



CHÂTEAU GRUAUD LAROSE

SECOND GRAND CRU CLASSÉ EN 1855

WINE TOURISM PROGRAM



2026

A JOURNEY OF DISCOVERY INTO...

CHÂTEAU GRUAUD LAROSE

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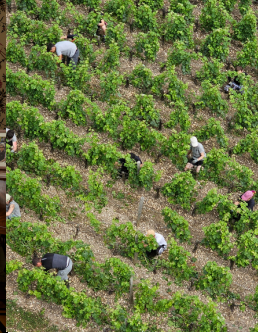
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Summary table of services

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CHATEAU
GRUAUD LAROSE



Come to discover and share

*our vineyard,
our country,
our history,
our techniques,
our wines,
our heritage,
our table ...*

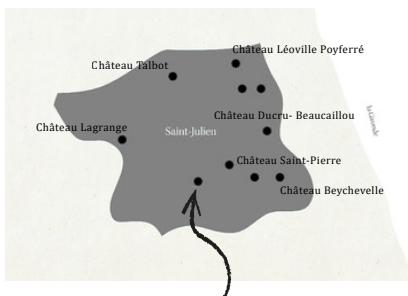
Do not hesitate to contact us, we will receive you :

Only by appointment, from Monday to Friday,
from 9:30 am to 12:30 pm and
from 2:00 pm to 6:30 pm

Visits are possible in different languages :

   French, English and German

Saint-Julien's Map



We are here

50 mins From Bordeaux

Phone : +33 5 56 73 89 43

www.gruaud-larose.com

Email : visit@gruaud-larose.com



Château Gruaud Larose is situated on the Saint Julien terroir just next to the village of Beychevelle, close from the “Route des Châteaux”. While the surface of the appellation is quite small it assembles the greatest concentration of “Cru Classé” (classified growth) wines in the Medoc.

The vineyard is stretching over 82 hectares of gravely soil overlaying calcareous clay which gives a fine wine with character.

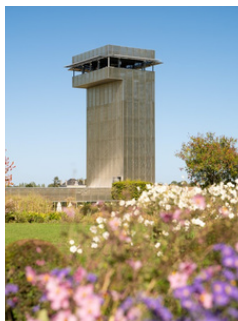
As a result, it was classified “Second Grand Cru” (top ranked growth) in 1855. Throughout the centuries, Château Gruaud Larose has managed to impose a perfect balance between nature and the consideration of man’s work in its quest for excellence.

The nose and the bouquet of Château Gruaud Larose reveal the identity of its Saint Julien origins. An intense elixir imposing its tannic and spicy richness. A superb concentration, an unusual strength in the fruit and an astonishing final profound and aromatic.

Panoramic



Elevate your senses...



Our **modern tower**, which majestically overlooks the Saint-Julien appellation, envelops the estate in an aura of mystery.

And what if , you too, came to gain some height ?

Up there, you will find yourself at the **heart of Gruaud**, ready to discover its history, the uniqueness of its terroir, and its emblematic wines, proudly named : "Wine of Kings, King of Wines."

Your journey will culminate with a **breathtaking panoramic view** and conclude with a special moment : the tasting of our two wines, a genuine expression of the spirit of Gruaud.



THE TOUR LASTS

30 mins



PRIVATE VISIT
from 2 persons

25 €
/ PERSON



WINES IN THE TASTING

- .1 Château Gruaud Larose
- .1 Sarget de Gruaud Larose



FACILITIES

- . Panoramic Tower
- . Tasting room

Panorama
View at
360°
A timeless
Moment

Essential Tour



Set out to discover our estate



In 1757, **Joseph Stanislas Gruaud** drafted a new wine estate on the parish Saint Julien.

At his death, he left the very well-maintained property to **the Knight Larose**, his nephew, and from 1781 the château became "Gruaud Larose", rapidly famous for the great quality of its wines.

From the top of our tower, you will enjoy the **unobstructed view** of the Medoc hills, vineyards and estuary.

Looking into the distance, you will dive into into the **fabulous history** of the chateau, its terroirs and its wines.

Then we will share some of the secrets behind this **classified Grand Cru** through an exploration of our magnificent **vat house** and **cellars**.

The tour ends with a visit in the exceptional underground facilities and with a tasting of our 2 wines with **chocolates pairing**.



THE TOUR LASTS

1 h 30



PRIVATE VISIT
from 2 persons

55 €
/ PERSON



WINES IN THE TASTING

- . 2 Château Gruaud Larose
- . 1 Sarget de Gruaud Larose



FACILITIES

- . Panoramic Tower
- . Technical buildings
- . Historical buildings
- . Tasting room

Tasting of
3 wines
Chocolates

Royal Marriage



A Tasting for Gourmets...



A Royal marriage : wine and macaron pairing

For wine lovers, Château Gruaud Larose invites you to a **gourmet** and **royal** marriage, in partnership with "O'Délices du Médoc", a **macaron artisan**.

After a visit of the property and of our Technical and Historical buildings, you will conclude with a tasting specially crafted for **food lovers**.

Just like at the table of the King Louis XIV, **savor exquisite** macarons : three **sweet-and-savory creations**, exclusive to Château Gruaud Larose, beautifully paired with three of our vintages at their **peak**.

Come and witness this **exceptional marriage** between the products of our unique terroir.



THE TOUR LASTS

1 h 30



PRIVATE VISIT
from 2 persons

65 €
/ PERSON



WINES IN THE TASTING

- . 2 Château Gruaud Larose
- . 1 Sarget de Gruaud Larose



FACILITIES

- . Panoramic Tower
- . Technical buildings
- . Historical buildings
- . Tasting room

Gourmet
Artisan
Macarons

Heritage



Step into the Heart of History



Walk into the heart of the **Kingdom of the King of Wines** and let yourself be guided through more than **300 years of history**.

This visit will take you back in time, meeting the families and owners who have shaped and enhanced Gruaud Larose over three centuries.

Discover the **small story within the Great one** : from the 1855 classification to the birth of the Saint-Julien Appellation, and across its defining chapters, **Château Gruaud Larose** has endured with grace, preserving its timeless splendor and unique identity.

Step into the Kingdom of the 'King of Wines' and embark on an **immersive journey** through time.

Explore our historic cellars and uncover the story of our craftsmanship, tracing how our methods and wines have evolved **across the centuries...**

Your visit culminates in a tasting of carefully selected vintages, **past and present**, each revealing the richness and character of Château Gruaud Larose.



THE TOUR LASTS

1 h 30



PRIVATE VISIT
from 2 persons

75 €
/ PERSON



WINES IN THE TASTING

- . 2 Château Gruaud Larose
- . 1 Sarget de Gruaud Larose



FACILITIES

- . Panoramic Tower
- . Technical buildings
- . Historical buildings
- . Château

Realm of Wine
300 years
Heritage

Secrets of a terroir



Great Wine starts with great Grapes



Château Gruaud Larose invites you to unveil the secrets of its terroir.

Over the paths of Napoleon, you will **hike** through the property's grounds discovering its history and the work of Man in tune with his environment.

You will wander through the **vineyard rows** and learn about our viticultural techniques, including composting, green work, and plant protection.

This **walk** will allow you to **connect with nature**, to see, touch, and experience our environment, helping you better understand the formation of the Médoc and its **ecosystem**.

In this **pastoral setting**, you will admire the richness of the land, from vineyards to marshes, and discover the local **biodiversity**.

You will then explore our facilities : the weather station, the Anti-Hail Cannon, the Orchards, and the Beehives...

You will also have the opportunity to learn about our innovative environmental practices, including : **agroecology, organic farming, and biodynamic methods**.

The tour concludes with a visit to the cellars and a tasting of our products : three wines paired with chocolates.



THE TOUR LASTS

2 h 30

PERIOD

From Mid-April to
Mid October



PRIVATE VISIT
from 2 persons

130 €
/ PERSON



WINES IN THE TASTING

- . 2 Château Gruaud Larose
- . 1 Sarget de Gruaud Larose



FACILITIES

- . Vineyards
- . Technical buildings
- . Historical buildings
- . Tasting room

Biodiversity *Stroll*
Amble
through the Vines

Wine of Kings, King of Wines

Tasting Excellence



"Wine of Kings, King of Wines"

This motto first took shape at the end of the 17th century with the emergence of the sweet wine from Tokay. Louis XV famously proclaimed it the **'Wine of Kings, the King of Wines.'**

In 1812, Baron de Sarget embraced this maxim, further enhancing the prestige of Château Gruaud Larose.

Today, its reputation endures, as **excellence** has gracefully withstood the centuries and transcended trends.

Discover the poetry, aromas, and finesse of Château Gruaud Larose's great wines through a tasting of **five exceptional vintages** that have stood the test of time.

The tasting is preceded by a complete visit of our vineyard, cellars and facilities.

Tasting of **5** Great Vintages



THE TOUR LASTS

2 h



PRIVATE VISIT
from 2 persons

215 €
/ PERSON



WINES IN THE TASTING

- . Sarget de Gruaud Larose 2015
- . Château Gruaud Larose 2015
- . Château Gruaud Larose 2009
- . Château Gruaud Larose 1995
- . Château Gruaud Larose 1989

Possibility to choose other vintages
on estimate



FACILITIES

- . Panoramic Tower
- . Technical buildings
- . Historical buildings
- . Château

Secrets of a Wine



SensoryExperience



We invite you to share a **sensory experience**, guided by a **passion for wine**, in an exceptional setting.

As you explore **several vintages** of Château Gruaud Larose, you will learn to observe, describe, and interpret the color, aromas, and flavors that define our wines.

This experience will reveal the unique characteristics and qualities that make our **Classified Growth** truly extraordinary.

Through this **multisensory tasting**, you will uncover all the secrets behind the crafting of our vintages in a **fun and immersive** experience.

The experience is preceded by a tour of our historic and technical facilities.



THE TOUR LASTS

2 h 30



PRIVATE VISIT
from 2 persons

200 €
/ PERSON



WINES IN THE TASTING

- . 3 Château Gruaud Larose
- . 3 Sarget de Gruaud Larose



FACILITIES

- . Panoramic Tower
- . Technical buildings
- . Historical buildings
- . Château

Immersive Experience

Sight Tasting
Nose
Palate

Secrets of a Chef



Culinary expertise in perfect harmony with



At Château Gruaud Larose, every detail matters.

That's why, when we open a bottle, we love to pair it with an **exquisite dish** that reveals all its subtleties.

But how does one achieve the perfect harmony between food and wine ? To answer this, we invite you to embark on a unique immersion alongside a **culinary expert**, at the heart of **local Gastronomy**, during an exceptional half-day experience.

Guided by a **passionate Chef**, you will participate in crafting a **bespoke menu** using local products, while learning the techniques and tips of the finest gourmets.

To crown the morning, participants gather in the **Château's dining room** to savor and discuss their creations.
Discover the **wine pairing** that will enhance your dishes.

Delightfully...

Gastronomy
Crafted Meal
Flavor Journey



THE COURSES LASTS from 10am to 2pm



RATE
from 2 persons
(maximum 8 guests) **400 €**
/ PERSON

3 to 4 guests **385 €**
/ PERSON

5 to 8 guests **320 €**
/ PERSON

Macaron class available
on demand.



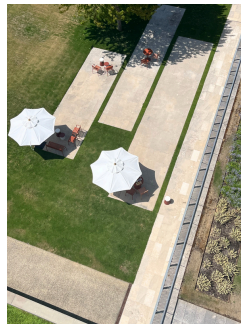
FACILITIES

- . Panoramic Tower
- . Technical buildings
- . Historical buildings
- . Château
- . Château's Kitchen

Gruaud Break



Enjoy a charming picnic



Come and enjoy a moment of relaxation, a **timeless pause**, with a **gourmet Break** on our open-air terrace, overlooking the Château.

Settle in comfortably, let yourself be lulled by the calm of the estate, and savor a refined **picnic** designed to enhance every moment.

Between **culinary delights**, breathtaking views and a soothing atmosphere, experience a **simple, authentic**, and utterly delicious moment.

An invitation to slow down, **to savor**... and to let yourself be enchanted.



MEETING TIME At 11:45/12:00
PERIOD July - August



RATE 25 €
From 2 persons / PERSON
(maximum 20 guests)

OPTIONS

- ADD A VISIT Prices on Demand
- WINES :
 - . Château Gruaud Larose (10cl) : 15€
 - . Sarget de Gruaud Larose (10cl) : 7€



MENU :

Platter of 3 Cheeses
Terrine
Fresh Bread
Fresh vegetables
A sweet note (canelés and chocolates)

Vegetarian option available on demand
Please inform us of any allergies



VENUE
Wine tourism terrace overlooking the Château

Gourmet Break

PICNIC

Tasty Moment

Prestigious Interlude



In the lounges of Château Gruaud Larose



A sumptuous setting...

Located in the very heart of the Saint-Julien appellation, Château Gruaud Larose offers a beautiful neo-classical residence with **splendid** views over the vineyards and the estuary.

We provide a personalized service, carefully coordinated with our **catering partners** to organize your **receptions**.

A dedicated and qualified team, along with suitable spaces and facilities, is at your disposal to meet all your needs.

The **three château's lounges** can accommodate groups of up to 60 seated guests and 250 in a **cocktail** format, all within a warm and elegant atmosphere. These areas may be used separately (lounges, tasting room, dining room) or combined.

Each service is complemented by a **Wine selection** crafted around a **subtle blend** of our finest crus, chosen to elevate your experience.

Lunches Cocktails Dinners



TIME

Lunch: From 11am to 3:00pm

Dinner : From 6:00pm to 10:00pm



SEATED MEAL

From 2 to 60 persons

On Estimate

Includes :

- Lunch or dinner
- Wine Selection
- Visit

COCKTAIL

From 15 to 250 persons

On Estimate

OPTIONS

- Your birth years
- Music / Live Band
- Other Wines: Champagne, White Wine...
- Costume Rental



VENUE :

- Château's Lounges
- Wine Tourism Building
- "Halle"

Conditions may vary depending on demand and the number of guests.

Please do not hesitate to contact us for a personalized quote.

Seminar Corporate



Wine activities to strengthen your teams



Looking to strengthen team cohesion?

We welcome you into the prestigious Château's Lounges, elegantly designed to host your **meetings, seminars** and **corporate** gatherings.

Then, offer your teams a magical interlude among the vines. An immersive experience where **Wine-themed activities** and shared moments help build a genuine collective spirit.

In the Kingdom of the King of Wines, we have designed unique experiences for you, that blend discovery, **conviviality**, and **teamwork**.

Our exclusive programs, created specifically for professional groups, elevate your meetings into **unforgettable** and **memorable team-building experiences**. Take part in an engaging **cartography workshop** where everyone explores the Left Bank, its appellations and its famous Châteaux.

Awaken your senses with the renowned Nez du Vin® Aroma Game.

Step into the challenge of a **blind tasting**. An inspiring activity that encourages curiosity, exchange, and collective learning.

These wine-based activities take place in an **exceptional natural setting**.

Team building

SEMINAR

Wine Game Experiences



TIME

½ Day or Full Day



RATE

On Estimate

SEMINAR

2 to 60 persons

TEAM BUILDING

15 to 150 persons

OPTIONS

- ADD A VISIT:
Prices on demand
- Lunch, Dinner, Cocktail



Wine -Theme Games

- Quizz
- Fill-in-blank text
- Exploring wine throught touch:
discovering the different "texture" of wine
- Waiters Game
- Blind Tasting
- Nez du Vin®(Wine's aromas game)
- Médoc Map
- "Pétanque" with cork
- And many more...

Venue rental for your events :

- Exhibition
- Concert
- Nature Treasure Hunt
- Outdoor Cinema....



VENUE
Château's Lounges
Library
"Halle"
Wine Tourism Building
Refectory

SUMMARY TABLE

SERVICES	2 to 8 pers	2 to 20 pers	2 to 60 pers	15 to 150 pers
Panoramic	✓	✓	✓	✓
Essential Tour	✓	✓	✓	✓
Royal Marriage	✓	✓	✓	✓
Wine of Kings	✓	✓		
Heritage	✓			
Secrets of a terroir (from mid-April to mid-October)	✓			
Secrets of a wine	✓	✓		
Secrets of a Chef	✓			
Gruaud Break (July-August)	✓	✓		
Team building				✓
Seminar	✓	✓	✓	✓
Prestigious interlude	✓	✓	✓	✓
Cocktail				✓





www.gruaud-larose.com

The Wine Tourism Team of Château Gruaud Larose thank you and wish you a pleasant visit of our vineyard.

We remain at your disposal for any information or booking.

Camille & Stéphanie

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Email : visit@gruaud-larose.com

Château Gruaud Larose - 33250 Saint-Julien-Beychevelle - France

