

CHÂTEAU CHEVAL BLANC

PREMIER GRAND CRU CLASSÉ «A»

BACKGROUND

Once upon a time, Cheval Blanc was a modest tenant farm (that nevertheless had a long winegrowing history) called Le Barrail des Cailloux. However, starting in the 19th century, the estate took on an aura of romanticism and greatness. From the time the château was created in 1834 until its present-day boundaries were fixed in 1871, Cheval Blanc became a legend.

Since it takes two parents to have children, it can be said that Cheval Blanc was born of the marriage between Merlot, the traditional grape variety in Saint-Émilion and Pomerol, and Cabernet Franc.

Helped by the fact that phylloxera spared the estate in the late 19th century, the château's reputation grew and grew. In fact, the wine was in strong demand in port cities and trading posts around the world... London, Paris, Antwerp, etc. The 20th century brought truly international recognition.

In 1954, Cheval Blanc was classified a Premier Grand Cru Classé A, and this supreme distinction has been confirmed in every subsequent classification.

A SPECIAL SPIRIT

Since 1998, Bernard Arnault and Baron Frère have perpetuated Cheval Blanc's tradition of excellence, while introducing elegant modern influences. Baron Frère is a member of the board of directors of some of the most powerful financial and industrial groups in Europe. A true connoisseur, he is passionate, respectful and curious about fine wine.

As for Bernard Arnault, his name is forever linked with that of LVMH, the world's leading luxury goods group, with such fabulous brands as Dior, Krug, Moët-Hennessy, Louis Vuitton, and Château d'Yquem. By serving Cheval Blanc to his guests and making sure that it graces fine tables around the world, he added even more lustre to the wine.