



Saint-Pierre is an exquisite 17-hectare fragment of an ancient estate, its story a tale of division and reunification. Since 1982 Saint-Pierre is whole again; a trinity of vineyard, winery and chateau, forever united by the Triaud family.



Today, the estate is the smallest and most secret of Saint-Julien's 1855 Classified Growths – a precious paradise known to insiders and loved by all. **Its increasingly pure and intense expression of terroir, coupled with a mysterious, prestigious past,** has the potential to excite a new generation of wine lovers.



Château Saint-Pierre

GRAND CRU CLASSÉ EN 1855

Saint Julien

An Ascension Story



Chapter 1

_ Fragments of well-draining gravel soil near the Gironde Estuary are planted to vine by the early 1500s, within a patchwork of agricultural land.

_ Until 1767, the estate is known as Serançon. It belongs to the noble Foix de Candale family – which included the Archbishop of Bordeaux – then the De Cheverry family from the Basque Country.

_ In the 1760s, Baron Jean-Baptiste de Saint-Pierre returns to France from the colonies of San-Domingue (present-day Haïti). He acquires and renames the estate Château Saint-Pierre.

_ The Baron pours his fortune into viticultural and winemaking improvements. His heirs continue to re-invest and withstand the pressures of the French Revolution in 1789. By the 1820s, the wines are reported to be ‘vying with the best in the département’. By 1824, annual production reaches 70 ‘tonneaux’ (approximately 7000 cases).

_ Château Saint-Pierre becomes a fourth classified growth in 1855, at the top of its category. The wines are highly sought-after and command prices above that of their class.

_A gold medal is obtained at the 1889 Exposition Universelle de Paris, and in 1892 courtiers rate the wines at the same quality as the second growths.


_Several opposite events: distribution of estates, Phylloxera then the Great War, forcing division. Only in 1923 are the majority of vineyards and the two brands Château Saint-Pierre Bontemps-Dubarry and Château Saint-Pierre Sevaistre reunited under the ownership of Belgian negociants Charles and Pierre Van den Bussche.

_The brothers export almost all their small production to connoisseurs and collectors in Belgium and England, limiting brand exposure in all other markets. Saint-Pierre becomes the least-known classified estate in Saint-Julien.

_Henri Martin, son of a barrel-maker in the heart of Saint-Julien, dreams of one day owning a classified estate. The extraordinary success of his entrepreneurial creation, Château Gloria, enables him to realise his lifelong dream when he finally purchases and reunites vineyard, chateau Saint-Pierre and winery in 1982.

_Passed down to his daughter, the estate is today led by his children and grandchildren, the Triaud family. With an exceptional average vine age of 60 years, the 2024 vintage will be the first in the estate's distinguished history to receive full organic certification.





Black fruit ~ Concentrated ~ Dense
Earthy ~ Grippy ~ Intense ~ Mysterious
Nuanced ~ Opulent ~ Profound ~ Pure
Sculpted ~ Sophisticated ~ Vibrant

A Treasured Fragment



— Cabernet-dominant parcels of illustrious Gunzian gravel over clay and sand encircle the chateau and its park, which lie at the heart of the historic village of Saint-Julien-Beychevelle.

— With an exceptional average vine age of 60 years, Château Saint-Pierre produces wines of deep intensity with exquisitely pure Cabernet. They are vibrant and grippy, yet gracefully sculpted, unlocking a profound expression of dark fruit and vibrant earth.

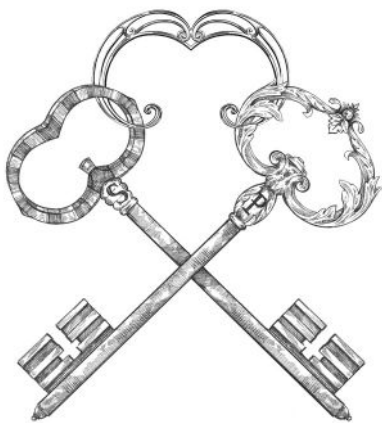
— At 17 hectares, this is the smallest classified growth of Saint-Julien production quantities almost remained virtually unchanged since 1855. Intra-parcellaire selection is crucial to the intense yet discreet personality adored by critics and consumers alike.



Paradise, Unlocked



Chapter *III*



In mythical reference, the keys of Saint-Pierre famously open and close the gates of paradise. They control day and night, and hence the changing of the seasons.

_The visual identity of Saint-Pierre embodies mystery, elegance, and timelessness. It draws on a subtle balance between classic and modern codes, playing with the duality of warmth and coolness, shadow and light, night and morning.

_The symbols unite three once-fragmented worlds: the vineyard, the winery, and the château.

_This trinity is explored in all conceptual, narrative, and visual aspects of the identity: the vine and vegetation, the château's iron gate, and the barrel cellar.



In the photo gallery, we wanted to highlight the daytime and night-time aspects, like a sunrise.



Our brand logo is represented by its keys: «a trinity between the vineyard, the winery and the château».

_The label pays tribute to the 1917 version, the oldest label in the family's possession. This time was also a period of prosperity for Saint-Pierre, when its prices were aligned with certain second classified growths.

_The 2024 vintage is the first to be certified organic. To honor this ecological commitment, print and packaging materials should limit finishes and effects that are not environmentally friendly.



Château Saint-Pierre reveals itself in a new packaging.
A brand new signature that we are proud to share.

Family Triaud







Château Saint-Pierre

GRAND CRU CLASSE EN 1855

Saint-Julien