

Bacchus-Vinothek

En Primeur 2024

Dear Friends,

I hope you had a nice weekend.

Following the UGC tastings last week, and ahead of the official *En Primeur* week starting next Monday, I wanted to share with you a few key insights and an overview of what to expect from the 2024 vintage in Bordeaux and the campaign.

In terms of weather conditions: it was clearly a challenging year for winegrowers. Autumn 2023 was exceptionally rainy, followed by a mild but moderately wet winter. Bud break came early (mid-March), raising fears of late frost, which we were fortunately spared. Flowering was also early (as early as the 3rd week of May) and variable across terroirs, with some rainfall returning in June in some areas.

A dry July brought welcome water stress, while August was wetter despite occasional heat spikes, and rainfall returned in September just as harvest began. Cooler temperatures helped contain the development of botrytis and limited sugar accumulation, but many producers were forced to speed up harvesting.

In short, this was a particularly wet and demanding year, requiring a lot of attention in the vineyard – especially in combatting mildew – as well as great care during harvest, sorting, and vinification.

From a tasting point of view: this is a winemaker's vintage: very heterogeneous. It's not easy to compare it to another vintage, but it fits into a particular Bordeaux tradition: reds with moderate alcohol, nice fruit, but in some cases a lack of depth. Many will be very enjoyable to drink young, which matches current market trends. That said, while some are very successful, others are less than ideal – hence the importance of tasting!

Generally, we found that Cabernet-based wines, especially from the Left Bank, seem to have performed better than those based on Merlot – although we enjoyed most of the Pomerols very well.

As is often the case, a challenging year for reds has turned out to be a very good one for dry whites, which are generally bright, expressive, and well-balanced.

To be honest: this is not a “grand” vintage, nor a “delicate” one. It's somewhere in between, with highs and lows depending on terroir and chateau. However, thanks to modern winemaking tools (more precise sorting, plot-by-plot vinification, etc.), Bordeaux terroir and winemakers experience, the overall quality remains high.



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In terms of pricing: of course, a decisive factor this year.

As you all know, the wine market has been particularly turbulent for over a year now – and the new taxes announced by Trump are not going to improve market confidence (nor wine exports to the US). There are many factors to consider, which make us fear that the EP campaign will not be easy. Given the complex economic context and the style of the vintage, all châteaux are aware they will need to release at attractive price levels. But this will be a delicate balance, and prices must not be completely unrelated to previous vintages, otherwise they risk impacting sales of existing stocks.

Here are few points that I hope will help you navigate your campaign. As always, we are here to help if you need further information.

I look forward to meeting many of you next week during the tastings, and I remain at disposal to assist with anything!

Warm regards,

Arthur BLANCHARD
(Manager Europe, Veyret-Latour)

