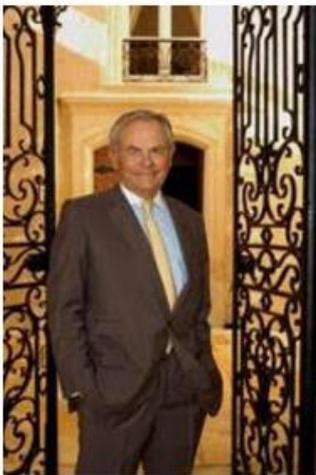


Bespoke Discovery of Bordeaux Grands Crus Classés Chateaux with Bernard Magrez 'Luxury Wine Experience'

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Three historic Grands Crus Châteaux in Bordeaux are rolling out the red carpet to discerning Asian wine connoisseurs with a bespoke "Luxury Wine Experience".



Mr Bernard Magrez is the only owner of four Grands Crus Classés in Bordeaux - Château Pape Clément, Château La Tour Carnet, Château Fombrauge and Clos Haut-Peyraguey



Bespoke "Luxury Wine Experience" was launched yesterday on the Asian market by Mr Bernard Magrez, and his daughter Ms Cécile Daquin-Magrez

Along with tasting internationally-acclaimed wine on private cellar tours and guided outings exploring local regions, the opulent wine tourism experience embraces Michelin-star gastronomy with appreciation of art, music and the French 'art de vivre'. The elegant welcome to the heart and soul of France's legendary wine region was launched yesterday on the Asian market in Hong Kong at Renaissance Hong Kong Harbour View Hotel by the owner, French wine magnate Mr Bernard Magrez, and his daughter Ms Cécile Daquin-Magrez.

The "Luxury Wine Experience" invites guests to indulge in the lap of luxury at three of his four prestigious Bordeaux Classified Appellations at **Château Pape Clément** in Graves, **Château Fombrauge** in St Emilion and **Château La Tour Carnet** in Haut-Médoc, as well as the new 5-star **La Grande Maison de Bernard Magrez Hotel**.

"We take 'wine tourism' to a very special, luxurious and emotional new level. As refined Asian world travelers know well, some things in life simply have to be experienced," said Bernard Magrez.

Château Pape Clément is a Grand Cru Classé of Graves, just 15 minutes from Bordeaux and the airport. Dating back to 1252, the charming neo-gothic chateau has epitomised the Bordeaux lifestyle for centuries, set amid 60 hectares of vines, and verdant gardens with thousand-year-old olive trees and stately Lebanese Cedars.



Interiors radiate elegance with wood paneling, antique furniture and a private art and music collection



"Luxury Wine Experience" has been awarded the Certificate d'Excellence Laureat 2015 and recognised with a Best of Wine Tourism Award

Interiors radiate elegance with wood paneling, antique furniture and a private art and music collection, and five richly-decorated guest bedrooms named after Bernard Magrez's cuvées: Le Clos des Songes, Mon seul Rêve, La Tempérance, La Sérénité, and L'Égrégore.

Château Fombrauge is one of the oldest Grand Cru Classé of Saint-Emilion, the UNESCO World Heritage-listed appellation 45 minutes from Bordeaux. Vineyards have been planted at the former Carthusian monastery since 1466. In 1999, it was acquired by Bernard Magrez and completely restored, preserving its period style down a deep gravel drive flanked by stately topiary gardens. Its cellars brimming with 900 barrels of resting wine features bottles from 1871, and the owner's passion for collecting antique timepieces is revealed in cabinets of silver timepieces in the tasting salon, and even a 1679 sundial in the grounds.

With just two prestigious suites, stays include fine dining in the vast dining room overlooking the vineyards, relaxing on the vast stone terrace and visiting the picturesque town of Saint-Émilion.

Château La Tour Carnet is one of the oldest properties in the Haut-Médoc Grand Cru Classé, 45 minutes from Bordeaux, and played a major role in the revolution of Médoc vineyards, rewarded by entry in the classification of 1855 Grands Crus Classés. Parts of the building, including the round tower, date back to the 11th Century, and it is one of the few Bordeaux estates with a moat and drawbridge.

Now restored to its former glory, Château La Tour Carnet takes visitors back in time, staying in two stately period suites, Michel de Montaigne and La Boetie, served by private butler with royal breakfast, gastronomic dinner in a majestic dining room, and tastings of exceptional vintages.



A host of 'sensations and discoveries' are options for arriving at these unique destinations – by chauffeur-driven Rolls-Royce, Harley Davidson motorbike, or even a tranquil, eco-friendly bicycle

The 5-star **La Grande Maison de Bernard Magrez Hotel**, opened in December 2014, Bernard Magrez presents an exclusive experience at a beautiful 18th-century Napoleonic mansion with six suites named after values espoused by the Magrez family: Sagesse, Passion d'une Vie, Harmonie, Contemplation, Lumière and Espérance.

Traditional French fine dining is at gastronomic restaurant by renowned 3-Michelin star chef Pierre Gagnaire, opening in July 2016 ; and the library, which hosts two major public exhibitions a year, features a stunning cross-section of Bernard Magrez's favourite artists from his own private collection.

A host of 'sensations and discoveries' are options for arriving at these unique destinations – by chauffeur-driven Rolls-Royce, Harley Davidson motorbike, or even a tranquil, eco-friendly bicycle. During stays, an extensive menu of experiences envelope guests in the “upper echelons of opulence”, from bicycle tours of vineyards with an oenologist and picnics in ornate gardens to historic chateaux and cellar tours, banquets by harp in candlelight, admiring Bernard Magrez's collection of vintage cars, and even gourmet caviar pairings with his wines.

Packages range from a one-one night discovery of 'Secrets of Fine Wines Through the Ages' to two day-one night 'Oenological or Gastronomical Escapes' and a three day-two night 'Hedonist Stay' or 'Magic Flight over the Grands Crus'.

The Bernard Magrez Chateaux also provide a refined atmosphere for a variety of packages for functions, whether formal, festive or private, from weddings, cocktail receptions and wine dinners to meetings and product launches, all in the refined atmosphere of carefully tended residences and venues nestled within gardens and vineyards.

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