



CHATEAU  
**LA GARDE**  
PESSAC-LÉOGNAN

FOR ITS FIRST PARTICIPATION  
IN THE BEST OF WINE TOURISM AWARDS,  
CHÂTEAU LA GARDE WINS THE GOLD BEST OF!

The prestigious Best Of Wine Tourism competition recently honored Château La Garde by awarding it the highly coveted Gold Best Of during its very first participation. The award ceremony, held Monday's night at the Palais de la Bourse in Bordeaux, saw Allan Sichel, President of the Bordeaux Wine Council (CIVB), present this trophy to the estate, recognizing its outstanding wine tourism services.



This award, bestowed by the international Great Wine Capitals network, highlights the efforts of wineries that are redefining global wine tourism standards through an innovative and eco-responsible approach. By encouraging initiatives that combine the promotion of local heritage, sustainable practices, and exceptional hospitality, Great Wine Capitals fosters a standard of excellence in wine tourism, enriching the visitor experience and showcasing the unique character of each wine-growing region.

*"We were convinced that something special is happening on this Pessac-Léognan estate—an intangible and profound sense of belonging that ties us to the land. We wanted to share this preserved natural haven with as many people as possible."*

—Valentin Jestin, Global Brand Director

On Monday, October 7th, key figures from the wine industry of Nouvelle-Aquitaine gathered to celebrate these ambassadors of French savoir-faire and art de vivre. Château La Garde, winner in the “Wine Tourism Services” category, has now been propelled onto the international stage and will have the opportunity to compete against other members of the network during the annual Great Wine Capitals meeting, which will take place in Verona from October 20th to 24th. This highly anticipated event will see representatives from the world’s finest wine regions come together to select the winners of this prestigious global award.



Château La Garde's Gold Best Of Award

*"We have made it a priority to highlight the nature and biodiversity of our estate through a collection of immersive tours, hybrid reception areas, and special events. This award encourages us to continue along this path. The art of hospitality is at the heart of our approach, and we strive to offer a memorable experience to our visitors!"*

— Claire Ballarin, Hospitality Manager, Maison Dourthe

Alongside Château La Garde, other exceptional estates were also recognized in this category: Château de La Dauphine, Ranch des Lamberts, and Maison du Sauternes. Each of these properties embodies the spirit of innovative wine tourism in its own unique way, blending hospitality with environmental respect, and offering visitors authentic and unforgettable experiences.

The Best Of Wine Tourism award thus serves as a hallmark of quality and trust for wine enthusiasts around the world, guaranteeing a privileged immersion within these outstanding estates. Beyond acknowledging the quality of their hospitality, it attests to the winners' commitment to sharing their cultural heritage while actively promoting the sustainable and responsible development of wine tourism.