

Bernard Magrez



LUXURY WINE EXPERIENCE

LEADER EN GENOTOURISME D'EXCEPTION



***Bernard Magrez Luxury Wine Experience,
a unique way to discover the Bordeaux
Grands Crus Classés***



***Château Pape Clément
Grand Cru Classé de Graves***



***Château La Tour Carnet
Grand Cru Classé in Haut-
Médoc***



***Château Fombrauge - Grand
Cru Classé of Saint-Emilion***

Bernard Magrez Luxury Wine Experience

To welcome guests the French way is an art: the French art of hospitality by Bernard Magrez

Bernard Magrez and his daughter, Cécile Daquin have strived to provide a sanctum for guests within the sturdy walls of the palatial and residential Grands Crus Classés



Châteaux: *Château Pape Clément, Château Fombrauge, Château La Tour Carnet and Château Clos Haut-Peyraguey*, and the newly-established five-star *La Grande Maison de Bernard Magrez Hotel* where they will discover the history of the legendary Bordeaux wine region.

These exceptional estates, replete with unique heritage and wealth of art, are known as the Bernard Magrez Luxury Wine Experience. This upmarket wine tourism experience allows you and your guests to discover all that Bernard Magrez, the only owner of four Grands Crus Classés, in each of the major appellations of Bordeaux - has built over his lifetime. A dedicated, professional and friendly team will provide top-tier services to enhance your stay or event, while you experience all that the Bernard Magrez authored range of internationally acclaimed wines have to offer.



The Art of French Hospitality

Château Pape Clément - Grand Cru Classé de Graves

15 minutes from Bordeaux downtown and the airport

Château Pape Clément derives its name from Bertrand de Goth, who in 1305 became Pope Clément V. After being donated to the church, it then changed ownership several times until the arrival of Bernard Magrez in 1985. New winemaking facilities were built, the barrel cellar restored, and in 1986 a second wine, *Le Clémentin*, was introduced to improve selection.



The radiant neo-gothic Château built in the 13th Century – with the first harvests implemented in 1252, is surrounded by 60 hectares of vines, and features verdant gardens planted with thousand-year-old olive trees and stately Lebanese Cedar. Just a few steps from the *Gustave Eiffel* glasshouse, *Château Pape Clément* reveals its period charm.

Inside, the reception rooms radiate elegance with superb wood panelling, antique furniture, and a private art and music collection, which includes a harp and harpsichord. The 5 richly decorated bedrooms, with herringbone parquet floors and handmade fabrics, take the names of Bernard Magrez's cuvées: *Le Clos des Songes*, *Mon seul Rêve*, *La Tempérance*, *La Sérénité*, and *L'Égrégoire*.

Waited on by your dedicated chef and butler, you can savour private fine dining in the elegant dining room, under chandeliers, which diffuse light on the sparkling Hermès silverware and Baccarat glassware. Vinously, you can choose between the flight of three Bernard Magrez wines, or a recommended bottle 'à la carte'.



Château Fombrauge - Grand Cru Classé of Saint-Emilion

45 minutes from Bordeaux



Château Fombrauge name derives from “Fons Brogiera”, meaning, “source surrounded by heather and bushes”. Vineyards have been planted in the valuable soils of this former Carthusian monastery - Saint-Émilion’s largest Grand Cru Classé - since 1466. In 1867, the estate’s voluptuous wine was awarded gold at the World Fair in Paris.

When acquired by Bernard Magrez in 1999, a complete restoration was undertaken to preserve its period style. The generous single floor mansion slumbers down a deep gravel drive, flanked by stately topiary gardens. A long terrace overlooks 300 year-old tulip trees and a seemingly infinite expanse of vines, which stretch out over 58 hectares.

One of the five cellars, brimming with 900 barrels of resting wine, features bottles from 1871, while another is presided over by a large antique clock. Bernard Magrez’s passion for collecting antique timepieces is revealed in cabinets of silver timepieces in the tasting salon and in the grounds, in the veins of a sundial dating to 1679, ordered by the previous owner of the estate, Jacques de Canolle.



The prestigious suites, *Cadran* and *Promesse* are both authentic and timeless, allowing you the luxury of spending your days in the billiards room, or on the raised stone terrace, after visiting the picturesque town of Saint-Émilion. Or to fine dine in the vast dining room where you and your guests can enjoy the unique view of the vineyards, whilst being served lunch or dinner by your dedicated chef and butler.

Château La Tour Carnet - Grand Cru Classé in Haut-Médoc

45 minutes from Bordeaux



Named after the medieval squire, Jean Carnet, who helped his Lord to resist the French monarchy at the end of the Hundred Years War, *Château La Tour Carnet* played a major role in the revolution of the Médoc vineyard. The quality of its wine is rewarded by the entry in the classification of 1855 Grands Crus Classés.

Château La Tour Carnet is one of the oldest Bordeaux wine producers in the Médoc. In fact, some parts of the building, including the round tower, date back to the 11th century. *Château La Tour Carnet* is one of the few Bordeaux estates to have a moat and drawbridge.

Since purchasing the estate in 2000, Bernard Magrez has returned the estate's Château, cellars and 235 hectares to their glory days, marrying cutting-edge technology with traditional *savoir-faire*. In the words of the previous caretaker of this national monument, Marie-Claire Pèlerin, it is Bernard Magrez's mission here to "cut the diamond."



A stay at La Tour Carnet in one of the two stately period suites, *Michel de Montaigne* and *La Boetie*, will take you on a journey through time. As will the royal breakfast, dinner and tasting of exceptional vintage, creatively mastered by a dedicated chef, and served by your butler in the majestic dining room.

The Art of Sharing

Whether you choose to travel with family or friends, a host of sensations and discoveries await you at the three Châteaux devoted to this unique concept. You can arrive at each of our Grands Crus Classés vineyards in a chauffeur-driven Rolls-Royce, on a Harley Davidson motorbike, or, in a more tranquil vein, an eco-friendly bicycle. Alternatively, you



can enjoy a bicycle tour with an oenologist, to discover the 13th century vineyards of *Château Pape Clément*, followed by a picnic in the Château's gardens.

We are also delighted to arrange banquets by harp in candlelight, and caviar pairings featuring Bernard Magrez's wines from Bordeaux. Bernard Magrez Luxury Wine Experience will envelop you in the upper echelons of opulence – the *Stradivari* of their ilk.

Connoisseur's Tour of Château Pape Clément

The tour begins in the gardens, where you will hear about the illustrious history of Château Pape Clément. You will then visit the vineyard and discover the impressive wooden vat room and wine storehouse, before moving on to the cellar, which conceals a chapel, the recumbent effigy of Pope Clement V and very old vintages of our Grand Cru Classé. Afterwards, you will have a chance to taste our red Château Pape Clément, as well as two other fine wines by Bernard Magrez.



Wine Taster's Tour of Château Pape Clément

After a walk through the historic vineyards, wine store house and vat room, and across the Château's gardens comprising the thousand-year old olive trees, you will hear the fascinating story of the estate. You will then visit the cellar, where you will feel the cool atmosphere, which maintains and intensifies the fruity flavours of the old vintages. The sommelier will be glad to explain the art of wine tasting, and talk about the vineyards with their varied terroirs, grape varieties and appellations, illustrated by five wines.

Collector's Tour of Château Pape Clément

This unique and prestigious tour is dedicated to collectors who are constantly in search of extraordinary new sensations. The Cellar master will accompany you on a private tour of *Château Pape Clément*, where you will learn the story of the estate, its traditions and art of winemaking. A tutored tasting of the four Bernard Magrez's Grand Crus Classés: *Château Pape Clément*, *Château Fombrauge*, *Château La Tour Carnet* and *Clos Haut-Peyraguey* will take place in the lounges.



Gold and Black Harvest Tour



At the end of a guided tour, you will be invited to savour the pairing of Bernard Magrez's Grands Crus Classés with a trio of caviars from local, innovative producer *Sturia* - the brand favoured by Bernard Magrez. We hope you will discover the perhaps surprisingly complimentary tastes and textures between patiently rested wines and caviars.

Red and White Tour

At the end of a guided tour, you will have the privilege to participate in a vertical tasting of four vintages of *Château Pape Clément red*, and a *Château Pape Clément white* vintage, our most treasured gem. Each wine is explained according to the characteristics that make each single Grand Vin.



The Art of Winemaking

Château Fombrauge



As you walk through the elegant French-style gardens, you are soon captivated by the history of *Château Fombrauge*. As you explore the museum, which houses remnants of the Iron Age found during archaeological excavations, the 17th century chartreuse, the *Château* and impressive cellars, you understand how the red wines, *Château Fombrauge*, *Dial Fombrauge* and *Magrez Fombrauge*, and the white wine of the *Château*, are integrated to the history of the *Château* and to Bordeaux heritage. Each tour ends with a tasting of one or both red and white vintages of *Château Fombrauge*.

Château La Tour Carnet

The *Château*, built in the 12th century, is an architectural marvel, characterised by its history and its wines. The *Château* is full of character, which has proudly admired its reflection in the shimmering moat for 900 years and which can only be reached by an elegant drawbridge. The *Château* also retains its mediaval suits of armour. During this tour, the wine takes a historical dimension as special attention is paid to the vine cultivation of Cabernet Sauvignon, Merlot and Semillon that make up *Château La Tour Carnet red*, *The Moat La Tour Carnet red* and *Château La Tour Carnet white*. During a tour at *Château La Tour Carnet* you will enjoy walking on the steps of Montaigne and La Boétie, while Bernard Magrez's wonderful collection of vintage cars will complete your visit. Each tour ends with a tasting of one or both red and white vintages of *Château La Tour Carnet*.



The B-Winemaker workshop

Learn the story behind the bottle. During the workshop - held at the boutique in Pessac, walls of which are lined with antique apothecary shelves - you may craft your own wine, appreciating the art of tasting and blending essential to fine Bordeaux.

Equipped with test tube and cylinder, you will undertake fascinating experiments, resulting in a customised bottle of wine, which you will cork, capsulate and then adorn with your personalised label.

The Arts

Bernard Magrez has continued to open the doors of his Châteaux so that guests can fully appreciate the joys of their adventure. With the opening of the five-star *La Grande Maison de Bernard Magrez Hotel*, Bernard Magrez offers an exclusive and thrilling experience.



With tall, fragrant flowers, glowing Baccarat chandeliers and large canvases, the five-star *La Grande Maison de Bernard Magrez Hotel* is set inside a beautiful eighteenth-century mansion with a reworked Napoléon III style, adhering to what interior decorator Frédérique Fournier describes as a palate which is “bold for Bordeaux”, where “the clear presence of luxury is offset by charm and elegance.”

Decorated in rose, malachite, mauve and raspberry hues, the six suites named after values espoused by the Magrez family: *Sagesse, Passion d'une Vie, Harmonie, Contemplation, Lumière* and *Espérance* are sumptuous, with embroidered Braquenié silk from Pierre Frey, Houles lace and Moissonnier furniture.



The artistry continues into the gastronomic restaurant at *La Grande Maison de Bernard Magrez*, where guests can indulge in traditional French cuisine while enjoying a fine dining experience created by the Chef Pierre Gagnaire. He took the reins of the restaurant on the 24th of June 2016 to write a new story, a sunny prelude for the beautiful summer season.

Pierre Gagnaire has plans to settle into Bordeaux's landscape and, true to his nature, produce simple dishes composed of local, seasonal and quality produce.

The defiantly modern art spanning the triptych of salons, including the library of flamboyant former owner Léon Duguit, is a continuation of the *Institut Culturel Bernard Magrez* across the quiet avenue - which features a stunning cross-section of Bernard Magrez's favourite artists.

The Cultural Institute is an Arts Centre which hosts two major exhibitions a year as well as Conferences, in particular “Les Nuits du Savoir”, with a highly eclectic program led by researchers, intellectuals and lecturers, and with the aim of encouraging interaction between artists and the general public. The Institute also houses an artists’ residence and studios for young artists to support creativity.

A patron of the arts but an art lover first and foremost, Bernard Magrez exhibits several works from his own private collection.



Your Stay

Guests who have chosen to discover the qualities of Bordeaux through the Bernard Magrez Luxury Wine Experience will look far beyond the label of a bottle, to the heart of the greatest wines in the world.

Oenology Getaway

From €1800 for 2

- Rolls-Royce transfer to *Château Pape Clément*
- Collector’s private tour and tasting of Bernard Magrez’s four Grands Crus Classés
- Private dinner at *Château Pape Clément*
- Overnight stay and breakfast at *Château Pape Clément*
- B-Winemaker workshop
- Transfer to *La Grande Maison de Bernard Magrez* 5 star Hotel
- Lunch at the gastronomic restaurant at *La Grande Maison de Bernard Magrez* 5 star Hotel
- Rolls-Royce transfer to airport

Gastronomy Getaway

From €2,200 for 2

- Rolls-Royce transfer to *La Grande Maison de Bernard Magrez 5 star Hotel*
- Visit to the *Institut Culturel Bernard Magrez*
- Dinner at the gastronomic restaurant at *La Grande Maison de Bernard Magrez 5 star Hotel*
- Overnight stay and breakfast at *La Grande Maison de Bernard Magrez Hotel*
- Rolls-Royce transfer to *Château Pape Clément*
- Gold and Black Harvest Tour, including private guided tour of *Château Pape Clément* and tasting of three Bernard Magrez wines with three caviars
- Private lunch at *Château Pape Clément*
- Rolls-Royce transfer to airport

The Heart of the riches of Bordeaux

From €3,400 for 2

- Rolls-Royce transfer to *Château Fombrauge**
- Picnic, followed by private tour and tasting
- Rolls-Royce transfer to the heart of the city of Bordeaux
- Private guided tour of the historical centre
- Rolls-Royce transfer to *Château Pape Clément*
- Private dinner at *Château Pape Clément*
- Overnight stay and breakfast at *Château Pape Clément*
- Collector's private tour and tasting of Bernard Magrez's four Grands Crus Classés, or B-Winemaker workshop, *Château Pape Clément*
- Rolls-Royce transfer to *La Grande Maison de Bernard Magrez 5 star Hotel*
- Lunch at the gastronomic restaurant at *La Grande Maison de Bernard Magrez 5 star Hotel*
- Rolls-Royce transfer to airport

* Alternatively, you can visit *Château La Tour Carnet* instead of *Château Fombrauge*.

Weddings at *Château Pape Clément* and *Château Fombrauge*

- Bernard Magrez Luxury Wine Experience's *Château Fombrauge* and *Château Pape Clément* make idyllic locations to mark a couple's most memorable day.
- From €3,000 – More information on the different offers on Bernard Magrez Luxury Wine Experience's website.

Event spaces

- The Bernard Magrez Chateaux provide a refined atmosphere to hold all your events, whether they are formal, festive or private. Cocktail receptions, meals, meetings or product launches can also be held there, in the unique atmosphere of carefully tended residences and venues nestled within gardens and vineyards. Welcome your guests into absolute refinement.

- From €1,390 – More information on the different offers on Bernard Magrez Luxury Wine Experience's website.

Bernard Magrez Luxury Wine Experience

www.luxurywineexperience.com

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