

PRESENTED BY

CHÂTEAU MOUTON ROTHSCHILD

MONCHARM WINE TRADERS

Premier Bordeaux First Growth Investment Opportunity



Heritage & Prestige

Bordeaux First Growth Icon – Pauillac, Médoc

Origins & Estate Timeline

Storied Beginnings

In 1853, Baron Nathaniel de Rothschild acquired the estate, then known as Château Brane-Mouton, and renamed it Château Mouton Rothschild. Despite its exceptional quality, it was classified as a Second Growth in the historic 1855 Classification of Bordeaux wines.

Visionary Leadership

In 1922, Baron Philippe de Rothschild took control of the estate and began a relentless quest for excellence and recognition. In 1945, he initiated the tradition of commissioning renowned artists to create original artwork for each vintage's label. After decades of persistence, in 1973 Mouton achieved the historic promotion to First Growth status – the only change ever made to the 1855 Classification.

Estate Overview

VINEYARDS

90

hectares

PRODUCTION

~300,000

bottles annually

CLASSIFICATION

1st Growth

since 1973

Château Mouton Rothschild encompasses approximately 90 hectares (222 acres) of vineyards in the prestigious Pauillac appellation. The vineyards feature deep gravel over limestone soils ideal for Cabernet Sauvignon, planted to a high density of 10,000 vines per hectare. The estate produces around 250,000-300,000 bottles annually, including Grand Vin, Le Petit Mouton (second wine), and other estate wines.

Grand Vin Style & Blend

Grape Variety	Typical %
Cabernet Sauvignon	80%
Merlot	15%
Cabernet Franc	3%
Petit Verdot	2%

Percentages may vary by vintage; the wine typically undergoes 18-20 months aging in 100% new French oak barrels

Label Art Heritage

Artist Label Tradition (Since 1945)

Every vintage features unique original artwork from renowned global artists

Pablo Picasso (1973)

Commemorated the First Growth elevation victory

Andy Warhol (1975)

Iconic portrait of Baron Philippe

Other notable artists include Salvador Dalí, Marc Chagall, Joan Miró, Francis Bacon, Jeff Koons, David Hockney, and many others

First Growth Distinction

Mouton Rothschild made history in 1973 when it was elevated to Premier Cru Classé (First Growth) status – the only change ever made to the 1855 Classification of Bordeaux. This extraordinary achievement was the culmination of decades of quality improvements and advocacy by Baron Philippe, who famously adopted the motto "Premier ne puis, second ne daigne, Mouton suis" ("First I cannot be, second I do not deign to be, Mouton I am").

Baron Philippe de Rothschild

Visionary, Revolutionary, Renaissance Man (1902–1988)



Revolutionary Achievements

Historic First Growth Elevation (1973)

After decades of tireless campaigning, Baron Philippe achieved the impossible: having Mouton Rothschild promoted from Second to First Growth status—the **only change ever made to the 1855 Bordeaux Classification**. This historic reclassification cemented Mouton's place among the world's most prestigious wine estates.

Artist Label Innovation (1945)

To celebrate the Allied victory in World War II, Baron Philippe commissioned young artist Philippe Jullian to design a special V for Victory label for the 1945 vintage. This began the iconic tradition of artist-designed labels for each vintage—featuring works from Picasso (1973), Warhol (1975), Dalí, Chagall, Bacon, and many other renowned artists. This pioneering fusion of wine and art created a new dimension of collectibility.

Château Bottling Pioneer

In 1924, Baron Philippe made the revolutionary decision to bottle the entire production at the château rather than selling in bulk to négociants. This innovative move, initially met with resistance, would eventually become standard practice among all top Bordeaux estates. He declared "I shall not be the one to make Mouton, but the one to make it known."

Mouton Cadet & Global Vision

Following a difficult 1930 vintage deemed unworthy of the grand vin, Baron Philippe created Mouton Cadet—now one of the world's most widely recognized wine brands. This entrepreneurial vision extended the estate's reach far beyond the traditional fine wine market and demonstrated his remarkable business acumen.

Legacy & Succession

Upon Baron Philippe's death in 1988, his daughter Baroness Philippine de Rothschild (1933–2014) took over management, continuing his legacy of innovation and excellence. Today, Mouton is led by his grandchildren: Philippe Sereys de Rothschild, Camille Sereys de Rothschild, and Julien de Beaumarchais de Rothschild.

The Renaissance Man

- **Grand Prix Racing Driver** - Competed under the pseudonym "Georges Philippe" in the late 1920s and early 1930s
- **Playwright & Poet** - Published works under his own name, including poetry collections and theatrical productions
- **Film Producer** - Founded film company "Films du Panthéon" and produced films including "Lac aux Dames" (1934)
- **Owner of Mouton** - From 1922 until his death in 1988, guided the estate through its most transformative period

"Premier je suis, Second je fus, Mouton ne change."

"First I am, Second I was, Mouton does not change" – Estate motto after 1973 promotion

Investment Advantages

Portfolio Diversification Through Premier Cru Bordeaux

Portfolio Diversification Benefits

Asset	Market Correlation	Historic Performance	Volatility
Mouton Rothschild	Independent	Strong	Low
Global Equities	Highly Correlated	Moderate	High
Gold	Partially Independent	Moderate	Medium
Government Bonds	Counter-Cyclical	Lower	Low

Unique Historic Elevation

The Only Change to the 1855 Classification

After decades of advocacy by Baron Philippe de Rothschild, Mouton achieved historic promotion to First Growth status in 1973—the only change ever made to the original 1855 Médoc Classification. This singular distinction creates enduring brand equity and investment value.

"Premier je suis, Second je fus, Mouton ne change" ("First I am, Second I was, Mouton does not change")

Artist Label Premium

Since 1945, each vintage features original artwork from world-renowned artists, including:

PICASSO
1973

WARHOL
1975

JEFF KOONS
2010

This unique fusion of fine wine and fine art creates additional collectibility, often commanding premium prices for certain artist editions beyond wine quality alone.

First Growth Investment Advantages

Production Scale with Quality Selection

Approximately 90 hectares (222 acres) under vine with rigorous parcel selection. Strong second wine program (Le Petit Mouton) protects Grand Vin quality.

Historic Benchmark Vintages

Legendary vintages like 1945, 1982, 1986, and 2000 have established exceptional long-term track records with sustained critic scores above 95 points.

Secondary Market Depth

Strong global auction presence across major houses including Sotheby's, Christie's, and Acker. Well-documented provenance chains and ex-château releases command significant premiums.

Production Insights

VINEYARD AREA

90

hectares

ANNUAL PRODUCTION

~250,000

bottles

While production volume exceeds ultra-boutique estates, strict selection processes and significant bottle variation across vintages create supply-demand imbalances for specific years and formats.

Critical Recognition

WINE
ADVOCATE

100

Multiple vintages

VINOUS

100

Multiple vintages

DECANTER

98+

Consistent ratings

WINE
SPECTATOR

96+

Consistent ratings

Investment Strategy & Market Position

First Growth Bordeaux: Legendary Auction Performance

Strategic Investment Approach

Selection

Focus on blue-chip vintages: 1982, 1986, 2000, 2005, 2009, 2010, 2016, 2018-2022

Provenance

OWC, reputable merchants, documented chain of custody

Storage

Bonded, 13°C, 70% humidity, condition reports

Portfolio Optimization

CORE HOLDINGS

60%

Recent high-scoring vintages with liquidity

GROWTH

30%

On-release/near-release momentum vintages

TROPHY

10%

Back-vintage icons (1945, 1982, 1986) and large formats

Artist Label Collectibility

The iconic artist label tradition (since 1945) adds significant collector appeal and premium value to certain vintages:

Cultural Significance

Labels by Picasso (1973), Warhol (1975), Dalí, Chagall, Bacon and Jeff Koons broaden collector interest beyond wine enthusiasts

Investment Advantage

Artist vintages often command 15-25% premiums over comparable non-artist years with similar quality ratings

Disclaimer: Wine values can fluctuate; past performance is not indicative of future results. Seek professional advice before investing.

Contact: info@moncharmwinetraders.co.uk | www.moncharmwinetraders.co.uk

Legendary Auction Records

Wine	Auction House	Price
1945 Jeroboam (4.5L)	Sotheby's (1997)	\$310,700
2000 Nebuchadnezzar (15L)	Sotheby's	\$119,500
1982 Magnums (6)	Ex-Château Auction	Notable premium

Current Market Pricing

Vintage Category	Price Range (750ml)
Recent Releases (2015-2022)	£350 - £600
Mature Classics (2000, 2005, 2009, 2010)	£550 - £1,200
Legendary Vintages (1982, 1986)	£1,000 - £2,500+
Historic Icons (1945, 1959, 1961)	£5,000 - £25,000+

UK Wine-Searcher averages; prices vary by provenance, condition, and format

Exit Strategy

Maximizing Return Potential

- Liquidate through specialist auction houses or private sales
- Consider vertical collections (multiple vintages) to enhance premium
- Artist-label vintages often attract broader collector interest
- Original wooden cases (OWC) typically command 15-20% higher prices