



CHÂTEAU LATOUR

Premier Investment Opportunity

Presented by

MONCHARM WINE TRADERS



Heritage & Prestige

A Century-Spanning Legacy of Excellence

Historic Origins

The history of Château Latour dates back to at least 1331, when the site was occupied by a garrison fort. The estate's iconic tower, cited in historical records from 1378 during the Hundred Years' War, has become the enduring symbol of the property. In the historic 1855 Classification of Bordeaux wines, Château Latour was designated among the original four First Growths (Premier Cru Classé), recognizing its centuries of excellence and distinctive terroir at the southeastern edge of Pauillac.

Legacy of Ownership

From 1670 until 1963, Château Latour benefited from nearly three centuries of continuous stewardship by the Ségur family and descendants. This remarkable consistency helped establish Latour's global reputation by the early 18th century, with Thomas Jefferson noting it among Bordeaux's finest wines. In 1963, the estate changed hands after generations of family control, eventually finding its current caretaker in 1993 when François Pinault acquired Latour through his Artémis holding company, beginning an era of renewed focus and investment in both vineyard and winery.

Vineyard & Management

Château Latour encompasses 78 hectares of vineyards, with its heart being the legendary 47-hectare L'Enclos parcel, which exclusively supplies grapes for the Grand Vin. Under the leadership of President & CEO Frédéric Engerer and Estate Director Hélène Génin, Latour has pioneered sustainability initiatives while maintaining unwavering quality standards. In 2012, the estate made the revolutionary decision to withdraw from the en primeur system, preferring instead to age and release its wines when they approach optimal drinking windows.

1331
FIRST
DOCUMENTED

1855
FIRST GROWTH

78 HA
TOTAL ESTATE

47 HA
L'ENCLOS
VINEYARD



Investment Performance

Historic Returns & Market Recognition

Perfect Scores Across Multiple Vintages

Château Latour has consistently achieved the highest critical acclaim, with numerous vintages receiving perfect 100-point scores from leading critics. The 2009 vintage was hailed as "outstanding" by Neal Martin and received a perfect score from Robert Parker, while the 2016 vintage earned an unprecedented 10 perfect 100-point ratings from various critics. Recent vintages 2020 and 2022 have also achieved 100-point ratings, demonstrating the château's extraordinary consistency at the highest level.

Exceptional Aging Trajectories

The Grand Vin is renowned for its remarkable longevity, with great vintages routinely aging 50-75+ years. Wine Spectator notes that benchmark vintages like 1961 continue to evolve positively even after six decades. Latour's post-2012 strategic shift to release wines only when deemed ready for consumption further enhances value preservation, with wines stored in perfect conditions at the château until reaching their early drinking windows—typically 10-12 years for Grand Vin.

Strong Market Presence

According to Liv-ex data from 2024, Château Latour ranks as the 5th most-traded wine by value, accounting for 1.6% of total global fine wine trade. Pre-2010 back-vintages like 2005 and the legendary 1982 remain highly active in the secondary market. Historic vintages continue to command premium prices at auction, with a 1961 Impériale (6L) selling for a record £135,000 at Christie's in 2011 and another achieving \$187,500 at a premier auction in 2025.

5
100-POINT
VINTAGES

75+
YEARS AGING

No.13
POWER 100 RANK

£135K
1961 IMPÉRIALE



Investment Advantages

Château Latour's Distinctive Qualitative Edge

Exceptional Terroir

The famed 47-hectare L'Enclos vineyard at the heart of Château Latour features deep gravel soils over clay and limestone subsoil, providing exceptional drainage. Its proximity to the Gironde estuary creates a unique microclimate that moderates temperature extremes—ideal conditions for Cabernet Sauvignon to achieve perfect ripeness while maintaining freshness and structure.

Grand Vin Excellence

Only fruit from vines averaging over 40 years of age within L'Enclos qualifies for the Grand Vin. The estate employs an extraordinarily selective approach, with just 33-45% of the total harvest making the final blend. This ruthless quality control ensures that only the finest expression of the terroir reaches the market.

47ha
L'ENCLOS

33-45%
SELECTION

Premium Aging & Style

Château Latour ages its Grand Vin in 100% new French oak barrels for approximately 18 months, creating the perfect environment for slow maturation. The wine is predominantly Cabernet Sauvignon (75-95% depending on vintage), delivering power, precision, and structure with remarkable aging potential of 50+ years in top vintages.

100%
NEW OAK

75-95%
CABERNET

Provenance & Scarcity

Since withdrawing from the en primeur system in 2012, Château Latour releases its wines only when deemed ready for drinking—directly from perfect château cellars. This unique approach ensures impeccable provenance and optimal drinking conditions. Combined with increasingly limited production volumes (10,000-12,000 cases annually), this disciplined release strategy enhances both quality perception and investment value.



Strategic Investment Approach

Maximizing Returns Through Targeted Vintage Selection

Core Allocations

Secure cornerstone vintages that combine perfect critic scores with long-term appreciation potential. The 2016, 2009, and 2010 vintages have received multiple 100-point ratings, while 2020 and 2022 have each achieved perfect 100-point scores. These benchmark years represent the pinnacle of Latour's quality and prestige, delivering exceptional concentration, complexity, and aging potential—making them essential portfolio foundations.

Value Targets

Complement core holdings with strong performers at attractive entry points. The 2012 vintage—notably Latour's first post-en-primeur release—and the underappreciated 2014 offer exceptional quality-to-price ratios. These vintages demonstrate Latour's characteristic precision and structure while providing more accessible investment opportunities with strong appreciation potential.

Portfolio Breadth

Maintain collection vibrancy by including Les Forts de Latour (second wine) for earlier drinking pleasure and strong secondary market performance. The Pauillac de Latour (third wine) offers an exceptional on-ramp to the Latour portfolio with near-term enjoyment potential. This diversified approach provides investment flexibility and enhanced cash flow management through staged maturity timelines.

Format Strategy

Magnums (1.5L) and imperials (6L) offer optimal aging trajectory due to lower oxygen exchange rates and command significant premium at auction due to their scarcity and collector appeal.

Holding Horizons

Grand Vin: 10–30+ years
Les Forts de Latour: 5–15 years
Pauillac de Latour: 2–7 years

Stage exits around critical re-reviews, key releases, and auction cycles.

Vertical Building

Curate vintage runs (e.g., 2009–2016) to enhance portfolio cohesiveness, maximize cross-selling opportunities, and command premium prices from collectors seeking complete verticals.



Market Position & Collector Appeal

Global Demand Dynamics & Brand Performance

First Growth Legacy

Château Latour maintains its position as one of Bordeaux's most prestigious and collectible wines, consistently commanding blue-chip demand from global collectors and investors. As one of the original First Growths of the 1855 Classification, Latour's centuries-long legacy of excellence drives persistent market interest despite evolving release strategies and shifting demand patterns.

Post-En Primeur Market Impact

Following its landmark 2012 decision to exit the en primeur system, Latour has reshaped its market dynamics significantly. While it was the least-traded First Growth in 2021, it remained one of the 10 most-traded Bordeaux wines overall, with back-vintage interest concentrated on highly-rated pre-2010 offerings. This strategic shift has emphasized quality and provenance at the expense of short-term trading volume, creating a unique market position centered on mature, ready-to-drink releases.

Brand Equity & Collector Appeal

Latour's iconic tower imagery, centuries of documented performance, and modern focus on provenance-assured ex-château releases have strengthened its global brand value. With record-setting auction performances for historic vintages like 1961, Latour maintains its position among the elite blue-chip wine investments. The estate's focus on releases at optimal drinking windows has attracted a dedicated collector base seeking both investment quality and consumption pleasure.

5th

TOP-TRADED
BRAND 2024

1.6%

OF TOTAL TRADE
VALUE

38%

US BUYER SHARE

25%

ASIA BUYER SHARE

Source: Liv-ex Latour Analysis March 2025



Future Growth Potential

Enduring Excellence Through Innovation and Sustainability

Strategic Release Model

Château Latour's innovative approach to releasing wines only when deemed ready to drink—a decision implemented since withdrawing from en primeur in 2012—creates a powerful tailwind for market perception. Each staggered ex-château release guarantees impeccable provenance and optimal drinking windows, commanding premium pricing while reinforcing the estate's commitment to quality over immediacy.

Sustainability Leadership

Since August 2015, the entire Château Latour vineyard has operated under organic farming principles, achieving full certification in 2018. This environmental commitment extends beyond the iconic 47-hectare L'Enclos to encompass 60 hectares under biodynamic practices—positioning Latour at the forefront of sustainable viticulture among First Growths and enhancing terroir expression.

Precision Viticulture

Latour's meticulous approach includes horse plowing introduced in 2008, ultra-selective parcel-by-parcel vinification, and cutting-edge technology like the ProofTag traceability system (implemented 2007) for Grand Vin authentication. These initiatives reflect a relentless pursuit of quality through both tradition and innovation—enhancing the estate's resilience against climate challenges while preserving its distinctive character.

Favorable Market Position

Recent market analysis shows Bordeaux back-vintages regaining momentum, with independent Q2 2024 market reports specifically highlighting Latour 2009 as representing a combination of perfect scores and optimal timing, currently at its best price point in a decade. Latour has outperformed all other First Growths over one, two, and five years, signaling exceptional potential for strategic acquisitions in today's market cycle.

2015

ORGANIC FARMING

60 ha

BIODYNAMIC AREA

2007

PROOFTAG SYSTEM

#1

FIRST GROWTH
PERFORMANCE

Risk Mitigation Factors

- Controlled scarcity through strategic release timing
- Guaranteed provenance with ex-château sourcing
- Diversified global buyer base across US, Europe & Asia
- Exceptional longevity reduces time-sensitive selling pressure

Your Journey into Fine Wine Investment

Personalized Investment Strategy for Château Latour

1

Consultation

Define your investment objectives, target budget and investment horizons. Our team will assess your preferences for consumption, collection, and investment allocation within your fine wine portfolio.

2

Selection

Prioritise core vintages and formats based on your goals. Structure verticals and horizontal collections while balancing Grand Vin, Les Forts de Latour, and Pauillac de Latour for optimal portfolio diversification.

3

Acquisition

Source ex-château releases and top-tier provenance through our trusted network. Optimise currency positioning, authentication processes, and logistics to ensure seamless addition to your collection.

4

Management

Benefit from professional storage in bonded facilities, regular portfolio monitoring, and strategic exit recommendations aligned with optimal market conditions and drinking windows.

Get in Touch

Schedule a portfolio review to add Château Latour to your collection and execute this strategy with precision.

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Contact us to book your consultation