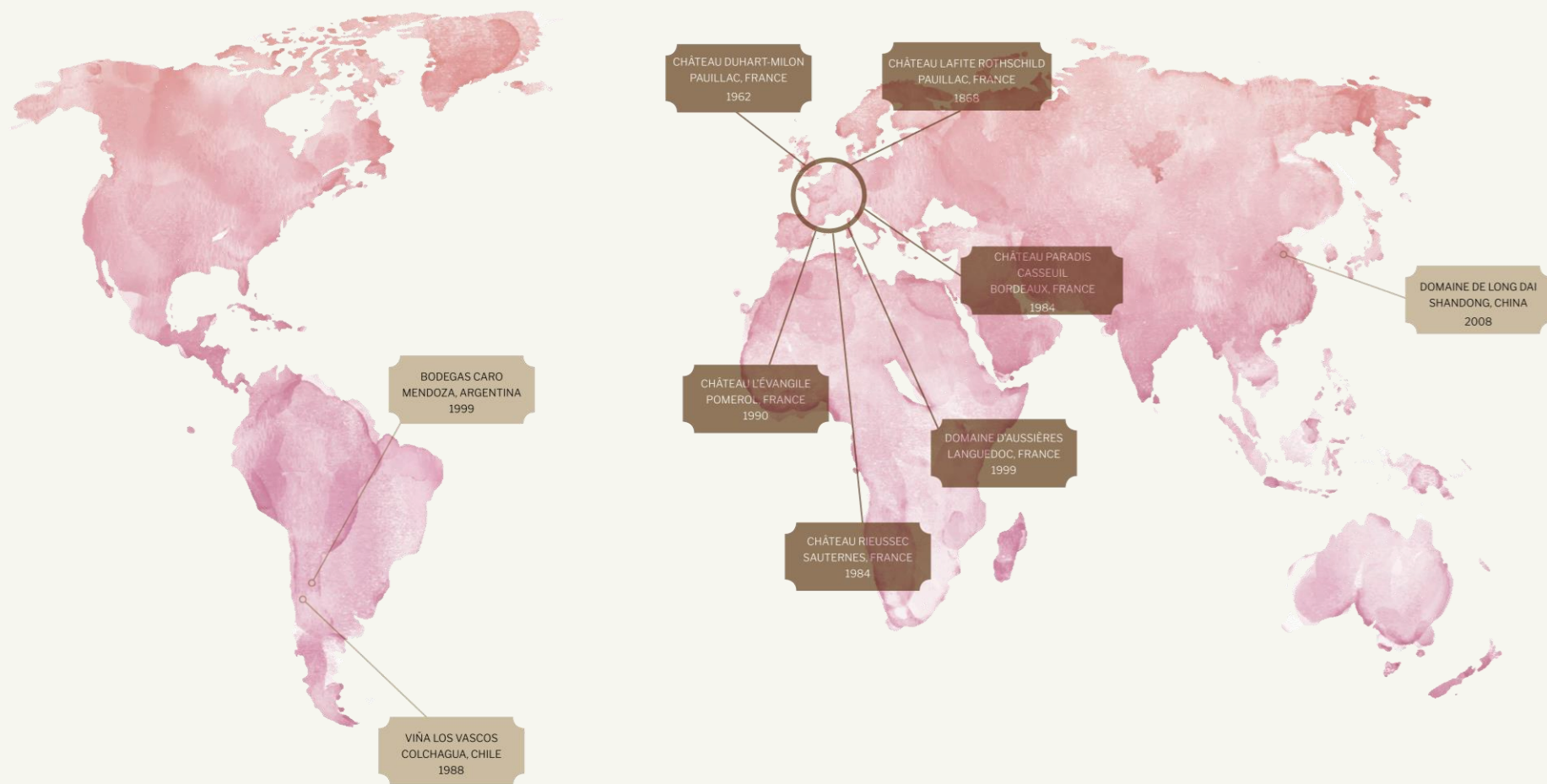


DBR Lafite



DBR Lafite

Meet the family



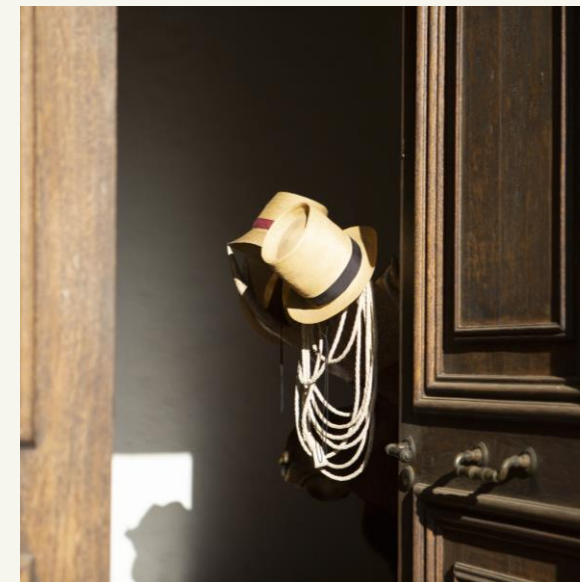
DBR Lafite

Distribution



Grands Crus Classés

- Sold primarily through la place de Bordeaux
- Case by case allocations for DBR importers (en primeurs and/ or livrable)
→ DBR importers to share their list of customers
- Events & Hospitality program



Estates

- Sold exclusively to DBR Lafite importers (or hybrid distribution for CARO and Chateau d'Aussières Red)
- Close partnership, attention to the brands
- Detailed sales and marketing plan
- Strong commitment from DBR Lafite team
- Multiple distributors strategy according to each market

Sustainable commitment



Winegrowers of tomorrow

Leading our family of vineyards along the path of Sustainable Development is a duty we have to individuals, society and our land. It is also a duty to those who have passed on this natural heritage to us and have been able to protect it for over a century.

The global events that have been hitting our planet head on for two years now require us to be even more demanding today, ensuring that environmental and social issues are taken into account in each of our decisions. It is as a team, and with the strength of collective grass-roots wisdom, that we constantly re-examine and adapt our winegrowing practices to produce exemplary wines, with the primary goal of ensuring the well-being of our employees, our soils and our consumers.



[CSR report link](#)



Our Grands Crus Classés

Pauillac



Château Lafite Rothschild 1er Cru Classé

- Château Lafite Rothschild
- Carruades de Lafite
- Anseillan

Château Duhart-Milon 4ème Cru Classé

- Château Duhart-Milon
- Moulin de Duhart
- Le Blanc de Duhart-Milon



Our Grands Crus Classés



Pomerol

Château L'Évangile

- Château l'Évangile
- Blason de l'Évangile

Sauternes

Rieussec 1er Cru Classé

- Château Rieussec
- Carmes de Rieussec
- R de Rieussec



SAGA R

Bordeaux in our roots
for generations



The Lafite Rothschild family has been producing wine in Bordeaux since 1868. For six generations, they got to know this beautiful landscape and understand the unique traits of the vines from each appellation.

Three decades ago, the family was inspired to create a new wine series, where each wine would be the epitome of the appellation it came from. Their motivation was simple – to ensure wine lovers everywhere could dive into Bordeaux and taste the originality of each appellation.

And so, the Les Légendes R range was born.



SAGA R

History

For over 150 years, our master winemakers have been crafting the finest Bordeaux wines, finding the best balance between traditional winemaking and technical knowhow to create wines that carry the elegant trademark of DBR Lafite.

SAGA R range has greatly benefitted from our oenologist's Diane Flamand's ambition to create long term partnerships with vineyard growers around each appellation. A deep attention is given to the quality of wines selected, but also to the environmental approach of the winegrowers. This precision and exigence are essential to preserve a high quality of wines.



Terroir

Each of the SAGA R wines is blended to perfection to render the perfect expression of the Bordeaux appellation it comes from. The emblematic appellations presented in this collection of wines are both from the left and right banks : Pauillac, Médoc, Saint Emilion, Bordeaux



SAGA R

Our wines

Pauillac

Appellation of the Rothschild roots in Bordeaux



Saint Émilion & Médoc

Emblematic appellation of Bordeaux region



Bordeaux

How to enter in Bordeaux universe and the family savoir-faire



Pauillac



- Pauillac's landscape is almost white in colour, all due to the light coloured pebbles that cover the gravelly soil. It is these layers in the terroir that are the secret to Pauillac's longlived and outstanding wines.
- The wines of Les Légendes R Pauillac are partly sourced from our family vineyards, the notorious Chateau Lafite and Chateau Duhart-Milon.
- These wines are aged in the barrels made by our own cooperage located nearby, that contribute to the style and confer the wine its incomparable elegance.
- The blend of Cabernet Sauvignon and Merlot, aged for 12 months in oak barrels result in a complex and well-structured wine with toasty and spicy notes. A wine that will last and reveal its secrets over time.

Saint-Émilion



- The Lafite teams have been producing outstanding merlots on the Right Bank for nearly thirty years, hence it was natural for Les Légendes R to offer a Saint-Émilion.
- Selecting a great Saint Emilion for our range has taken our winemakers several years of intensive work to unearth a wine that would truly respect our style while being true to its terroir.
- Made predominantly from Merlot with a touch of Cabernet Franc, this Saint-Émilion has a complex yet smooth tannic structure.
- An elegant blend of Merlot and Cabernet Franc with a distinguished bouquet of red fruit and toast.
- Les Légendes R Saint-Émilion is aged for 12 months in oak barrels, partly new. Rich and smooth on the palate, it offers silky tannins and a long aftertaste.

Médoc



- This Médoc is made predominantly from Cabernet Sauvignon (60%), the king of grapes, and crafted with the same care as our Grands Crus.
- The grapes are carefully sorted then lightly crushed before undergoing a slow fermentation, with regular pumpovers to allow a gentle extraction of the tannins and phenolic compounds.
- Part of the wine is aged for 8 months in French oak barrels, which contributes to the finesse and complexity of this wine.
- This wine is well-balanced and complex with aromas of black fruit blended with vanilla and nutmeg. The subtle smoky notes are perfectly integrated leading to a long spicy finish. It will benefit from some decanting to fully express himself to its high standard.



Bordeaux Rouge



- The grapes are sourced from the best terroirs of Entre-deux-Mers.
- As per the Bordeaux tradition this wine is made from a blend of Cabernet Sauvignon and Merlot.
- What makes Les Légendes R Bordeaux so unique is that our winemakers use a greater proportion Cabernet Sauvignon as it is DBR Lafite's signature grape. Its contributes to the elegant structure of our Bordeaux rouge, whilst selected Merlot add some juiciness to the blend.
- 40% of the blend is subtly oaked during 6 months, which contributes to the elegance and finess of this wine.

Bordeaux Blanc



- What makes Les Légendes R Bordeaux Blanc so incredibly crisp and aromatic? Our grape growers harvest the grapes before sunrise in order to preserve their delicate aromas. The results is a wine that bursts with flavours from the moment of opening.
- Besides the fresh and aromatic Sauvignon Blanc that constitutes the majority, the blend has an unusual percentage of Sémillon, which is a tradition of the Lafite group that has been making great Sémillon in Sauternes for decades. Sémillon confers the wine its volume and incredible mouthfeel, whilst increasing the longevity of the wine.

Toolkit

Available for
download



Technical sheet



Label



Guidelines



Packshot



Photos

Château Paradis Casseuil

Naturally
Entwined



Château Paradis Casseuil sits in the Entre-deux-Mers region, where the tides of the Dordogne and Garonne rivers come together. From its rivers, hills, trees, vines and ever-changing skies, this is a place where nature and the elements live and connect freely.

Using nature as our Château, we weave in our family's winemaking roots and craft to create a harmoniously blended Bordeaux wine. Through our wines we invite you to experience our own little corner of paradise.



Château Paradis Casseuil

The property

History

Château Paradis Casseuil is situated in the heart of Bordeaux's Entre-deux-Mers region.

The name :

- The idea of paradise: an evocative word, perfectly describing our beautiful vineyard set in a bucolic location on the hills overlooking the Garonne river and surrounded by beautiful forest.
- The Casseuil, from the old French word 'casse' meaning oak, roots us to the land and to Bordeaux itself, where our family is intrinsically linked to this region's winemaking traditions.



Informed by the seasons, and harnessing its rich qualities, nature is the canopy under which we proudly create our wines. As such, nature has become our Château.

The vines of paradise par Château Paradis Casseuil is a unique place we are committed to protecting; by encouraging biodiversity and living by a caring and considered approach to vineyard management.

Château Paradis Casseuil

The vineyard

- Estate expanded to **53 hectares** in 2013 with the acquisition of an additional 30 hectares of old vines (Cabernet Sauvignon and Merlot)
- Merlot (70%), Cabernet Sauvignon (25%), Cabernet Franc (5%)
- 100% of the vineyard has been **grassed** over since 2020 to combat erosion, limit tillage, and improve underground life. The plant cover is maintained by layering the grass, allowing soil mulching and management of water deficit.
- To promote **biodiversity**, more than 1 km of **hedges** have been planted and as part of the restructuring of the vineyard, supported by **soil mapping**, the identification of a limestone area on the Casseuil plot has given us the idea of planting some truffle oak trees... for future generations.
- The 2020 vintage was already produced through **organic farming**, and the estate wines will be certified organic as from the 2024 vintage



Château Paradis Casseuil



- This wine is made according to traditional methods and 60% of the blend is wooded, in order to achieve its exceptional balance between elegance and fruitiness.
- Château Paradis Casseuil offers an elegant expression of Merlot, which is particularly suited to its chalky-clay and fossil-rich limestone soils. It is blended with Carbernet Sauvignon coming from well exposed gravel slopes.
- Beautiful, deep crimson-purple colour. Intense, complex nose, combining scents of spices and ripe fruit with subtle oaky notes. Full, rich and balanced on the palate, this wine has a fresh, aromatic finish.

Toolkit

Available for
download



Technical sheet



Label



Guidelines



Video packshot



Key visuals



Panneau terroir



Packshot



Photos

Château Odilon



Previously named Château Peyre-Lebade due to its geographical location, the estate has been renamed Château Odilon, in honour of the painter Odilon Redon who spent his childhood and most of his active life on the property. Many of his most famous paintings were inspired by the bucolic landscapes of the Médoc, dotted with moors and marshlands.

Château Odilon

The property

History

First traces of viticulture in this estate get back to the 12th century.

In 1979, the property had been acquired by Baron Edmond de Rothschild that already had the two nearby estates : Chateau Clarke and Malmaison. It marked the beginning of a new era where the technical team restructured the vines and cellars.



Terroir

Château Odilon is in the Listrac-Médoc appellation, in the middle of the limestone plateau, away from the Gironde estuary.

The estate counts 55 hectares, located in Listrac. The grape varieties are : Merlot (64%); Cabernet Sauvignon (24%); Cabernet Franc (12%)

Château Odilon



- The proximity of the Atlantic ocean brings an element of freshness, that is reflected in the bright, fresh aromatic style of the wines.
- The terroir has proven to be particularly well-suited to Merlot, in a region where Cabernet Sauvignon traditionally predominates. As a result, Château Odilon has a very distinctive character for a Médoc wine.
- Cold pre-fermentation maceration, vinification in stainless steel vats. Pumping over. Automatic temperature control. Micro-oxygenation in the vat.

Domaine de Long Dai



Our story as winemakers began 150 years ago at Château Lafite in France. Fifteen years ago, we decided to start the same story in China.

We found the Qiu Shan Valley, nestled not far from the sea and the Mulangou village: Land and people who we could share this journey with, trying to learn from this new territory, as disciples of nature.

Long Dai was born from this union, France and China, terroir and a village, man and wilderness. Like a sacred mountain that rose through the power of nature but was carefully chiseled by human hands. Today, fifteen years from that first day, we are at Chapter I but we promise, this story will last.

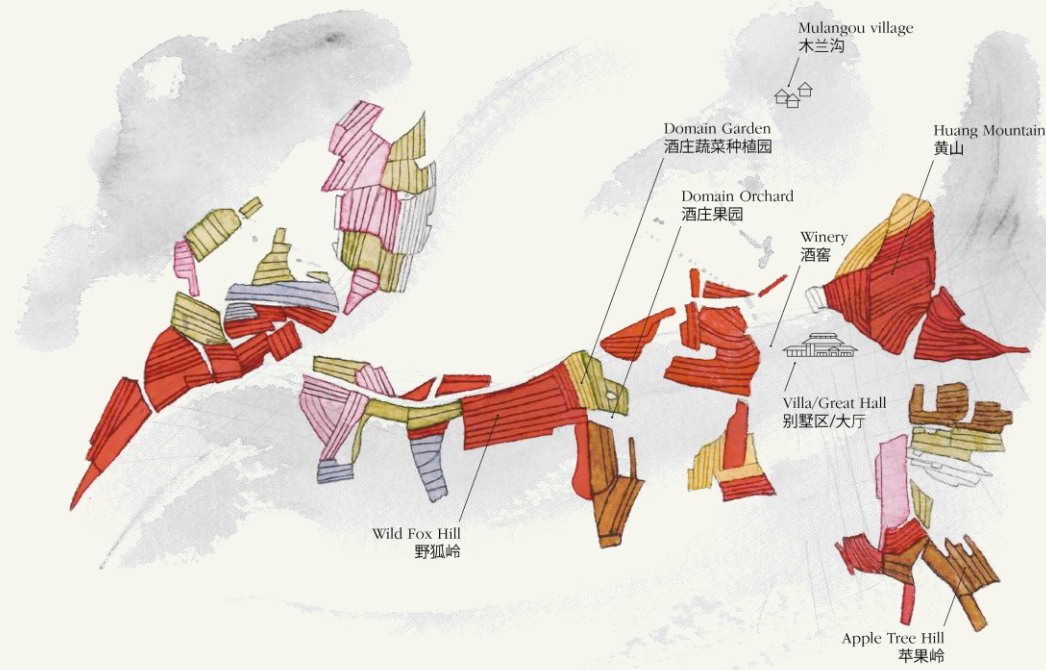


Domaine de Long Dai

The perfect cradle for a vineyard that was just expecting to be revealed.

The 38 ha vineyard is spread over 555 terraces, following the agricultural tradition in the region.

This planting method respects both the landscape and the soil structure but also requires a lot of manual work as well as specially adapted machines. The grapes do not ripen uniformly due to the terrace system, so the harvesting of each terrace is carried out in several passes to ensure that all grapes are picked at the optimum degree of ripeness.



Long Dai

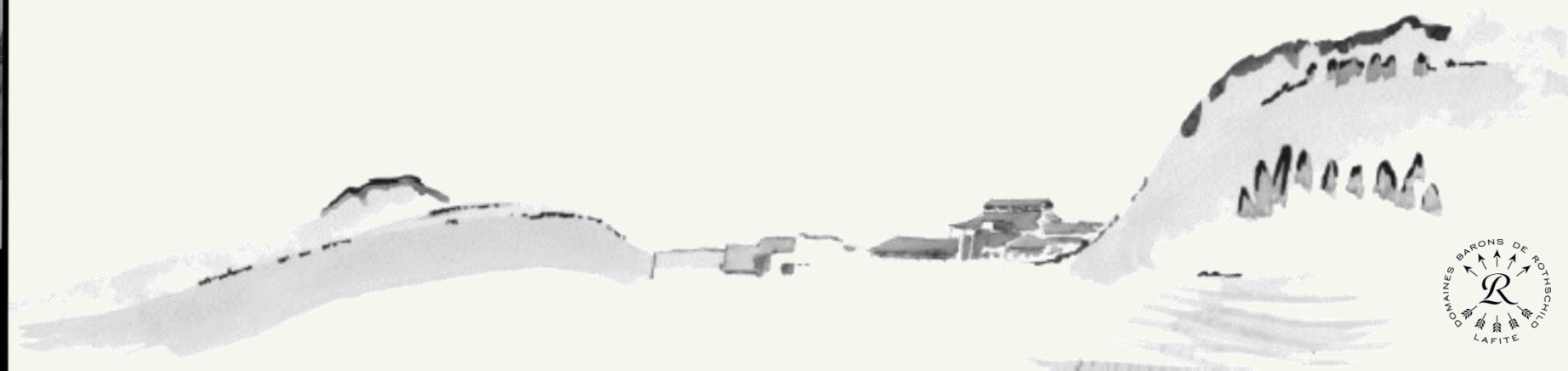


- Terraces imply manual work as well as specially adapted machines. High-precision viticultural methods, disbudding and green harvesting to reduce yields, allowing the grapes to reach full phenolic ripeness.
- This wine is produced using the traditional vinification methods for emblematic grape varieties such as Cabernet Sauvignon and Cabernet Franc to obtain a harmonious balance between tannic structure, roundness and length.
- An harmony between richness and liveliness obtained with Marselan, a grape variety originating in the Languedoc. Vinified in a gentler way, with the extraction facilitating a slow diffusion of aromatic and phenolic compounds.
- A selection of the best tanks then aged in oak barrels for 18 months. Combination of different proportions of new, one-year and two-year barrels to enhance the final blend and reveal its full complexity.
- A wine with a floral framework, subtle notes of cocoa, accompanied by aromas of berries. The palate is full, complex and vibrant with aromas of redcurrant. The freshness is enhanced by silky tannins, leading to a persistent, mouthwatering finish.

Hu Yue



- An expression of youth of Domaine de Long Dai
- Launched in 2020
- Hu Yue expresses the subtle elegance of the estate's terroir in a different way through its blend. The objective was to reveal a deeply aromatic character, full of black fruits with a spicy signature that would differentiate this wine from our Grand Vin.
- Traditional vinification methods for emblematic Bordeaux grape varieties such as Cabernet Sauvignon, Cabernet Franc and Merlot. The more southerly grape varieties such as Marselan and Syrah, for their part, are vinified in a gentler way and bring complexity and depth to the final blend.
- Hu Yue is then matured in oak barrels produced at the DBR Lafite cooperage for 12 months. The combination of the different proportions of new barrels is essential to sublimate the final blend and reveal all its complexity and finesse.



Viña Los Vascos

Cultivating
Independence



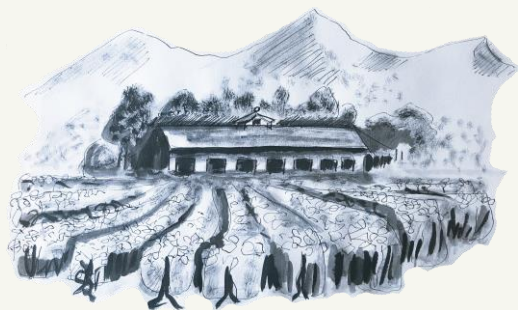
In the land of Los Vascos, cultivation is at our heart; cultivating not only vineyards but our dream to transform our vast land into a fruitful eco-system producing the most elegant Chilean wines. We are free spirited but remember our heritage.

Our holistic approach encompasses and protects all - from our short-legged sheep clearing weeds without devouring precious grapes to our artisans honing hand-made knives to carefully tend the vines. We embody the Chilean paradox, meticulous in our work, easy going and warm in our personality. We are independent yet proud to cultivate our community because we are stronger and happier together.



Viña Los Vascos

The property



History

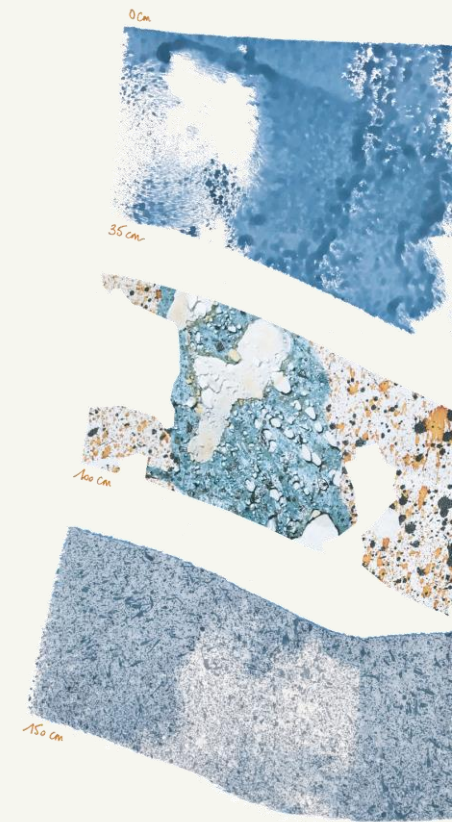
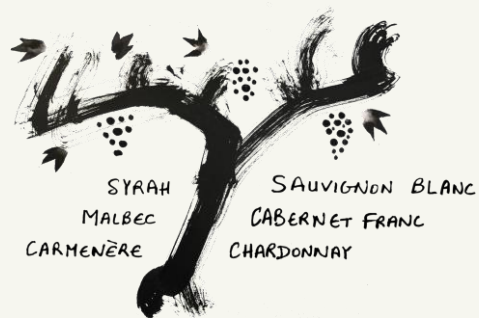
Los Vascos name comes from “The Basques” and refers to the origins of the owners who first planted vines in the Colchagua valley in around 1750.

DBR (Lafite) took control of Viña Los Vascos in 1988 with its own approach to winemaking combining Chilean traditions with the DBR Lafite heritage and knowhow, and never following trends.

Terroir

Vina Los Vascos is its very own ecosystem.
The total estate has 3 550 hectares.

- 700 ha of vineyard, located 40 km from the Pacific Ocean and 200 km to the Southwest of Santiago in a single block. An ideal microclimate with plenty of sun, water, semi-arid soil, no frost, thanks to the influence of the Pacific Ocean.
- Horses, cows, 400 ewes to take care of the plant covers, birds and beehives.
- A diverse with giant cacti, wildflowers, 950ha of woods, acacias, cork trees, olive trees, gardens, grasslands.



Viña Los Vascos

Our wines

Le Dix

Our ambition for this wine is to produce a timeless icon



Cromas

These wines are our trademark, made on selected terroirs on the foothills of the mountains. They are the result of years of patient research and observation of these new soils we have explored, looking for different expressions for these wines.



Chagual

First range of organic wines



Classico

A range of varietal wines with a touch of sophistication.



Toolkit

Available for
download



Technical sheet



Label



Guidelines



Video packshot



Key visual



Estate photos



Ratings



Activation tools



Packshot

Bodegas CARO

The Art of Blending
Contrasts



Blending: it's not just for wine. We are the perfect assemblage of two cultures: different characteristics merging together to give place to something new.

When the old world merges with the new. When youth matures together with experience. When wildness becomes a bit more delicate. When Bordeaux meets Los Andes. There is us.

We are Bodegas CARO.



Bodegas CARO

The property

History

Knowledge of the high altitude terroirs of the Mendoza region and passion for Malbec.



BODEGAS
CARO



DBR (Lafite) brought its centuries-old skills in growing Cabernet Sauvignon, as well as its expertise in blending.

Terroir

Our vineyards are located at the foothills of the Andes between 1000 and 1400m high. Mendoza is a high altitude region, characterized by a series of microclimates and terroirs. An estate planted with Malbec and Cabernet Sauvignon, blending perfectly these two emblematic varieties and cultures.

Finca Désirée, IG San Pablo
25ha, mostly Malbec

Finca 99, IG Altamira
8ha, Malbec

Finca Numa Camille, IG Altamira
6ha, Cabernet Sauvignon
2ha, Cabernet Franc

1400m

1000m



Bodegas CARO

Our wines



Iconic wine blending the two families knowhow.



Amancaya, like its older brother, presents a harmonious balance between the Argentine and Bordeaux styles.



A pure Malbec.

Toolkit

Available for
download



Technical sheet



Label



Guidelines



Video packshot



Key visuals



Estate photos



Packshot



Lifestyle photos



Ratings

Domaine d'Aussières

It takes a village to
make a wine



Aussières was built on a fertile ecosystem where nature and people come together to learn from each other and create.

Our village is very much a living place, where dialogue is the cardinal value. A dialogue of many kinds: between the elements, between the generations that have labored its grounds, between its villagers and craftsmen, and between the wine world's different schools of thought.

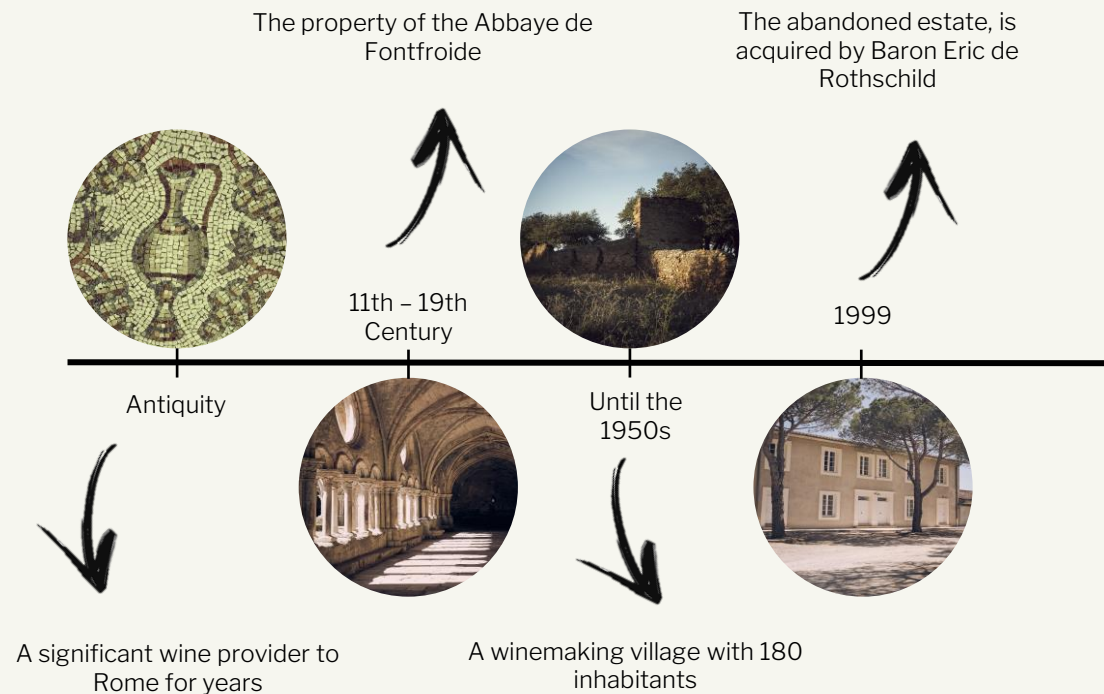
That is what moves us forward, ultimately creating wines that tell a story of place, respect and nuance.



Domaine d'Aussières

The property

History



Terroir

- Located in the wild hills and complex geological circus of the Pays Cathare.
- Only 1/3 of the estate's 570 hectares is used for cultivation : rest is left covered in forest and garrigue to build biodiversity for years to come.
- 2/3 of the 167 hectares of vineyards in the Corbières AOC appellation, the rest in the Pays d'Oc appellation.
- Contrasted land which offers wines from naturally generous, to powerful in an elegant manner, or pure and spontaneous.
- Sustainable commitment that started in the early 2000s. 2021 is the first organic vintage for the estate wines.



Domaine d'Aussières

Our wines

Aussières Corbières wines

A range of wines made from the best terroirs of the property.



Aussières Languedoc wines

Blason d'Aussières has become a style reference for Languedoc wines

Aussières IGP wines

A d'Aussières is a range of approachable classics, with a touch of distinction as the DBR Lafite trademark.



Toolkit

Available for
download



Technical sheet



Label



Guidelines



Ratings



Video packshot



Key visuals



Estate photos



Activation tools



Packshot



Lifestyle photos

Thank you.

Do not hesitate in contacting us if you have any question.

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