



LA CÔTE  
LASCOMBES

MARGAUX





Reflecting the geological genius  
of a highly atypical plot in Margaux that  
enhances the characteristics of Merlot,  
“La Côte” breaks with tradition to offer  
a new perspective within the history of Lascombes.  
A rare gem, for true wine enthusiasts.  
2022 is the first vintage.

# Brand platform

## Positioning

La Côte Lascombes is a remarkable expression of Merlot in Bordeaux, the only one from a rare blue-clay over limestone terroir on the Left Bank.

## Purpose

To elevate the Lascombes wines to the level allowed by its terroir: that of one of Bordeaux's greatest wines.

## Proofs

Antonio Galloni - VINOUS on La Côte Lascombes 2024: *"It possesses striking textural resonance and fabulous balance [...] as this sumptuous Merlot shows off its arresting personality. Axel Heinz's intent is clear, make the Petrus of the Left Bank. He may very well succeed."* 94-96

## Target heart

High-end collectors  
BtoC oriented clients with high-end BtoB clients  
(Michelin starred restaurants, fine and rare wine merchant)

## Models/ Competitors

Right Bank Merlot stars  
World Merlot stars

## Check list

Left Bank Merlot  
• Blue-clay over limestone terroir  
• Disruptive • Axel Heinz  
Rare

## Clients benefits

By purchasing La Côte Lascombes, and introducing people to this prestigious and rare gem, I am a true insider and an avant-gardist connoisseur.

By believing in this wine and project, I am supporting the creation of a great wine story and value creation.

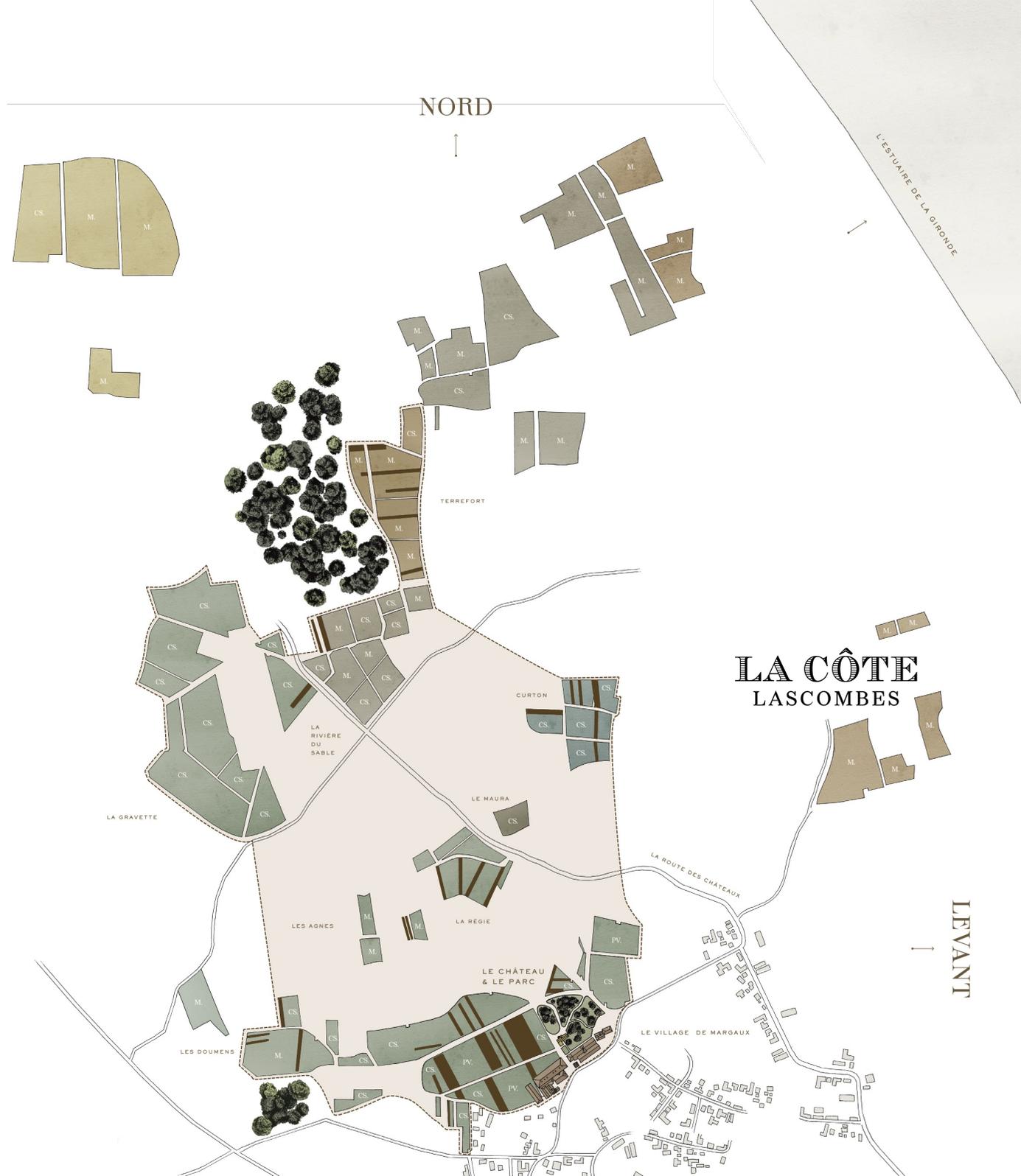
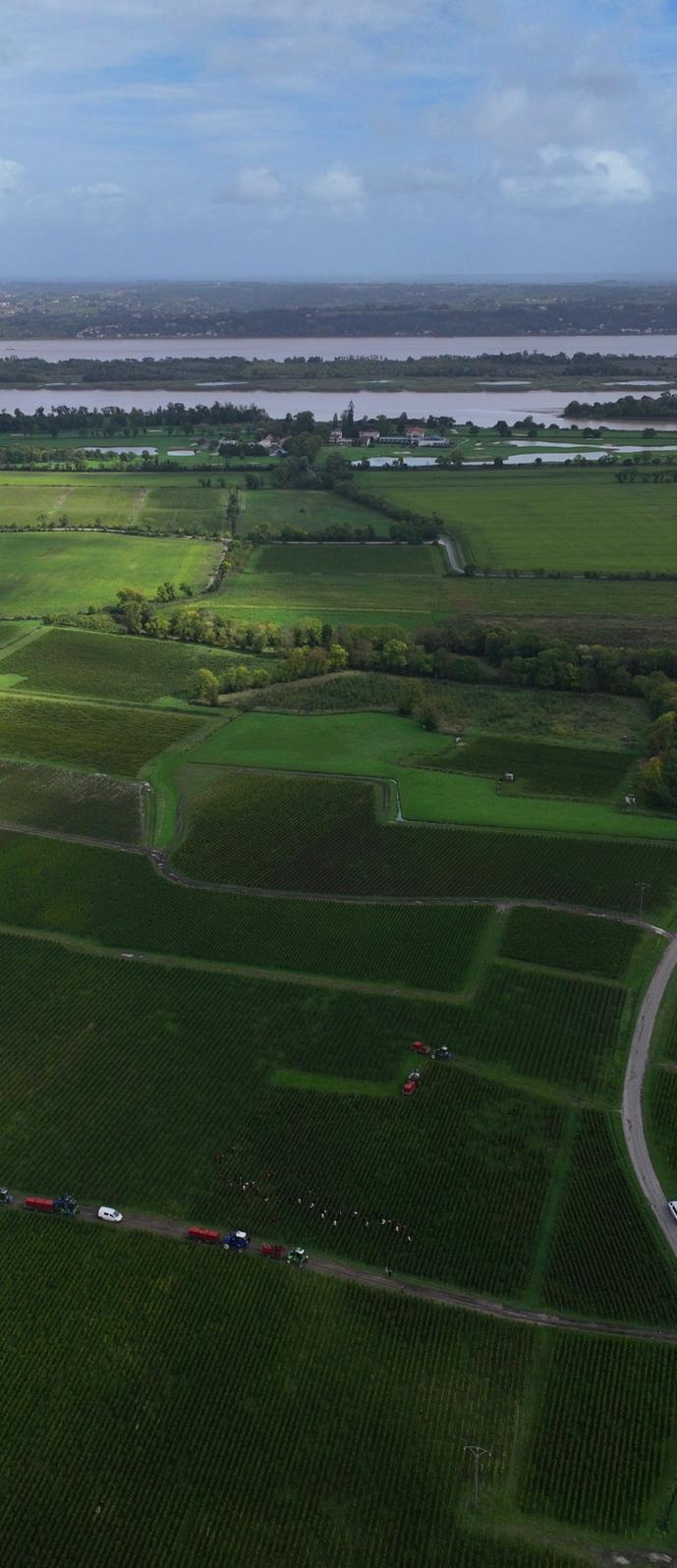
## Personality

Inspiring  
High standards  
Committed  
Disruptive  
Embodied

## Assets

Axel Heinz know-how  
Blue-clay over limestone terroir  
Iconic Château Lascombes  
Second Grand Cru Classé 1855  
Margaux  
New vat room  
New owners

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LASCOMBES



# LA CÔTE

## LASCOMBES

Blue clay sample



Situated between the maritime influence of the ocean and the Gironde and the pine forests, the Médoc vineyards stretch along the estuary, where their legendary gravelly hilltops evolved. At their heart lies Margaux. And Lascombes.

Another distinctive feature of Margaux is the complexity and diversity of its terroirs. When we were first trying to understand the subtleties of the vineyard, **one plot caught our eyes**. Because it was so different from what you would expect in the Médoc.

The terroir of this plot, which slopes gently towards the river in a delightful area known as “La Côte” - even the name doesn’t sound very local - consists with **some veins of blue clay, on a limestone outcrop**.

Our vinification trials revealed it to be a **superb Merlot terroir**.

*“It brings a new perspective, which we wanted to express in all its generosity to wine enthusiasts with a new wine, necessarily produced in small quantities, bearing the name of this plot.”*



# LA CÔTE LASCOMBES

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2022

The year 2022 follows the recent trend of vintages full of surprises. The vintage began with a relatively dry winter, which did not fully replenish water reserves. On April 4<sup>th</sup>, a spring frost once again affected the early vegetation. Fortunately, nature was kind and spared our vines. Flowering took place under favorable weather conditions, followed by slow veraison due to drought. However, this was offset by a rapid ripening of the berries, which became highly concentrated and rich, leading us to harvest the Merlots from La Côte in just two days during the first half of September.

**This inaugural edition of La Côte Lascombes captures both the character of an exceptional vintage and the distinctive expression of this unexpected clay-limestone terroir in the Médoc.**

It presents itself with a youthful and intense color, hinting at great richness. The nose reveals vibrant, ripe fruit complemented by subtle notes of sweet spices. On the palate, the sumptuous balance of the vintage is evident, with a dense texture and velvety power, supported by juicy, saline acidity—the hallmark of great limestone terroirs.



- BLEND** Merlot.  
From clay over limestone terroirs of the Château.
- VINIFICATION** Gentle vinification by infusion.  
Maceration time determined by daily tasting.
- AGEING** 18 to 20 months in oak barrels (60-70% new), tuns and amphorae.

## Top Press launch events



**PARIS**

September, 12<sup>th</sup>



**LONDON**

September, 16<sup>th</sup>



**HAMBURG**

September, 18<sup>th</sup>

*“A historic terroir, guided by vision, revealed in a new wine”*

**+50 top wine journalists  
in a week**

# Comercial release plan

➤ **Phase 1: July to September 15**

- Pre-allocation strict period to secure volumes
- Very limited big formats available during this pre-allocation period

➤ **Phase 2: September 21**

- Official release of limited volume at different conditions

➤ **Phase 3: 2 months from end of September**

- On-market events in 10 different countries/cities:
  - **UE** : France, UK, Germany, Switzerland, Austria, Italy
  - **ASIA** : Hong-Kong, Shangai, Singapour, Bangkok, Tokyo

# — Packaging details



CB1 or CB3 only



Brochure and Axel Heinz's souvenir



black wax



tissue paper wrapped bottles

## Marketing tools & supports

- Press release
- Updated Château Lascombes website
- La Côte presentation PPT
- Kit marketing (digital & print):
  - A5 Presentation La Côte
  - A5 Technical sheet
  - A3 Poster
- Photos and videos contents

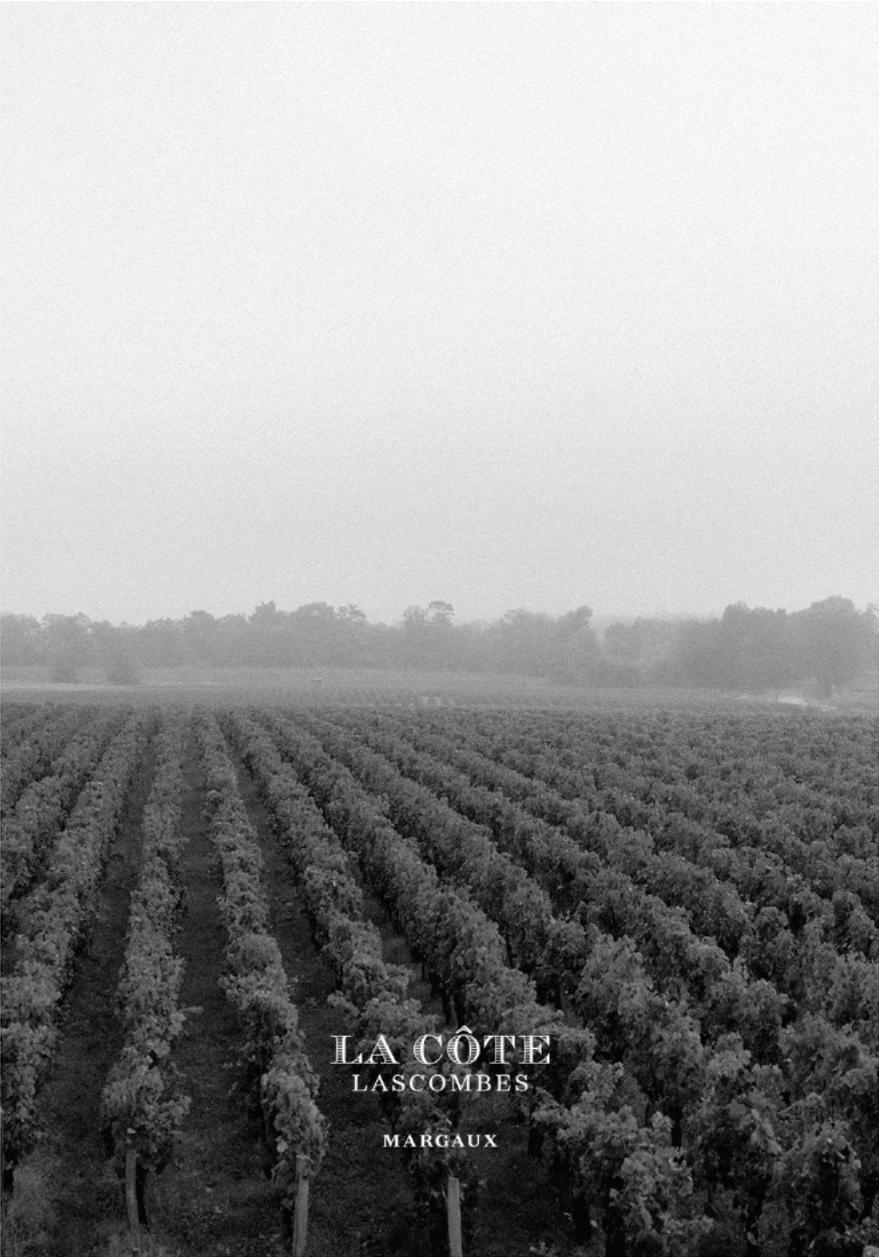


\* Nous sommes fiers de remettre  
ce premier millésime de  
La Côte Lascombes entre vos mains.  
Merci de nous accompagner  
pour ce nouveau chapitre.

A handwritten signature in black ink, appearing to read 'Axel Heinz', with a large, sweeping flourish at the bottom.

AXEL HEINZ

*\*We are proud to place this first vintage of La Côte Lascombes in your hands.  
Thank you for joining us in this new chapter.*



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