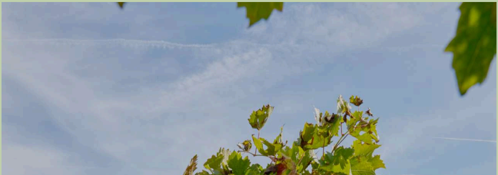
CHATEAU PALMER

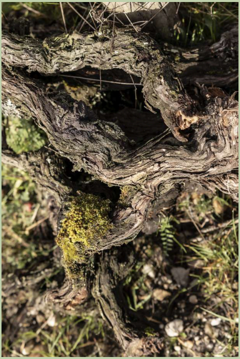
2024,
THE PRIMARY ELEMENT

By Thomas Duroux, Director of Château Palmer

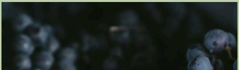
THE SKY DOES NOT ALWAYS TELL US WHAT MUST BE DONE. The most important law governing the winegrowing profession is not resisting Nature but instead following its example; not forcing matter but working with it. In this way, the winegrower presents a united front in facing this challenge. On the subject of challenges, 2024 provided little respite. The teams had to react to the weather conditions in real time, constantly adapting, keeping pace with the staccato tempo set by the vines, without faltering, and ending in a harvest carried out with a sword of Damocles hanging over their heads. Yet in the end, quite removed from our apocalyptic predictions, the harvest has honoured our efforts.

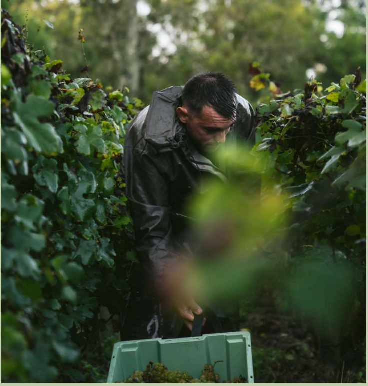


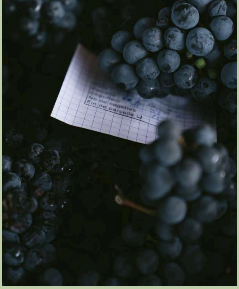
AS WE HAVE GROWN ACCUSTOMED TO DIFFICULT SPRINGS, WE HAVE ALL DEVELOPED A CERTAIN NUMBER OF INSTINCTS



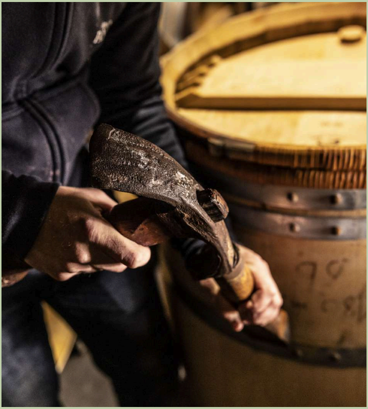
THE WEATHER CONDITIONS made the actual growing of the vintage particularly difficult. It rained almost twice as much as the ten-year average! The first signs of mildew appeared as early as 22 April, which is unprecedented. This pressure required constant attention from our teams, who were more devoted to the vineyard than ever. One of the only things that helped us was our experience of previous vintages.

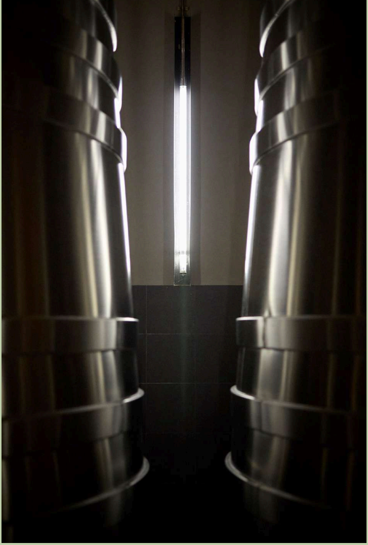




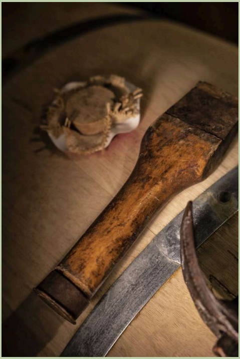


THROUGHOUT THE YEAR, we spent a lot of time discussing things, shifting endlessly between feelings of doubt and hope. Right at the end of the flowering period, we knew that our most sensitive plots – our oldest Merlots – would be unable to avoid coulure. The summer offered some reassurance in the form of two dry months, which were a welcome break before the return of heavy rains in September, which brought the harvest forward.

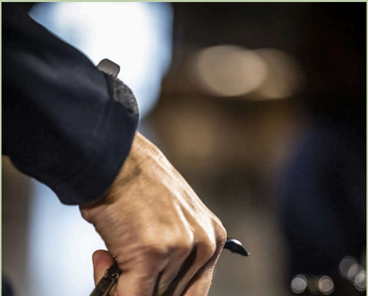




WE BECAME SOMEWHAT MORE OPTIMISTIC during the vatting as we tasted the first juices. The tannins were bursting with potential, and the different winemaking choices quickly showed excellent results. We began to feel a spark of optimism, and the magic of the assemblage proved to be even more decisive than ever. We built our endeavour piece by piece, remaining extremely meticulous, until the moment that a sense of harmony formed, spontaneously, much like a blurry image that suddenly comes into perfect focus.



THIS CLARITY THROUGH THE ASSEMBLAGE was something we experienced both for Château Palmer and Alter Ego. Each of these two wines has a strong identity, driven by bold origins and a deep attachment to their terroir. Alter Ego is extraordinarily delicate with a solid tannic structure and a delightful aromatic palate. Despite its great aging potential, it is also a charming vintage to be enjoyed in its younger years. Meanwhile, Château Palmer reveals an ample, velvety texture that envelopes the palate, comfortably offering a sense of balance – its own form of harmony.



I REMEMBER THE FINAL DAY of the harvest when the vineyard manager presented the cellarmaster with a bouquet of flowers. We were simultaneously relieved that this vintage, with its relentless rain and aggressive mildew, was behind us, proud of our collective effort, and hopeful about the wines whose balance and potential were already apparent. In such a turbulent climate, we had proved that we were capable of producing wines worthy of their names.

THE METICULOUS ASSEMBLAGE PROCESS AND OUR WINEMAKING EXPERIENCE HAVE ELEVATED THIS VINTAGE TO ITS QUINTESSENCE

CHÂTEAU PALMER
Merlot 41%
Cabernet Sauvignon 59%

ALTER EGO
Merlot 34%
Cabernet Sauvignon 60%
Petit Verdot 6%

HARVEST DATES
From 25th September to 10th October 2024

YIELD
22 hl/ha

CHÂTEAU PALMER
MARGAUX
MÉDOC
MIS EN BOUTEILLE AU CHÂTEAU
ALTER EGO
MARGAUX
MÉDOC
MIS EN BOUTEILLE AU CHÂTEAU

ALTER EGO 2024

Born from the fine, gravelly soil so typical of its appellation, Château Palmer's "other self" continues to develop the delicacy and sophisticated texture of great Margaux wines. True to itself and to its terroir, this 2024 vintage of Alter Ego is extraordinarily delicate with a solid tannic structure and a delightful aromatic palate. Despite its great aging potential, it is also a charming vintage to be enjoyed in its younger years.

CHÂTEAU PALMER 2024

Château Palmer has always transcended fashion and trends, paying heed to but one voice, that of its terroir. The meticulous assemblage process and our winemaking experience have elevated this vintage, shaped by dual forces of courage and doubt, to its quintessence. A wine of beautiful depth, Château Palmer 2024 reveals an ample, velvety texture that envelopes the palate, comfortably offering a sense of balance – its own form of harmony.

MARGAUX CHATEAU PALMER MEDOC