

CHÂTEAU  
PALMER



20 YEARS ON

*24th September 2020*



*“I never drink Grands Crus Classés, which make up the majority of my cellar, until they are ten years old. It’s a principle.”*

# PALMER, 10 YEARS ON

These are the words of Professor Émile Peynaud, founder of modern oenology, upon being asked about the best time to open a Bordeaux Grand Cru. For lovers of Château Palmer, this concept is nothing new: the years spent in the cellar most certainly magnify a wine acquired en primeur. But times are changing, and we wanted to offer them an alternative by putting our ten year old wines back on the market, having reached their first peak in the tranquility and privacy of the château.

On Thursday 24th September 2020, it will therefore be time to present Château Palmer 2010 a second and final time to our merchants. And to engrave with it a new rendez-vous for all lovers of great wines, every last Thursday in September.

– Thomas Duroux, director of Château Palmer



*“A great wine is an evolving work of art, never definitively fixed, a bit like Calder’s mobiles. It feigns immobility and is able to brave the years.”*

Émile Peynaud



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## EN PRIMEUR, OR 10 YEARS LATER

Since 2010, Château Palmer has carefully kept part of its production in the property’s historic cellar. While the Primeurs Week, which traditionally takes place in Bordeaux every year in April, remains the opportunity to present wines in their prime and ready for ageing, 10 Years On **highlights a new entry** in the calendar: the relaunching of a vintage ready to be revealed.

*“It slowly becomes a fragile collector’s item. Its ultimate purpose is to be drunk and to disappear with the pleasure it provides. Whoever drinks it, selfishly, sacrifices it at the same time.”*

Émile Peynaud



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## TO DRINK OR TO KEEP IN THE CELLAR

For Château Palmer, whose unique style resonates over time, ten years marks an age of reason, the arrival at a first level of maturity. In the shadows of the cellar, from the bottom of these bottles **which have never left the château**, the wine reveals its identity, its character, the spectrum of its aromatic nuances. After ten years of evolution inside the bottle, now in light of its tasting, it can finally reveal itself. Or wait patiently for another peak.



*“It suffices to have enough bottles in the cellar for one’s old age, from where it will acquire the timelessness of sculpture and painting or the repetitive availability of music and poetry.”*

Émile Peynaud



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## IT’S NOW OR MAYBE NEVER

The new release of the Grand Vin de Château Palmer will take place every last Thursday of September and will be entrusted to a selection of negociants from the Place de Bordeaux. This will be the final release of the property’s N-10 vintage. On **Thursday 24th September 2020**, it is therefore with an already legendary wine, part of a great vintage for Bordeaux, that this rendez-vous will be inaugurated: *Château Palmer 2010*.





*“When we presented Château Palmer 2010 en primeur, we knew that this wine would be a milestone in the history of the property. Its intensity, depth and complexity were the proof. Few vintages offer such a feeling of opulence.”*



2010 is a heavenly vintage. In terms of quality, it benefited from exceptionally favourable weather. After a late start to the growing season that protected the vines from spring frosts, bud break took place evenly in April. By the end of May, the quantitative potential proved excellent as well.





*“Our wines prove themselves over time. Over ten years, it is in its tactile perception that the evolution of Château Palmer 2010 has been most notable. The tannins have happily refined themselves and gently brought us to a first zenith.”*



Fertilization was greatly upset by a cold, wet period in June that caused flowering to be very spread out and led to a significant amount of coulure, reducing hopes for a large crop. July was particularly warm, eliminating any heterogeneity in the vines after flowering, and véraison occurred quickly. This beautiful weather lasted without interruption until the end of the harvest. Thanks to that, we were able to take our time in order to pick each plot at peak ripeness.





*“The apogee of a great Château Palmer wine can never be reduced to a single peak. It would be better to speak of successive platters which, each in their own way, tell the story of this terroir and this vintage.”*



Although the alcoholic degree is very high, like in 2009, the acidity synonymous with freshness - and tannic concentration are greater, making for wines with an extremely solid foundation. Their power, combined with a high level of acidity, gives them the potential for becoming benchmarks, and for this to be a legendary vintage. They are like a finely cut diamond that, over time, will fully express all the delicacy of Château Palmer's terroir.





## SAVE THE DATE: 24<sup>TH</sup> SEPTEMBER 2020

*“Today, Château Palmer 2010 fully justifies the hopes placed in it: black fruits, aromatic herbs and precious spices; imposing tannins, in an incredibly well structured construction; perfect balance and harmony. A crucial first step on the long road to its full disclosure...”*

– Thomas Duroux, director of Château Palmer

CHÂTEAU PALMER,  
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**Blend:** Merlot 54% / Cabernet Sauvignon 40% / Petit Verdot 6%

**Harvest:** from 22/09/2010 to 20/10/2010

**Yield:** 31.3 hl / ha

**Ageing:** 21 months in barrels

**Bottling:** from 13/08/2012 to 17/08/2012

**Ageing potential:** to be drunk now or to be cellared until 2045-2050



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