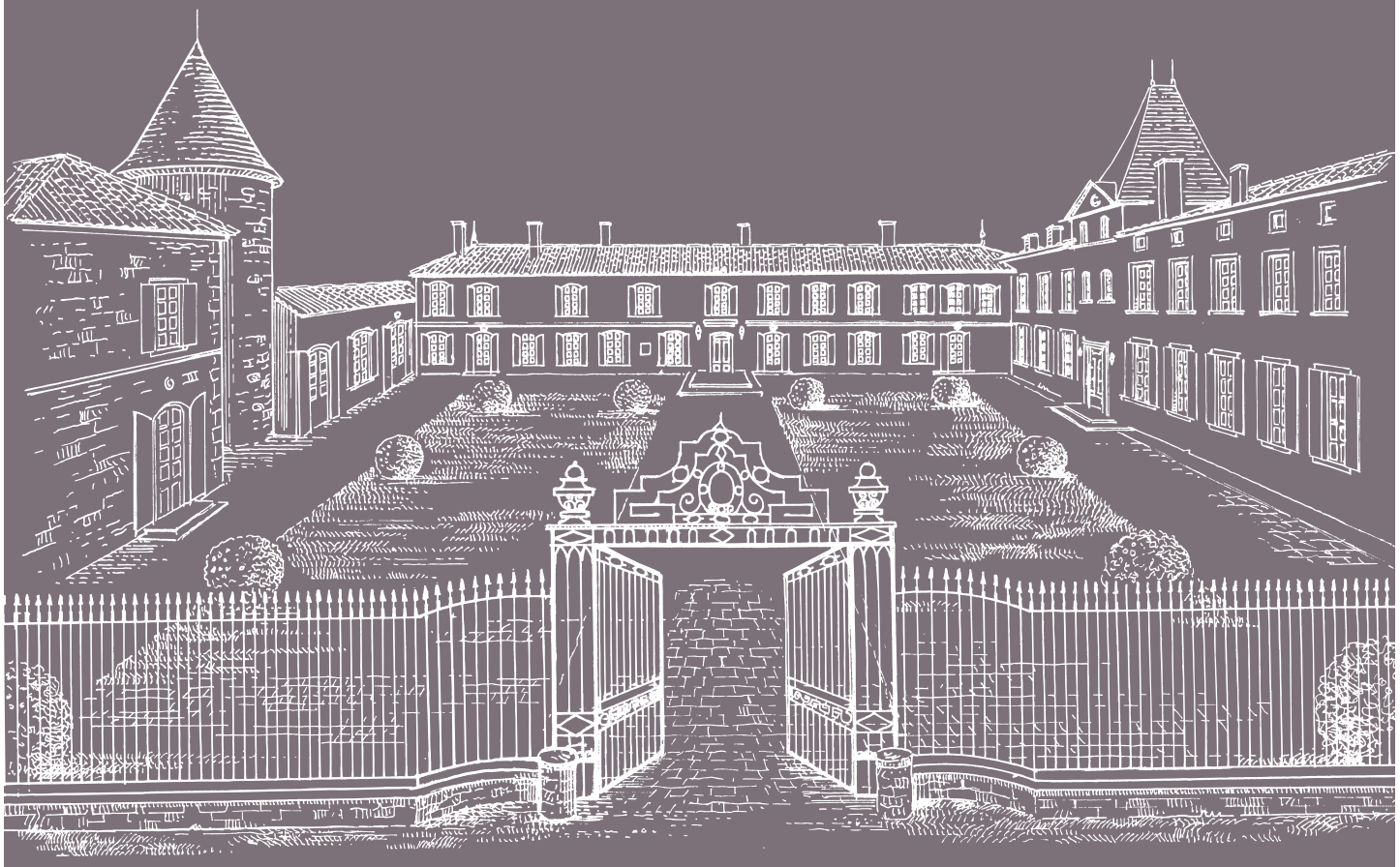
CHÂTEAU DE PORTETS

T



BETWEEN HISTORY & EMOTIONS

T

PRESS PACK 2021

PRESS PACK 2021

TABLE OF CONTENTS

A site brimming with History and emotions *4*

The unique site of Portets *7*

Marie-Hélène Yung-Théron, passionate wine-grower *10*

A commitment to wine tourism *12*

A SITE BRIMMING WITH HISTORY...

The Château de Portets is a unique site with a history that is intertwined to its township and its port. Napoléon's visit in 1808 instilled an everlasting historical significance.

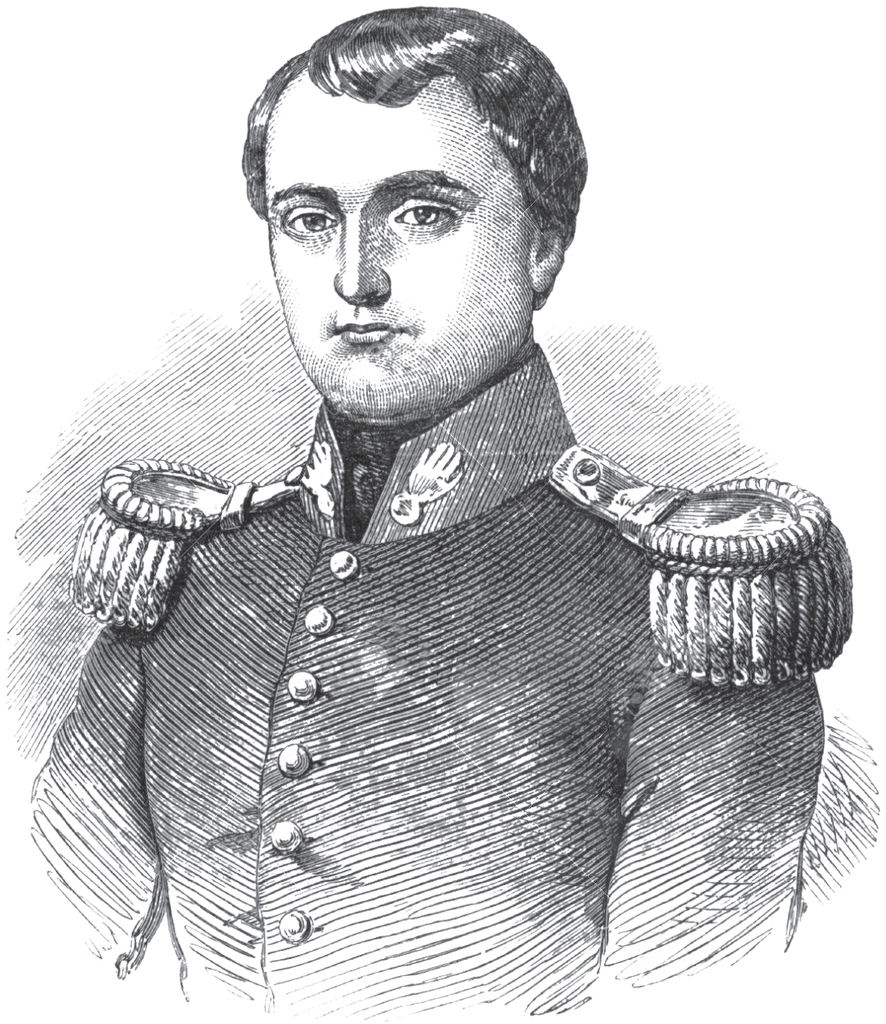
A RICH HISTORY...

The port of Portets bears witness to the shared history of the Graves vineyard.
The Château de Portets bears the name of its township whose ancient origins trace back to 1000 years B.C.. The Ligures and Iberians sought refuge on the banks of a river which would in time be known as the Garonne.
After which the Romans constructed the port. After having developed river commerce, the Romans planted the first vineyard that marked the beginning of the notoriety of Portets.

Perhaps starting with the Port, that bears the name of the township, that the cultural heritage of Portets is most majestically revealed.
The first architectural feature that we notice, rising from among the vines, is theelegant Gascq Tower which played an important role controlling the traffic of the gabarres or wooden barges along the Garonne River.

The Château de Portets presides majestically over the Garonne.
The view is magnifient. Today, the river has lost its commercial activity but until the 18th century the activity was bustling.
Three ports coexisted: an old port called Port Madame in honor of Antoine de Gascq's wife, the sovereign of the chateau; the second port called Roy's Port, in memory of a visit from Henri IV; the third port followed along the supporting wall of the terrace of the chateau.

The Château de Portets with its stately façade, Renaissance architecture, and its majestic terrace of stones engraved by Napoléon in 1808.
To the left, in the vicinity of the port, a beautiful house that served as an inn during the 17th century. It is charming without being ostentatious, all elegance and traditional character.



THE UNIQUE SITE OF PORTETS

On the 31st of July 1808, Château de Portets was honored to receive Napoléon 1er, on his return voyage from Spain before arriving in Bordeaux.
A bronze plaque commemorates his visit to Portets.

A SITE WITH PROFOUND EMOTION...

From the 12th century up until the 16th century the baroness of Portets
exercised its sovereign rights over its lands, a true stronghold of a castle.

The Château de Portets would then become the residence of the Baron of Montferand.

In 1587, the Château de Portets belonged to Guillaume de Gascq, Baron of Portets.
His family would rule for the followed two centuries. The last representative
of the illustrious family relinquished his family heritage in 1781 to Valdec de Lessart
who would sell four years later the château to the Séguineau de Lognac family;
they would remain owners until the until the end of the 19th century.

The story between the Château de Portets and the Théron family began in 1956
when Jules Théron, agricultural engineer and Président of the General Council of Oran (Algeria)
purchased the estate. The buildings were in a dire state of disrepair, left abandoned
after having been occupied by the Germans during World War II.
Assisted by his son Jean-Pierre, an agricultural engineer and enologist,
he would devote all his efforts to restore the prior splendor to this sleeping estate.

**"TODAY, THE CHÂTEAU HAS FOUND ITS FORMOR SPLENDOR.
IT IS THE MOST SPECTACULAR STRUCTURE OF PORTETS
WITH ITS WROUGHT IRON GATES, GRAND STAIRCASE, TOWER,
COURTYARD AND PARK."**

Today, the grand-daughter, Marie-Hélène Yung-Théron seeks to promote
and continue to better the reputation of the splendid estate.

MARIE-HÉLÈNE YUNG-THÉRON, PASSIONATE WINE-GROWER

Marie-Hélène Yung-Théron, passionate viticulturist strives to bring the Château de Portets to the highest level of its appellation.

A FAMILY AFFAIR

Marie-Hélène Yung-Théron is the 3rd generation of viticulturists. Her grandfather, Jules Théron after leaving Algeria where he was a viticulteur in Oran bought the château in 1956.
The château had been left in ruins. Jules Théron with the help of his son, Jean-Pierre would invest a considerable amount of time and energy to renovate the derelict Château.
The Théron family brought back to life the "sleeping beauty", the Château de Portets.

WITH SPIRIT AND AUDACITY

The youngest child of the Théron family, Marie-Hélène is the first woman to produce wine at the château. After the sale of Château Lafon in Listrac, the second family property in 2011, she concentrated her efforts on reviving the Château de Portets. She worked and learned the trade at Château Lafon: Marie-Hélène says "my passion for wine came from Lafon but my heart is in Portets¨. Portets is now her priority; she takes great care to never overlook the smallest details when it comes to the production of an excellent wine. Marie-Hélène intends to elevate Château de Portets in order to rise to the highest level of the Graves appellation.

"I WAS BORN IN THIS HOUSE, WITH MEMORIES OF MY GRANDFATHER ENTERING THE COURTYARD, TELLING ME STORIES OF THE VINES AND THE WINES. HE INSTILLED IN ME HIS PASSION AND HIS SENTIMENTS... WE TOLD ONE ANOTHER THAT IT IS THE "BEST TRADE IN THE WORLD" WITHOUT A DOUBT... EVERY YEAR ON THE PATH OF THE FOUR SEASONS, LULLED BY THE SWELL OF THE CLIMATE, THE TRUTH OF OUR SENSES AND TASTES. IT IS THE MARK OF A FAMILY, A WINE, A HISTORY... OURS"

A COMMITMENT TO WINE TOURISM

One Wine, One site, One encounter...

MONUMENT HISTORIQUE

LISTED ON THE INVENTORY OF HISTORICAL MONUMENTS, “VIGNOBLES ET CHAI EN BORDELAISE” (VINEYARDS AND CELLARS OF BORDEAUX LABEL), “VIGNOBLES & DÉCOUVERTE” AS WELL AS AWARDED “BEST OF WINE TOURISM 2017”.

A PERFECT INITIATION OF SENSORY DISCOVERY IN THE HEART OF THE GRAVES REGION

Various themed visits and tastings are possible year-round. A tourism facility able to welcome a wide range of visitors, individuals, groups and school trips.
The Orangerie of the Château (200 m^2 or 2,150 square feet) can welcome seminars, conferences and various other professional receptions.

“WINE TOURISM VISITS THAT ARE A MIX OF VINEYARD, WINE, HISTORY, CULTURAL HERITAGE, THE RIVER AND THE ENVIRONMENT”

Visits at the Château de Portets are a genuine initial discovery of the Graves region.
With adapted tourism facilities, the visitor will view a film revealing the fascinating history of the Château de Portets.
With the help of an interactive tactile table, the visitor has a wide breadth of information at their fingertips concerning the Graves vineyard, the history of the Château, as well as technical information about winemaking, the know-how of the Château’s winemaking team, and various additional information about the domaine.
Four display cases explain the vegetative cycle of the vine with representations of the four seasons. Tasting of three wines each visitor leaves with an engraved glass compliments of the Château. Photobooth in the boutique for your souvenirs!

TOURISM WELCOME BUILDINGS

• The "Jules Théron" hall encompasses:
- 1 scenography room
1 seminar hall (70 m² or 750 square feet)
1 catering kitchen
1 boutique and wine tasting area

The projection of an ultra-panoramic film in 16/3 (2 languages).
Directed by Eric Le Collen, scenography director; a film that sparks the interest of the audience by discovering the château's dynamic heritage, history as well as its proximity to the Garonne River.

In the scenography room, a second space with a touch-screen table and 4 showcases, allows the visitor to discover and learn about the château's unique history and charm in addition to the four display cases dedicated to each of the 4 seasons in the vineyards.

• The Orangerie of the Château, with it's 200 m², is available to accommodate larger events.
• The boutique has a selection of the estate's wines as well as a select gourmet food variety to pair with your wine purchases.

THE "JULES THÉRON" HALL

THE ORANGERIE

VISITS OFFERED AT THE CHÂTEAU DE PORTETS

Different themed visits are possible for individuals as well as Tourist offices and Tourist Agencies. Special request tours for tourist agents are possible. Visits and tastings for individuals, school trips and children. The site is entirely handicap accessible.

From April to October:
open Monday to Saturday, 10 am to 6 pm.
From November to March:
open Monday to Friday, 9 am to 5 pm.
Languages spoken: English and French.

• "PETITE GRAVES" TASTING AND TOUR

In the tourist reception areas, the screening of a film reveals the history of the Château de Portets. Using the touch-screen table, a breadth of information is at your fingertips regarding the vineyards, the history of the Château, the philosophy of the owner and technical information about wine making and the know-how of the team. Four display cases depict the 4 seasons or the four vegetative stages of the vines in the vineyards. Tasting of 3 estate wines. Each visitor leaves with their tasting glass. Photobooth for your souvenirs!

Price: 12 € per person
Visit duration: 1 hr to 1 hr 30. By reservation only.

• "BACK FROM MARKET" VISIT FORMULA 1

Embark on a discovery of taste to compliment your initial discovery of the visit "La Petite Graves": your wine tasting of our three estate wines will be accompanied by local savoury dishes.

Price: 35 € per person
Visit duration: 1 hr 30 to 2 hr. By reservation only.
For groups of 6 or more.

• "BACK FROM THE MARKET" VISIT FORMULA 2

The "Petite Graves" visit accompanied by a plate of aged cheeses and charcuterie with your tasting. Tasting of 3 estate wines.

Price: 20 € per person
Visit duration: 1 hr 30. Reservation 48 hr in advance.

• INVESTIGATION IN THE 15 BARONS FOOTSTEPS...

The Château's Graves pebbles have disappeared and you need to find them as soon as possible to save the future harvest.
With friends, colleagues or family, share a convivial moment in the heart of the vineyard. With the help of a roadbook and an investigator's kit (clues and tools), discover the history of the chateau as told by the testimonies of the people who lived there. Form your teams, answer questions and decipher QR codes and riddles to progress along the route. Collaboration, reflection and concentration will be precious allies in your quest. Finish with a tasting of the estate's wines (fruit juice for the children).

Prices: 15€ per adult / 12 € per child (from 6 years old)
Duration: 1 hr 30 to 2 hr
Subject to favourable weather conditions.

• CHILDRENS SCAVENGER HUNT

Using a map, children over the age of 6 years old discover the history of the château and wine making technics. Independent circuit through the courtyard of the Château.

Price: 2 € per child
Visit duration: approximately 30 minutes.

• SEMINARS AND PROFESSIONAL RECEPTIONS

The facilities are available for your event needs with different formulas:
- The Orangerie hall: 200 m²
- "Jules Théron" Hall: 70 m²

Reservations: www.chateaudeportets.com
Telephone: +33 (0)5 56 67 12 30
E-mail: oenotourisme@chateaudeportets.fr

CHÂTEAU DE PORTETS

CONTACT CHÂTEAU

Marie-Hélène Yung-Théron
contact@chateaudeportets.fr
Château de Portets - 33640 Portets
Tél.: +33 (0)5 56 67 12 30
www.chateaudeportets.com

WINE TOURISM CONTACT

Marine Barreau
oenotourisme@chateaudeportets.fr
Tél.: +33(0)5 56 67 12 30
www.chateaudeportets.com

PRESS CONTACT

Emmanuelle de Boüard
e.debouard@bee-bordeaux.com

Géraldine Bertrand
g.bertrand@bee-bordeaux.com

CHÂTEAU DE PORTETS