



Brand new labels for Château Guiraud

Yesterday evening, Château Guiraud presented the new label of the 2011 vintage of the 1st Grand Cru Classé in 1855, made available after two years of ageing.

This **first “organic” vintage** celebrates the result of thirty years of technical and ecological experiments with a label achieving an extensive reflection on the brand and on the wines under way since 2006.

A Black and Gold journey

From its inception, Château Guiraud challenges the codes through a very modern and original label. The “avant-garde” calligraphic writing asserts its **FREE SPIRIT**.

The GOLD, contrasting with the BLACK, is the mark of its identity.

In 1800, while the Châteaux of the period paid tribute to Royalty with their labels, Château Guiraud gave priority to the tradition and chose a black and gold label... in memory of Napoleon 1st and as a tribute to the Revolution’s values!

Following the acquisition in 2006, Château Guiraud – faithful to its identity codes – enters a period of transition by privileging the essential. The label is simplified through the strengthening of the black and the gold.

In 2014, Château Guiraud completes this evolution with a new label for the 2011 vintage: 1^{er} Grand Cru Classé in 1855 certified in Organic Farming.

The 2011 vintage: back to basics

Remaining the recognisable trademark of Château Guiraud, the new label returns to its original line, with its color codes, real luxury symbols.

A **DEEP AND POWERFUL BLACK** which expresses the force of Château Guiraud: its rigor, its righteousness, its fidelity and its convictions.

The **BRILLANT GOLD**, in response to the work of the goldsmith Pierre Guiraud, contrasts with the blacks. This gold obviously echoes the color of our great wine.

Le Château Guiraud is the 1st Château of the Bordeaux history that used the Helvetica typography, appeared under Directory.

This typography, which was readable by all the people, is deeply intertwined with Château Guiraud.

A white label for the dry white wine of Château Guiraud

In line with the 1st Cru, the **Château Guiraud's Bordeaux dry white wine covers itself in its most beautiful adornments.**

« Le G de Château Guiraud » is simplified by « G Château Guiraud ».

The off-white background of the label makes way for a **bright white**, which corresponds fully to the freshness and the lightness of this Bordeaux dry wine. The letters are now deeply black, like an echo to 1st cru's label.

The culmination of the range

This both new labels echo that of Petit Guiraud – launched in 2011 – and mark the **culmination of a global reflection on the Brand and on the wine.**

As siblings, the three wines have a shared DNA. They convey emotion and imagination with a singularity proper to them.

Château Guiraud, the purity and the righteousness of a 1st Grand Cru classé in 1855

Petit Guiraud, a little affordable luxury

G Château Guiraud, the casual version of Château Guiraud's experience



For more information, we are pleased to provide you:

- The Brand Book
- The technical data sheets of:
 - ✓ Château Guiraud 2011
 - ✓ G Château Guiraud 2013
 - ✓ Petit Guiraud 2011
- The tasting notes of Château Guiraud 2011
- The Press Release about “Le Mystère Guiraud”

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