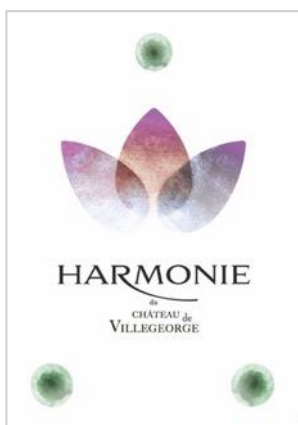




Château de Villegeorge unveils its cuvée *Harmonie*

To celebrate 50 years of harmony between Château de Villegeorge and the generations of the Lurton family, Marie-Laure Lurton and her son Gabriel Roux-Lurton are launching *Harmonie*, a unique limited-edition cuvée created from the union of three vintages, reflecting the company's values: tradition and innovation, family and heritage, environment and sustainability.



Tradition and innovation

Marie-Laure Lurton has always been fascinated by the art of blending: “This notion of harmony is reflected at many levels, especially in our teams, where the strength of all is greater than the addition of the qualities of each member”. The cuvée *Harmonie* is a perfect expression of the style of Château de Villegeorge, a 12.32-hectare estate in the Haut-Médoc AOC. Together, the three vintages work in symbiosis, revealing themselves in a new light while maintaining the identity of Villegeorge, mainly composed of Cabernet Sauvignon with a third of Merlot and a hint of Petit Verdot. The silky and elegant tannins of the *Harmonie* wine perfectly illustrate the unique character of Château de Villegeorge arising from its extraordinary terroir.

Family and heritage

Harmonie also reflects the harmony of the consistent, collaborative work of **three generations of the Lurton family** at Villegeorge. In this sense, this wine is a tribute to **Lucien Lurton**, a great discoverer and protector of terroir. He saw the potential of the deep gravelly soil behind the unique style that has shaped the wines of Château de Villegeorge, a former Cru Bourgeois Exceptionnel. As **Gabriel Roux-Lurton** explains, “this bottle harks back 50 years of history. My grandfather Lucien bought the estate in 1973 and passed it on to my mother in 1992. A new handover is taking place since I joined her a few years ago.”

Environment and sustainability

This wine also echoes the **relationship with nature** and the harmony between man and the environment, a value deeply rooted in the estate's DNA and further enhanced by the **Terra Vitis** certification obtained every year for the past 20 years. **Gabriel Roux-Lurton** explains: “Our commitment to preserving biodiversity, the high standards we set for our teams and partners, and the fact that our yields may vary from year to year are all part of our philosophy.”

Mother and son extend their commitment even further by choosing to bottle this cuvée in **so-called “colour transition bottles”**, which are also lighter than traditional bottles, and by **breaking with the usual codes** by opting not to use metal capsules. All these decisions are part of a green approach designed to limit the impact of their activity on the environment.



Photo credit: Studio Gabin.
Marie-Laure Lurton



Harmonie wine is available for tasting and sale



Produced in a limited edition of 9,000 bottles, this wine is already available to private customers by WIT (Wine In Tube) and by glass at after-work events held at Château de Villegeorge. In this way, curious onlookers can discover the harmonious balance of this cuvée and place orders at a preferential rate for early releases, while avoiding any form of wastage. As part of the same spirit of recycling, empty tubes can be given a second life.



* Bottles which, because of a colour defect, are generally destined to be shredded and recycled, thus generating a significant carbon impact.

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