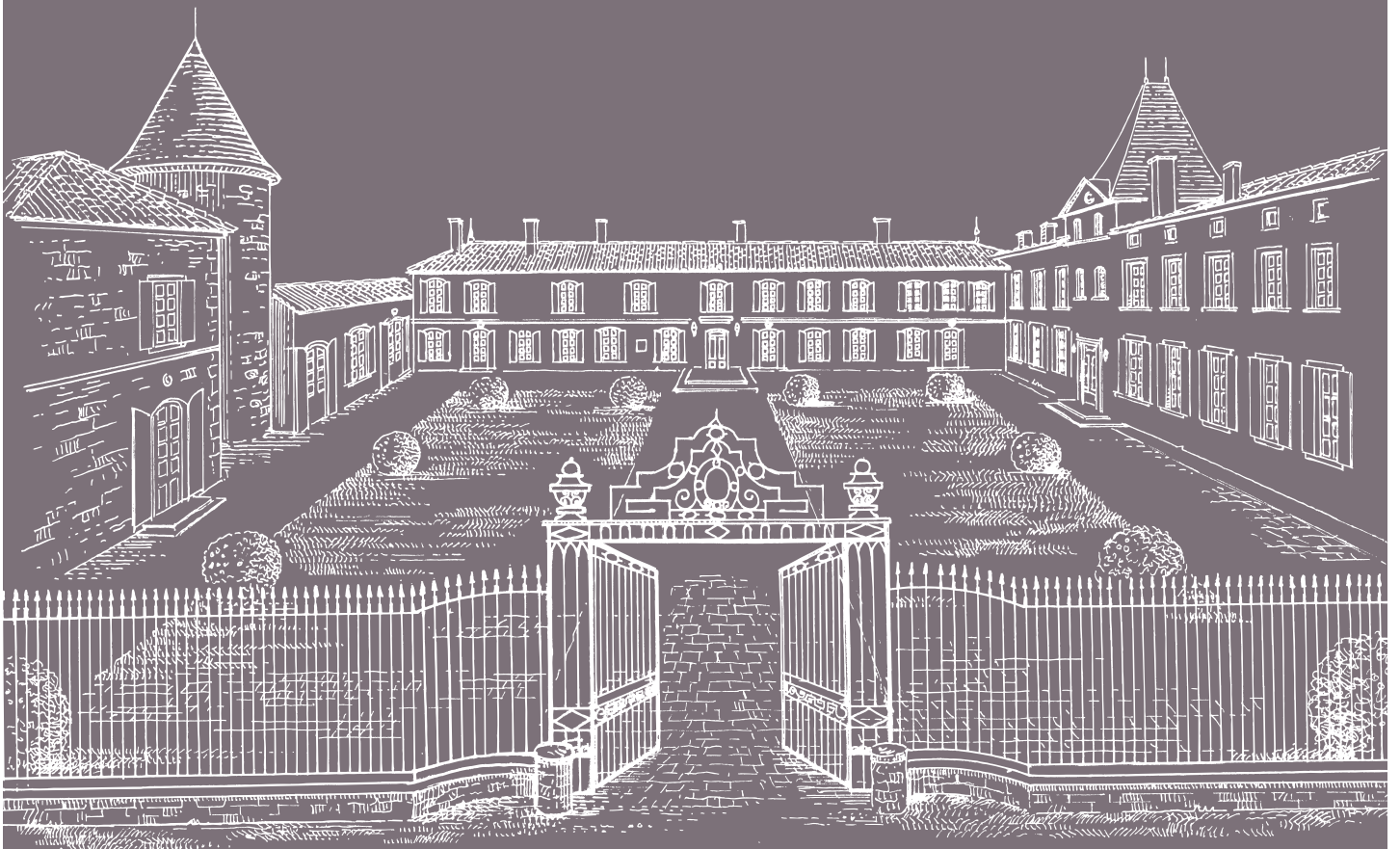


CHÂTEAU DE PORTETS

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BETWEEN HISTORY & EMOTIONS

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PRESS PACK 2024

WINETOURISM



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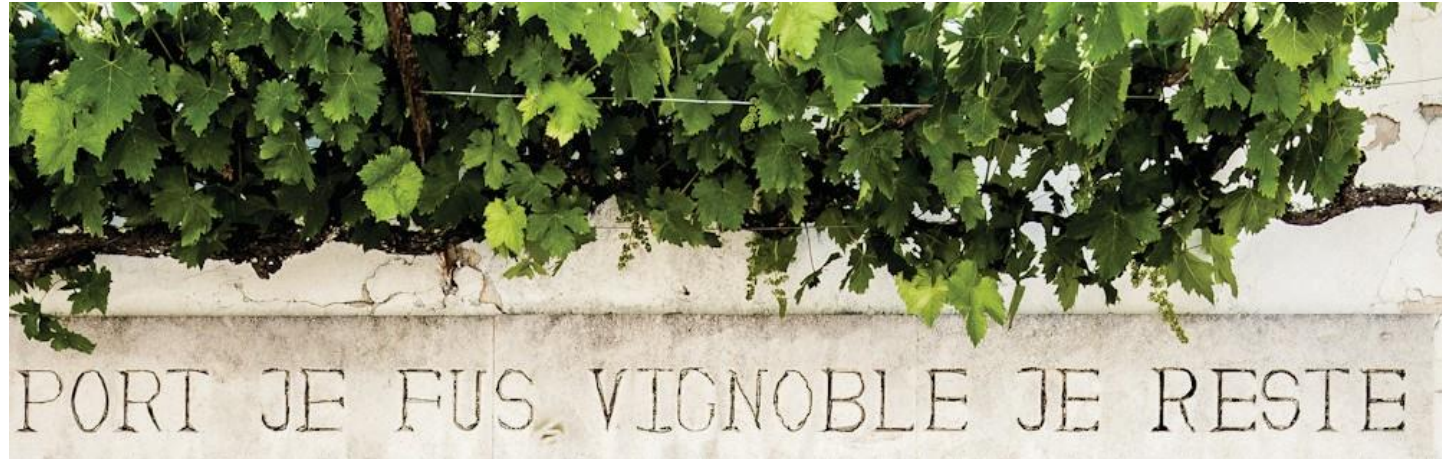
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A SITE BRIMMING WITH HISTORY...



*The Château de Portets is a unique site with a history
that is intertwined to its township and its port.
Napoléon's visit in 1808 instilled
an everlasting historical significance.*





A RICH HISTORY...

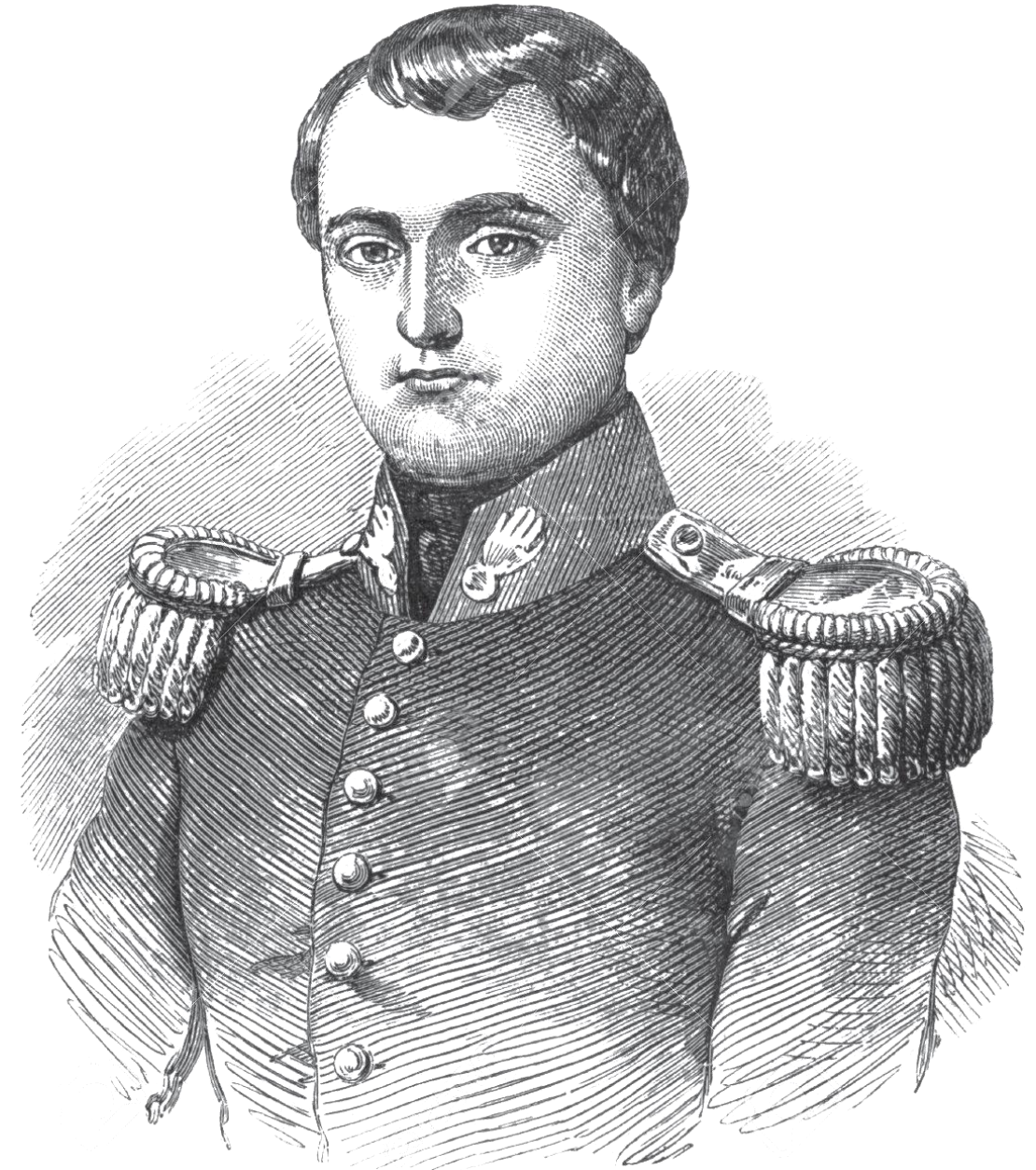
The port of Portets bears witness to the shared history of the Graves vineyard. The Château de Portets bears the name of its township whose ancient origins trace back to 1000 years B.C.. The Ligures and Iberians sought refuge on the banks of a river which would in time be known as the Garonne. After which the Romans constructed the port. After having developed river commerce, the Romans planted the first vineyard that marked the beginning of the notoriety of Portets.

Perhaps starting with the Port, that bears the name of the township, that the cultural heritage of Portets is most majestically revealed. The first architectural feature that we notice, rising from among the vines, is the elegant Gascq Tower which played an important role controlling the traffic of the gabarres or wooden barges along the Garonne River.

The Château de Portets presides majestically over the Garonne. The view is magnificent. Today, the river has lost its commercial activity but until the 18th century the activity was bustling.

Three ports coexisted: an old port called Port Madame in honor of Antoine de Gascq's wife, the sovereign of the château; the second port called Roy's Port, in memory of a visit from Henri IV; the third port followed along the supporting wall of the terrace of the château.

The Château de Portets with its stately façade, Renaissance architecture, and its majestic terrace of stones engraved by Napoléon in 1808. To the left, in the vicinity of the port, a beautiful house that served as an inn during the 17th century. It is charming without being ostentatious, all elegance and traditional character.



THE UNIQUE SITE OF PORTETS



On the 31st of July 1808, Château de Portets was honored to receive Napoléon 1^{er}, on his return voyage from Spain before arriving in Bordeaux. A bronze plaque commemorates his visit to Portets.



A SITE WITH PROFOUND EMOTION...

From the 12th century up until the 16th century the baroness of Portets exercised its sovereign rights over its lands, a true stronghold of a castle.

The Château de Portets would then become the residence of the Baron of Montferand.

In 1587, the Château de Portets belonged to Guillaume de Gascq, Baron of Portets.

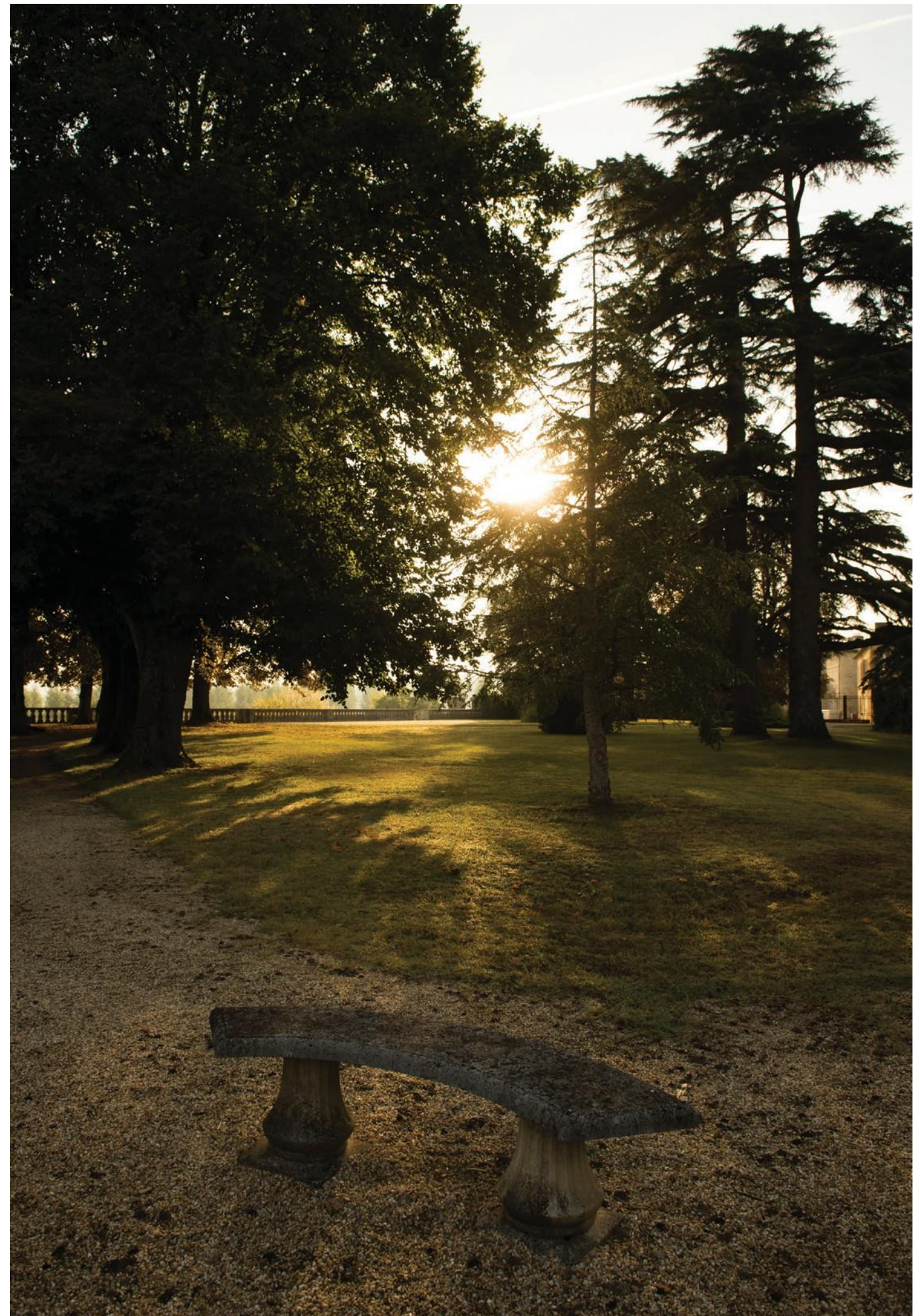
His family would rule for the followed two centuries. The last representative of the illustrious family relinquished his family heritage in 1781 to Valdec de Lessart who would sell four years later the château to the Séguineau de Lognac family; they would remain owners until the until the end of the 19th century.

The story between the Château de Portets and the Théron family began in 1956 when Jules Théron, agricultural engineer and Président of the General Council of Oran (Algeria) purchased the estate. The buildings were in a dire state of disrepair, left abandoned after having been occupied by the Germans during World War II.

Assisted by his son Jean-Pierre, an agricultural engineer and enologist, he would devote all his efforts to restore the prior splendor to this sleeping estate.

**“TODAY, THE CHÂTEAU HAS FOUND ITS FORMOR SPLENDOR.
IT IS THE MOST SPECTACULAR STRUCTURE OF PORTETS
WITH ITS WROUGHT IRON GATES, GRAND STAIRCASE, TOWER,
COURTYARD AND PARK.”**

Today, the grand-daughter, Marie-Hélène Yung-Théron seeks to promote and continue to better the reputation of the splendid estate.





MARIE-HÉLÈNE YUNG-THÉRON, PASSIONATE WINE-GROWER

●
*Marie-Hélène Yung-Théron strives to bring the Château de Portets
to the highest level of its appellation.*

A FAMILY STORY

The Château de Portets became the main residence of the Théron family in 1956. Marie-Hélène grew up on the estate and discovered a passion for wine which she made her profession. In 1998, she married Rodolphe YUNG. They have two children, Charles and Paul. To this day, Château de Portets remains a family property, welcoming under its roof 3 generations. The family's life is punctuated by the harvests and winemaking work, so much so that Charles decided to study agricultural engineering at the ESA school in Angers. Paul, on the other hand, prefers to move towards new horizons by going to a business school in Lille. Marie-Hélène has always encouraged her sons to follow their own path, and if that path leads them back to Portets one day, it will be a happy opportunity for her to pass on her passion. Rodolphe, her husband, through his work as a chartered accountant and winegrower, works every day on the family estate "Les Hauts de Palette", making the wine but also providing valuable assistance in the commercial management of Portets wines.

In short, a growing family saga to tell!

WILLINGNESS AND AUDACE

Marie-Hélène, growing up on the estate, has experienced great changes, both in the vineyard and in the cellars.

When she took over the reins, Marie-Hélène was the first woman to make the estate's wines.

Major projects were undertaken for the estate, which she wishes to position at the highest level of its appellation.

Modernisation of the tanks, vineyard restructuring, environmental commitment and wine tourism development become the priorities of Château de Portets.

**"I WAS BORN IN THIS HOUSE,
WITH MEMORIES OF MY GRANDFATHER ENTERING
THE COURTYARD, TELLING ME STORIES
OF THE VINES AND THE WINES. HE INSTILLED IN ME
HIS PASSION AND HIS SENTIMENTS...
WE TOLD ONE ANOTHER THAT IT IS THE
"BEST TRADE IN THE WORLD" WITHOUT A DOUBT...
EVERY YEAR ON THE PATH OF THE FOUR SEASONS,
LULLED BY THE SWELL OF THE CLIMATE, THE TRUTH
OF OUR SENSES AND TASTES. IT IS THE MARK OF A FAMILY,
A WINE, A HISTORY... OURS."**

A COMMITMENT TO WINE TOURISM



One Wine, One site, One encounter...





LISTED ON THE INVENTORY OF HISTORICAL MONUMENTS, “VIGNOBLES ET CHAI EN BORDELAISE” (VINEYARDS AND CELLARS OF BORDEAUX LABEL), “VIGNOBLES & DÉCOUVERTE” AS WELL AS AWARDED “BEST OF WINE TOURISM 2017 and 2024”.





A PERFECT INITIATION OF SENSORY DISCOVERY IN THE HEART OF THE GRAVES REGION

Various themed visits and tastings are possible year-round. A tourism facility able to welcome a wide range of visitors, individuals, groups and school trips.

The Orangerie of the Château (200 m² or 2,150 square feet) can welcome seminars, conferences and various other professional receptions.

“WINE TOURISM VISITS THAT ARE A MIX OF VINEYARD, WINE, HISTORY, CULTURAL HERITAGE, THE RIVER AND THE ENVIRONMENT”

Visits at the Château de Portets are a genuine initial discovery of the Graves region. With adapted tourism facilities, the visitor will view a film revealing the fascinating history of the Château de Portets.

With the help of an interactive tactile table, the visitor has a wide breadth of information at their fingertips concerning the Graves vineyard, the history of the Château, as well as technical information about winemaking, the know-how of the Château’s winemaking team, and various additional information about the domaine.

Four display cases explain the vegetative cycle of the vine with representations of the four seasons. Tasting of three wines each visitor leaves with an engraved glass compliments of the Château. Photobooth in the boutique for your souvenirs!

TOURISM WELCOME BUILDINGS

- The “Jules Théron” hall encompasses:
 - 1 scenography room
 - 1 seminar hall (70 m² or 750 square feet)
 - 1 catering kitchen
 - 1 boutique and wine tasting area

The projection of an ultra-panoramic film in 16/3 (2 languages).

Directed by Eric Le Collen, scenography director;
a film that sparks the interest of the audience by discovering the château’s dynamic heritage, history as well as its proximity to the Garonne River.

In the scenography room, a second space with a touch-screen table and 4 showcases, allows the visitor to discover and learn about the château’s unique history and charm in addition to the four display cases dedicated to each of the 4 seasons in the vineyards.

- The Orangerie of the Château, with it’s 180m², is available to accommodate larger events.
- The boutique has a selection of the estate’s wines as well as a select gourmet food variety to pair with your wine purchases.

THE “JULES THÉRON” HALL



THE ORANGERIE HALL



VISITS OFFERED AT THE CHÂTEAU DE PORTETS

Different themed visits are possible for individuals as well as Tourist offices and Tourist Agencies. Special request tours for tourist agents are possible.

Visits and tastings for individuals, school trips and children.

The site is entirely handicap accessible.

From April to October: from Tuesday to Saturday 10 a.m to 6 p.m.

From November to March: open Monday to Friday, 10 am to 6 pm.

Languages spoken: English - Italian - French.

DISCOVERY TOUR

In the tourist reception areas, the screening of a film reveals the history of the Château de Portets. Using the touch-screen table, a breadth of information is at your fingertips regarding the vineyards, the history of the Château, the philosophy of the owner and technical information about wine making and the know-how of the team. Four display cases depict the 4 seasons or the four vegetative stages of the vines in the vineyards.

Tasting of 3 estate wines. Each visitor leaves with their tasting glass. Photobooth for your souvenirs!

Price: 15€ per person (from 15 years old)

Time: 1 hour.

On reservation.

“BACK FROM THE MARKET” VISIT

Discovery Tour followed by a lunch of local flavours cooked by a chef, with wine pairing.

Tasting of 3 wines accompanied by a starter, main course and dessert menu.

Price: 65€ per person

Time: between 1h30 and 2 hours. On reservation.

From 6 to 12 people.

“FINE GOURMETS” VISIT

Discovery Tour accompanied by a plate of aged cheeses and charcuterie with your tasting. Tasting of 3 estate wines.

Price: 25€ per person

Time : 1h30. Minimum booking 48h in advance.

From 2 to 10 people.



A PORT ON THE VINEYARD TOUR

Experience -Low carbon tour

1st WineRoute with "La Bulle verte" - Slow Exploration

Through an innovative walking tour using a digital application, discover the rich history of the Château de Portets, its old port and its village, followed by a tasting of 3 wines.

Price: 20€ person

Time: 1h30

With the accompaniment of a gourmet board - Price: 30€/person

SELF GUIDED TOUR "FROM THE VINE TO THE GLASS"

Immerse yourself in the history of the Château de Portets during the screening of its film. Discover the stages that precede the glass of wine on your own. Move freely between our barrel cellar and our scenographic area equipped with a touchscreen table and information boards.

Tasting of 3 wines with a hostess.

Price: 11€ person (from 15 years old)

Time: 45 minutes.

INVESTIGATION ON THE 15 BARONS TRACKS...

The Château's Graves pebbles have disappeared and you need to find them as soon as possible to save the future harvest.

With friends, colleagues or family, share a convivial moment in the heart of the vineyard. With the help of a roadbook and an investigator's kit (clues and tools), discover the history of the château as told by the testimonies of the people who lived there. Form your teams, answer questions and decipher QR codes and riddles to progress along the route. Collaboration, reflection and concentration will be precious allies in your quest. Finish with a tasting of the estate's wines (fruit juice for the children). Rewarding at the end!

Prices: 20€ per adult - 12€ per child (6-12 years)

Time: between 1h30 and 2h. Subject to favourable weather conditions.

SCAVENGER HUNT FOR KIDS

Using a map, children over the age of 6 years old discover the history of the château and wine making technics. Independent circuit through the courtyard of the Château.

Price: 5€ per child (6-12 years old)

Time: about 30 minutes.

SPÉCIAL SEMINARS AND PROFESSIONAL RECEPTIONS

The facilities are available for your event needs with different formulas:

- The Orangerie hall: 180 m²

- "Jules Théron" hall: 70 m²

Reservations: www.chateauportets.com

Tel.: +33 (0)5 56 67 12 30

Mail: oenotourisme@chateauportets.fr

œNOVISA, THE WINE TOURISM PASSPORT IN THE GRAVES AND SAUTERNES REGION

œNoVisa is a wine tourism passport that brings together 7 wine estates, both family-owned and Grand Cru classé, in the Graves, Pessac-Léognan and Sauternes. The estates in the passport are all committed to responsible agriculture and have been awarded the "Vignobles et Découvertes" label in wine tourism. œNoVisa is above all a "friendship passport" between these châteaux, brought together to encourage visitors to discover or rediscover the magnificent territory of Graves and Sauternes.

The properties are all linked by their values and ambitions in the wine tourism field: the transmission taste; the desire to increase the area attractiveness; the development of a comprehensive and complete wine tourism offer that is both traditional and innovative.

"WINE IS ABOUT MEETINGS: IT'S IN OUR DNA"

How does œNoVisa work?

Visitors can collect their œNoVisa free of charge from participating tourist offices, local accommodation providers or directly online. With their passport, they start their tour at one of the ten estates.

From 50€ of expense (in wine tourism activities and/or wine purchases), travelers get a stamp in their œNoVisa passport. From the second stamp, a wine bottle from a property that has not yet been visited is offered, as well as with each additional stamp thereafter.

1 Je réserve une visite OU je fais un achat en boutique ... dans l'un des Châteaux partenaires.
I book a visit OR I make a purchase in a shop ... in one of the partner Châteaux.

2 Je fais tamponner mon #œNOVISA à partir de 50 € d'achat en visite et/ou en vin.
I get my #œNOVISA stamped from 50 € purchase on a visit and/or wine.

3 Je gagne une bouteille dès le deuxième tampon, et à chaque nouveau tampon !
I win a bottle for the second stamp, and with each new stamp!

Au cœur des AOC Graves & Sauternes, venez découvrir 7 merveilleux châteaux, Crus Classés ou propriétés familiales, reconnus pour la qualité de leur accueil, leurs offres œnotouristiques innovantes et leur engagement environnemental.
In the heart of the Graves & Sauternes PDO, come and discover 7 marvelous châteaux, Crus Classés or family properties, recognized for the quality of their welcome, their innovative wine tourism offers and their environmental commitment.

Retrouvez toutes les destinations œnoVisa sur www.oenovisa.com

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2024
JE RÉSERVE JE FAIS TAMPONNER JE GAGNE
PASSEPORT pour 7 destinations viticoles

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Valid until December 31, 2025

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CHÂTEAU DE PORTETS T

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