DOMAINE PONSOT

Premier Investment Opportunity

PRESENTED BY

MONCHARM WINE TRADERS

Heritage & Prestige

Pioneering Excellence in Morey-Saint-Denis

Historic Roots

Founded in 1872 by William Ponsot in Morey-Saint-Denis, the domain is among Burgundy's most historic estates.

Ponsot was a pioneer of estate bottling, beginning as early as the 1930s to ensure absolute quality control and provenance.

Estate & Terroir

The domain is the largest landholder in the legendary Grand Cru Clos de la Roche, owning the heart of the original lieu-dit.

Holdings span exceptional parcels across the Côte de Nuits, defined by ancient vines that deliver profound depth and complexity.

Philosophy

Committed to organic farming and low-intervention viticulture, reflecting a deep respect for nature's rhythms.

Winemaking avoids new oak entirely, allowing the pure, unadulterated expression of the terroir to shine through in every bottle.

3.3 ha
CLOS DE LA ROCHE

11 ha
TOTAL ESTATE

Investment Performance

Record-Breaking Values & Robust Market Appreciation

Record Auction Results

Christie's 150th Anniversary sale (2022) achieved a total of approximately CHF 1.4 million, underscoring immense global demand.

Notable highlights include a record CHF 10,625 for a 1990 Griotte-Chambertin magnum and consistently strong hammer prices for mature Clos de la Roche Cuvée Vieilles Vignes.

Price Momentum

Blue-chip Burgundy strength supports sustained appreciation across the portfolio, particularly for Grand Cru assets.

Clos de la Roche Vieilles Vignes, Chapelle-Chambertin, and Griotte-Chambertin demonstrate robust long-term growth trajectories driven by brand equity.

Liquidity & Scarcity

With limited production across its top crus, Ponsot wines enjoy high liquidity and strong secondary-market depth.

CHF 52,500
2-MAGNUM LOT (1985)

~$550
AVG PRICE (CDLR VV)

Investment Advantages

Unrivaled Terroir & Natural Winemaking

Grand Cru Holdings & Old Vines

The estate's crown jewel is the Clos de la Roche Grand Cru 'Cuvée Vieilles Vignes', supported by prestigious holdings in Chapelle-Chambertin, Griotte-Chambertin, and Clos de Vougeot.

An exceptional average vine age ensures depth, complexity, and remarkable longevity in the cellar.

Natural, Low-Intervention

A pioneer in natural viticulture, Domaine Ponsot practices organic farming with horse ploughing and native fermentations.

Unique among top Burgundy estates, almost no new oak is used during aging to preserve the purest expression of the terroir.

Scarcity & Provenance

Domaine Ponsot was one of the first Burgundy estates to practice estate bottling in the 1930s, ensuring impeccable provenance.

4+
GRAND CRUS

3.3
HA CLOS DE LA ROCHE

50–100+
YEAR OLD VINES

Strategic Investment Approach

Curating a World-Class Portfolio of Burgundy Grand Crus

Build Vertical Collections

Anchor portfolios with vertical depth in Clos de la Roche Vieilles Vignes to capture vintage evolution and provenance value.

Diversify with top-tier holdings in Chapelle-Chambertin, Griotte-Chambertin, and Clos Vougeot, alongside the unique Clos des Monts-Luisants 1er Cru (Aligoté) and rare Corton-Charlemagne.

Format Diversification

Maintain core liquidity with standard 750ml bottles, essential for accessible market trading.

Aggressively target large formats, particularly magnums, which command significant rarity premiums and offer superior long-term aging potential.

Provenance & Storage

Secure wines exclusively in Original Wooden Cases (OWC) with verified provenance to ensure asset integrity.

Professional bonded storage is critical for preserving value and facilitating future sales or auction consignments.

High
MAGNUM PREMIUM

~55k
BOTTLES/YEAR

Market Position & Collector Appeal

A Cornerstone of Morey-Saint-Denis Investment

Morey-Saint-Denis Benchmark

As the largest holder in Clos de la Roche, Domaine Ponsot sets the reference standard for this appellation.

The estate's singular focus elevates Morey-Saint-Denis to the level of its more famous neighbors, Gevrey and Vosne.

Heritage & Brand Equity

Founded in 1872, the domaine was an early adopter of estate bottling in the 1930s, establishing a century-long track record.

This deep history builds immense trust and prestige, solidifying its status as a "blue-chip" investment brand.

Global Demand

Consistent critical acclaim drives strong allocations and robust auction performance worldwide.

Deep collector bases across the US, Europe, and Asia ensure liquidity and sustained value appreciation.

1872
YEAR FOUNDED

CHF 1.4m
CHRISTIE'S 2022 RESULT

3.3 ha
CLOS DE LA ROCHE

11 ha
TOTAL ESTATE SIZE

Future Growth Potential

Old Vines & Structural Scarcity Driving Value

Old-Vine Continuity

Exceptional vine age across the estate supports remarkable concentration, complexity, and longevity in the final wines.

Ongoing replanting maintains the unique genetic heritage of the estate's historic plant material.

Terroir Expression

Minimal-intervention winemaking elevates specific site character rather than imposing a stylistic signature.

Increasing critic recognition of recent vintages highlights the precision and purity of the current era.

Structural Scarcity

Tight allocations, naturally low yields, and strict selection severely limit supply availability.

Rising global demand for Burgundy's top Grand Crus underpins long-term price support and appreciation potential.

~10k
CDLR VV BOTTLES

~55k
ESTATE BOTTLES

Your Journey into Fine Wine Investment

DOMAINE PONSOT | PRESENTED BY MONCHARM WINE TRADERS

1 Consultation

Define investment objectives, time horizon, and budget parameters.

Review risk/return profiles and establish a currency strategy (GBP).

2 Selection & Acquisition

Curate specific Domaine Ponsot targets (vintages/formats).

Purchase via trusted channels ensuring impeccable provenance.

3 Management

Professional bonded storage and comprehensive insurance.

Ongoing performance tracking and strategic exit planning (auction or private sale).

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