



UNION GRANDS CRUS  
BORDEAUX



# PRESS RELEASE

En Primeur Week Report – Vintage 2024



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May 2025

## Promising start for the 2024 En Primeur Week

In a global context still marked by ongoing geopolitical and trade tensions, the 2024 En Primeur Week offered both reassurance and renewed momentum. Held from April 14 to 17, it brought together more than **4500 wine professionals from nearly 70 countries**, reaffirming its role as a key industry event that continues to unite and foster the wine sector.

Despite a slight 10% drop in attendance compared to the 2024 edition, the results were considered highly satisfactory in light of earlier concerns. The strong interest shown in the 2024 vintage brings a welcome breath of optimism for both producers and distributors, as the industry prepares for a much-anticipated commercial campaign.

## The "Grande Dégustation" welcomed by industry professionals

The highlight of En Primeur Week, the tasting event at Hangar 14, brought together over **1000 professionals - half of them from abroad** - along with more than 50 accredited journalists. This participation rate, comparable to that of the previous year, underscores the enduring importance of this moment for international key opinion leaders and major market players.



Initial feedback points to a well-crafted vintage with a more modern expression where fruit takes precedence over sheer concentration.

François-Xavier Maroteaux, President of the UGCB, describes it as ***"a vintage of immediate pleasure,"*** whose style aligns perfectly with current consumer expectations. Axel Marchal, professor of oenology at the Institute of Vine and Wine Sciences, notes ***"a contemporary vintage offering fresh, approachable wines."***



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## Essential encounters in the heart of the vineyards

From Tuesday, April 15 to Thursday, April 17, tastings continued at six host Châteaux representing Bordeaux's major appellations : **Château Gazin, Château Balestard La Tonnelle, Château Kirwan, Château La Louvière, Château Talbot, and Château Grand-Puy Ducasse**. Highly valued for their warm hospitality and the quality of intimate exchanges, these gatherings are instrumental each year in nurturing the vital connection between estates and key opinion leaders.

## From commercial launch to the Asian tour

The first feedback gathered throughout the week points to a promising outlook for the upcoming commercial campaign. With lower yields, the 2024 vintage is already winning favor for its quality. Buyers appear ready to seize the strong opportunities that may arise.

Staying true to its international promotional mission, the UGCB is now preparing for its **upcoming Asian tour, scheduled from May 27 to 30, 2025**. Several stops are planned across key growth markets, where the 2022 vintage will be presented to trade professionals.

- **Vinexpo Singapour**, May 27, 2025
- **Vietnam, Saïgon**, May 29, 2025
- **Thailand, Bangkok**, May 30, 2025

## See you in 2026 !

The Union des Grands Crus de Bordeaux already invites wine professionals to save the date for the next En Primeur Week, which will take place **from April 20 to 23, 2026**, and will spotlight the 2025 vintage.



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