete vats and stainless steel truncated inverted cone-shaped tanks. Extraction is gentle at carefully observed temperature levels

POST-FERMENTATION SOAK

at 28 to 30°C (82 to 86°F)

MALOLACTIC TRANSFORMATION

takes place in new barrels and tanks

THE WINE IS AGED IN BARRELS

for 14 to 16 months. 50% of the wood is new;
50% of the barrels are one year old

BOTTLING

is carried out on the estate

ANNUAL PRODUCTION

86,000 bottles

SECOND WINE

Le Petit Trianon





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