

**TECHNICAL SPECIFICATIONS FOR THE
REGISTRATION OF THE GEOGRAPHICAL INDICATION**

NAME OF THE GEOGRAPHICAL INDICATION

Margaux

PRODUCT CATEGORY

Wine

COUNTRY OF ORIGIN

France

APPLICANT

Syndicat viticole de Margaux
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France

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PROTECTION IN THE COUNTRY OF ORIGIN

Date of Protection in the European Union: 18.9.1973

Date of Protection in the Member State: Decree of 10 August 1954 (published in the Official Gazette on August 15, 1954)

PRODUCT DESCRIPTION

- **Raw Material**

Cabernet-Sauvignon N / Merlot N / Cabernet franc N / Petit-Verdot N / Cot (Malbec) N / Carmenère N.

- **Alcohol content :**

Mín. 11% vol

- **Physical Appearance**

Red wine

DESCRIPTION OF THE GEOGRAPHICAL AREA

The geographical area is located in the administrative department of Gironde about 30 km. north of Bordeaux. The AOC Margaux , more of the 6 municipal Médoc appellations , covering 5 : Margaux, Soussans , Arsac , Labarde and Cantenac .

Margaux is characterized by successive layers deposited on the river in the Quaternary period , on the basis of Tertiary limestones dominated era. The predominantly gravelly soils , in a series of outcrops formed by erosion, slope gently down towards the river. The strata , often several meters thick , consisting of gravel and stones of various shapes and sizes , embedded in a more or less clayey and sandy matrix . The fine soil cannot hold water and vines drive their roots deep .

The Médoc peninsula, located in the southeast of France between the Atlantic and the Gironde Estuary, frames the 45th parallel, which explains in part its mild climate so ideally suited to vine growth. Relatively warm and humid, with regular sun, the Médoc enjoys especially gentle and soft breezes. The average temperature is hotter in the Margaux region, which means that the grapes mature faster and can be harvested earlier.

LINK WITH THE GEOGRAPHICAL AREA

The quality and uniqueness of the wines of Margaux are rooted in the unique complementarity of soil and topographical conditions and proximity to the estuary, which protects the vineyard from the excesses of climate.

Since it began marketing the "New French Clarets" in the London market in the early eighteenth century, the wines of the future "Château Margaux" acquired special renown, sold three times higher than the "claret" traditional price.

Analysis of the records of merchant Abraham Lawton's transactions between 1742 and 1775 shows that the five parishes of the future name "Margaux" and occupied first places with volumes representing more than a quarter of total wines of the Médoc and an amount slightly exceeding one third of the total market value of the wines. In 1787, the hierarchy of "crus" drawn by Thomas Jefferson placed the "Château Margaux" among the first. After this came several "crus" of the Margaux region, such as Durfort, Kirwan, Issan, Marquis de Terme and Rauzan.

Analysis of the taxable value of agricultural land, according to early land registers made between 1826 and 1830, shows that most of the vineyard was located in the hills on base and middle terraces, and bear the highest tax burdens. These areas also correspond to the nuclei of elite name "Margaux", which extends over the land in these terraces of colluvium and calcareous clay.

The famous 1855 classification largely foreshadowed by Lawton, consecrated the future name "Margaux" giving it a unique range of 21 "grands crus" classified, covering the entire range, with a territorial base that spans the middle terraces. This recognition was completed in 1932 with the classification of "crus bourgeois", which rewarded 16 farms with two "crus bourgeois" exceptional, eight "crus bourgeois" top-six "crus bourgeois".

The constant desire of Margaux wine growers to confirm the unique nature of this growing zone finds its illustration in the conservation and improvement of traditional practices and the selection of the plots and the most suitable varieties. Margaux is one of the most prestigious vineyards in the world.

SPECIFIC RULES FOR LABELLING, IN CASE THESE EXIST

[...]

CONTROL BODY

For checking compliance with the tender specifications:

Institut National de l'Origine et de la Qualité (INAO)
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93155 Montreuil-sous-Bois Cedex
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To prevent fraud (quality, description tags and documents, trade):

Ministère de l'Economie et des Finances et de l'Emploi et Ministère du Budget, des Comptes Publics et de la Fonction Publique
Direction générale de la concurrence, de la consommation et de la répression des fraudes
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For fiscal affairs, accompanying documents and customs matters:

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Comptes Publics et de la Fonction Publique
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