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# FRENCH CHATEAU

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PRODUCER MARKET REPORT



FEBRUARY 2025



## 1. Executive Summary

The analysis of French Chateau wine sales reveals a dynamic market with significant price variations based on vintage year, country, and bottle size. Premium vintages and established wine markets continue to drive higher price points, while emerging markets show growing demand at competitive price levels.

### Key Insights on Pricing, Market Demand, and Bottle Sizes

- **Price Trends:** In the past 50 years we see a clear price high for the 1959, 1982, 1989, 1990, and 2009. This is consistent with the excellent critics score for these years (94, 92, 95, 95 and 96 out of 100, aggregated critics score)
- **Market Demand:** Hong Kong, Switzerland, and Denmark consistently show higher pricing, indicating strong buyer interest.
- **Bottle Size Preferences:** The 75cl bottle remains dominant, though larger formats command higher per-bottle pricing when available. Few restaurants offer this wine by the glass, consistent with its classification and price point.

### Notable Trends

- **High-Value Vintages:** Older vintages, particularly from the 1990s and 2000s, maintain premium pricing.
- **Strong Demand Regions:** Hong Kong, Switzerland, and Denmark are key markets for French Chateau.
- **Emerging Interest:** Countries like Macau and the Netherlands are showing increasing sales activity

## 2. Availability analysis

There are a total of 64 available vintages for French Chateau. Vintages range from 1921 to 2021. A total of 595 restaurants in our database offer French Chateau (all formats, including by the glass).

### 2.1. Standard bottle sizes (0.75L)

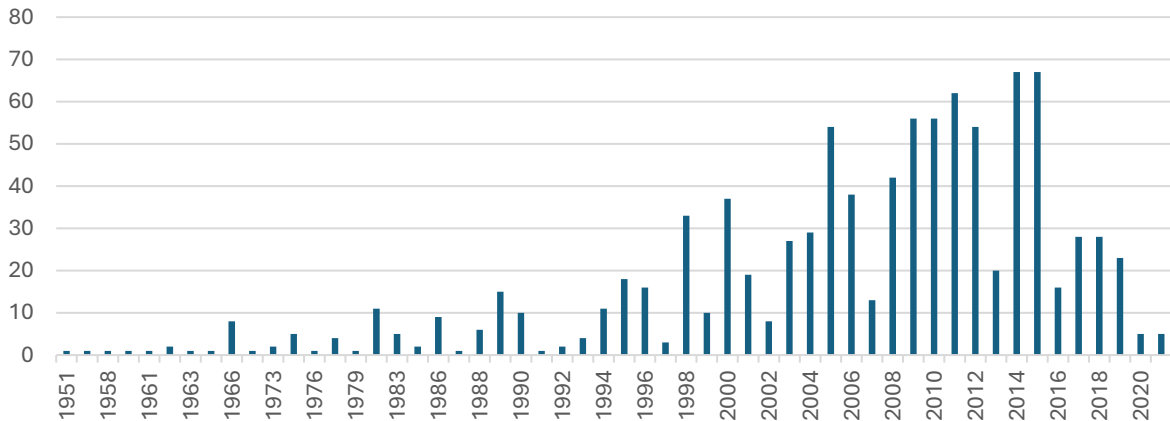


Figure 1: Vintage availability (0.75L)

### 2.2. Larger format

A total of 121 restaurants offer big bottles:

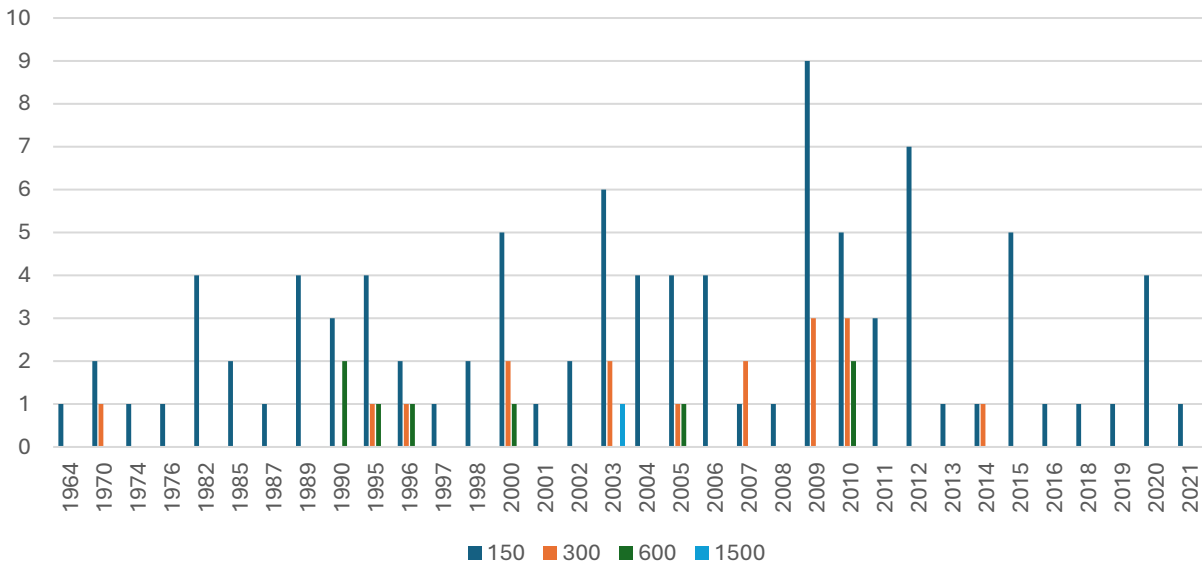


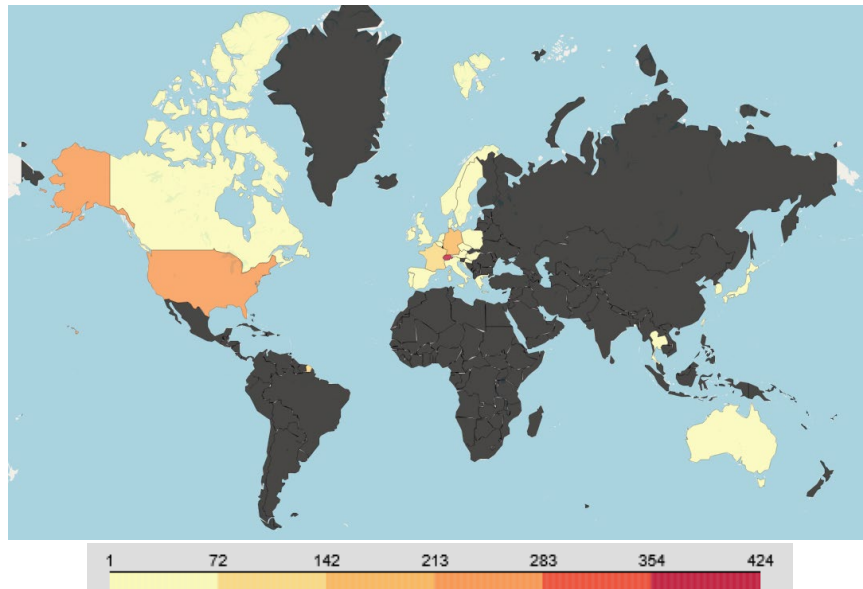
Figure 2: Vintage availability (big bottles)

### 2.3. Smaller formats

A total of 14 restaurants offer smaller formats, including glass-wise.

## 2.4. Geographical availability

French Chateau is available in most countries in our database in at least one restaurant.



## 3. Pricing analysis

### 3.1. Vintage Pricing Trend (75cl)

Prices fluctuate based on vintage, with notable peaks for highly rated older vintages. Recent vintages (post-2015) show lower median prices, indicating affordability in younger wines.

All prices are stated in Swiss francs (CHF), per bottle (0.75L).

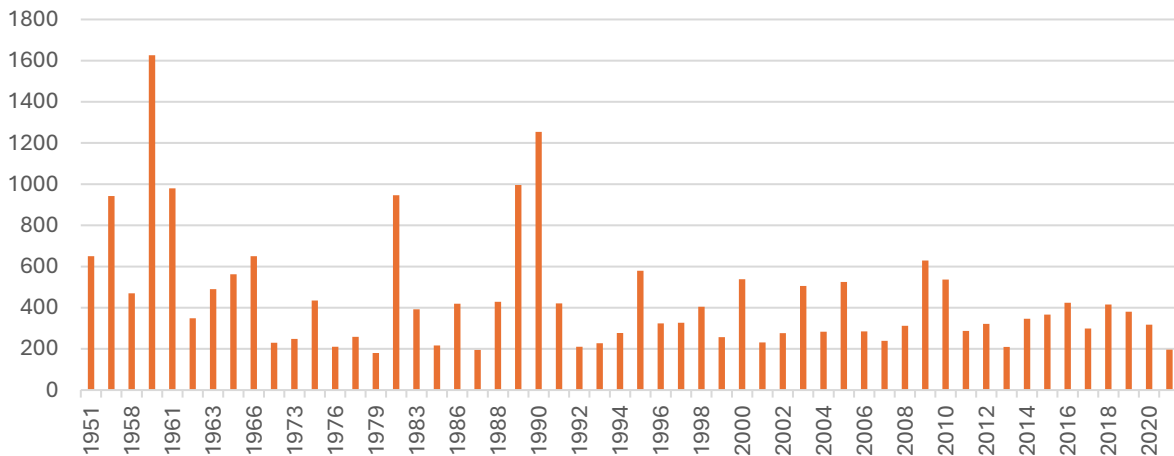


Figure 3: Average price per 0.75L bottle / vintage (CHF)

### 3.2. Markup

We analyze the prices of vintages in restaurants vs. in retail (average price, per 0.75L, in CHF).

Average multiplier vs. retail prices is 2.15x with a median of 2.18x.

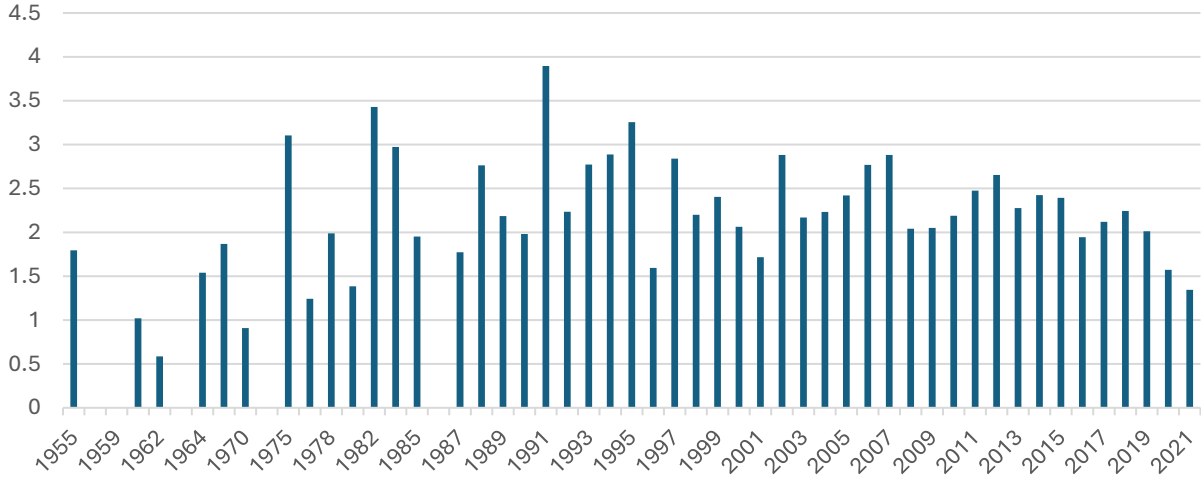


Figure 4: Average markup for French Chateau

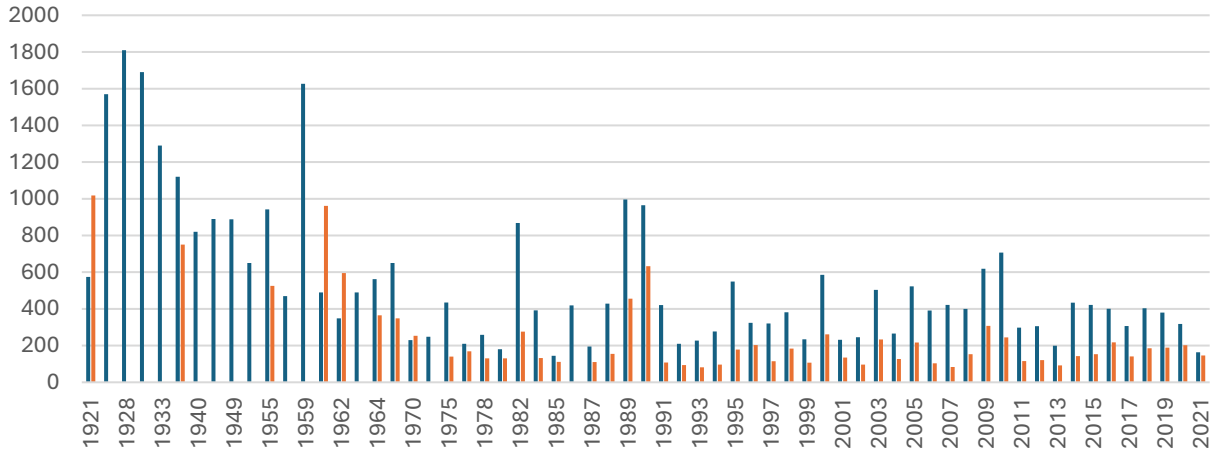


Figure 5: Average price in restaurants and in retail