



## CHÂTEAU GRUAUD LAROSE

300 years ago, one of the first vineyards of Saint-Julien was established under the guidance of Joseph-Stanislas Gruaud, then of his young cousin the Chevalier de Larose. Over time and through successive generations, several families have contributed to the renown of our Grand Cru.

The Faure-Bethmann family envisioned for posterity new cellars, which still stand today.

Baron Sarget bequeathed as his legacy the famous motto "Le Vin des Rois, Le Roi des Vins" ("The Wine of Kings, The King of Wines"). He would later lend his name to the Château's second wine.

The Cordier family, for their part, would bring Gruaud Larose across the Atlantic, to the great delight of Americans and Canadians.

In 1997, after a brief period under the stewardship of investors, the estate once again became a family affair. Jacques Merlaut and his son Jean acquired the Château with a straightforward objective: to restore its noble standing.

His experience with wine and his measured temperament gave Jean the keys to its renaissance: action, but above all, patience. The vine is a child of the earth that takes its time. And so he observes, studies, readjusts, and surrounds himself with the right people.

In tribute to the estate's first builders, Jean Merlaut constructed a new tower to make Gruaud Larose more accessible to the public, allowing wine enthusiasts from across the world to discover, from above, the village of Saint-Julien, the forests of the Médoc, the estuary, the marshlands, and above all, its 82-hectare vineyard in a single block, unchanged since the 1855 classification.

Little by little, Gruaud Larose reinvents itself, here its label, there its wax seal finish, and sets a new course: that of agroecology, in the purest respect for the land and all living things. The vine rewards us handsomely, producing exceptional grapes whose very essence can be savoured on every occasion.

Gruaud Larose is gradually reclaiming its rightful place.



And so, Gruaud Larose remains ever present on our tables, harmonious and majestic, weathering crises, wars and golden ages alike, draped in its understated elegance and quiet power, for our pleasure and that of our guests.

Brought to market over these past three centuries through the Place de Bordeaux, to which we wish to pay tribute, Gruaud Larose rekindles the finest of moments. It enchants us, this powerful Cabernet Sauvignon born for the unique terroir of Médoc gravels. It elevates itself, this Merlot with its notes of ripe fruit. As for the Cabernet Franc, it crowns the blend with a touch of finesse.

In 1725, the year of the marriage of Louis XV, the greatest figures of the age discovered upon their royal tables a nectar so fine that it would later be consecrated as a Second Growth. They still echo in our memories, in every corner of the world, those bursts of laughter and lively conversation from the early eighteenth century, when business was conducted with the first brokers and merchants, English and Irish but also Dutch and German.

Though different, even more international, perhaps younger, more feminine, certainly more relaxed, these animated and joyful exchanges will continue for as long as there are men and women who cultivate the art of living, the art of conviviality, of sharing, and of cherished moments. They will move us still, for as long as we know how to preserve our terroirs, our flora and fauna, and the true meaning of life.

This 300th vintage is a jewel; it is at once the 300th and the first. We hope that each and every one of us will know how to cherish it.

Since 1725, and to so much pleasure yet to come,  
Château Gruaud Larose



CHÂTEAU  
GRUAUD LAROSE  
Second Grand Cru Classé en 1855



300 YEARS AT THE HEART OF THE WINE OF KINGS

1725



1740



**The Gruaud  
Larose family**  
The Founders

Joseph-Stanislas Gruaud founded the Château after inheriting 50 hectares of land from his mother. He enjoys looking out over his vineyard from his tower, where he raises a flag to reveal the character of each new vintage.

1812

Second  
Growth  
1855



1879



**The Sarget and  
Bethmann families**  
The Builders

*The Wine of Kings, the King of Wines*

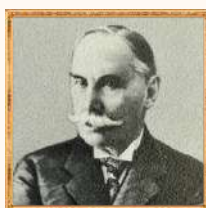
The Baron de Sarget's status enabled Gruaud Larose wine to find its way onto the most aristocratic tables across the continent, thereby cementing its reputation. He had his coat of arms permanently featured on our labels and would later lend his name to Sarget de Gruaud Larose, our second wine.

1917



1960

SARGET  
DE  
GRUAUD LAROSE  
1979



**The Cordier  
family**  
The Explorers

Over the generations, the Cordier family has rebuilt the estate and helped it achieve international renown. In 1960, in tribute to his grandfather, Jean Cordier created the famous "Désiré Cordier" bottle.

1983



1993

**Suez then Alcatel**  
The Moderns

The two successive owners were behind the programme to modernise the technical buildings, in particular the barrel cellar, which has since been moved underground.

1997

2015



2018



**The Merlaut  
family**  
The Visionaries

For nearly 30 years, Jean Merlaut has been restructuring the vineyard by focusing on Cabernet Sauvignon, with the aim of showcasing the exceptional terroir of Gruaud Larose. Grounded yet ever-evolving, he makes it a point of honour to place living organisms at the heart of agroecological practices that respect the biodiversity surrounding the estate. Since 2018, Jean Merlaut has been reconnecting with history by once again applying wax to the Château's bottles.

2025



CHÂTEAU  
**GRUAUD LAROSE**  
Second Grand Cru Classé en 1855



*Since 1725  
300th vintage*