



Château Grand Renom releases two new limited edition screen-printed cuvées to celebrate its environmental commitment.



The Bordeaux new wave

Château Grand Renom is a 38 hectare vineyard located in the Gironde commune of Eynesse, France. Since the arrival of new management in 2019 and under the leadership of Robin Jeudy, its young technical manager, the Château has in fact embarked on a radical agro-environmental transformation. Above and beyond a simple conviction, sustainable development has become this property's main focal point, and it now aspires to become a lynchpin in the preservation of biodiversity.

This is evidenced by the switch to HVE and Vegan certification, as well as the vineyard's acquisition of a "Bee Friendly" label for the 2020 vintage. This is a label awarded to wines and other products abiding by strict agricultural practices to respect, promote and integrate pollinators (especially bees) into the heart of their processes. While 89% of French households care about protecting bees (*Val'hor and France Agrimer study, March 2019*), Robin Jeudy, his teams and all the vineyard's employees are personally committed, and observe all 27 criteria of the Bee Friendly label's specifications on a daily basis.

Following on from this, the property began to convert fully to organic farming in 2021, with the 2024 vintage in mind. The vineyard has implemented new modern, sustainable and meaningful practices meaning that the Château Grand Renom is at the forefront of the Bordeaux new wave; a move towards more agroecology, originality and, above all, increased consumer enjoyment.

2 limited edition cuvées to celebrate the "Bee Friendly" label

To celebrate obtaining the "Bee Friendly" label, Château Grand Renom has created two limited-series cuvées for its 2020 vintage. The two wines are elegant and distinctly modern with a certain artistic bias, available in white and rosé.

The shape of the bottles departs from the traditional Bordeaux design and feature colourful screen prints. These prints are directly inspired by the petals and leaves of the honey plants that have been planted in the fallow land adjacent to the Château Grand Renom vines. Planting out fallow land with honey plants is in fact one of the 27 criteria that need to be fulfilled in order to obtain the label. These honey varieties promote biodiversity and help bees with pollination.

The two cuvées are both interpretations of iconic Bordeaux grape varieties. One is a pale-coloured 100% Merlot Rosé characterised by freshness and a gourmand note; and the other is a 100% Sauvignon Blanc full of liveliness and aromatic intensity.



Château Grand Renom Bordeaux Rosé 2020

This 100% Merlot is a pale rosé and representative of the Château's typical local clay-limestone soil. Robin Jeudy has also sought to express the varietal side of Merlot in a lively, tense wine with wonderful acidity that also has stunning aromas of sweet red berries!

€6.50
Mass retail: Casino & Spar



Château Grand Renom Bordeaux Blanc 2020

This wine has a fantastically rich colour, being clear with emerald reflections. It is intensely fruity with citrus notes (grapefruit, lemon) and blackcurrant buds, and achieves a fine balance between volume, fat and acidity, characterised by the typical liveliness of a Sauvignon Blanc.

€6.50
Mass retail: Casino & Spar

Samples, technical specs and packshots on request.

About Château Grand Renom

Château Grand Renom is located in the easternmost wine-growing region of the Gironde department of France. Its 38ha vineyard is perched at an altitude of 80m above sea level overlooking the Dordogne valley. Reds and rosés include Merlot and Cabernet Franc and whites include Sauvignon Blanc and Muscadelle, with vines planted across the property's three distinct soils (clay-limestone, silt-clay-sand and clay). The wines produced are certified as AOP Bordeaux Supérieur and AOP Bordeaux. A true haven of biodiversity, the Château has begun a radical agro-environmental transformation under the leadership of Robin Jeudy, its technical director. After switching to HVE and Vegan certification in 2019, and "Bee Friendly" certification in 2020, the property is entering its first year of conversion to organic farming in 2021. On the strength of these commitments, Château Grand Renom embodies the renovation of a wine region in full transformation.

About Bee Friendly

The Bee Friendly Label resulted from an initiative by European beekeepers who saw that agricultural practices had to change to prevent bees disappearing. It is managed, monitored and awarded by beekeepers, biodiversity experts and pollinators. To find out more about the Bee Friendly label, visit: www.certifiedbeefriendly.org

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