

## MEDIA ALERT



**CHÂTEAU de POMMARD**

MAISON FONDÉE EN 1726

FAMILLE CARABELLO - BAUM

### **Château de Pommard tweaks its online experience offering new virtual interactive tastings with specialized wine collections**

Just one month ago, Château de Pommard launched its first online experiences which have attracted over 1,500 participants worldwide to date. The experiences were successful in connecting individuals with the estate's renowned Wine and Spirit Education Trust (WSET) trained wine advisors who have been leading their audience through Burgundy's famous wine road 'La Route des Grands Crus'.

Today, Château de Pommard takes a new step in the digital wine world, introducing its interactive tastings- extending beyond the virtual encouraging the transition towards physical experiences as of the 14<sup>th</sup> of May on the estate's website. Achieved through the accompaniment of specialized wine collections to accommodate the new virtual tastings. When booking the experience in advance, participants will have the opportunity to purchase the matching 3-bottle collection through the [e-commerce website](#) and have it delivered straight to their home. The estate has partnered with FedEx to secure worldwide deliveries within 3-5 days.

These new online experiences will be run on a daily basis in English and French by the estate's wine advisors, live from Château de Pommard, starting with the new version of [La Route des Grands Crus Online Experience](#), providing a generic presentation of Burgundy's terroir classification. Following this will be the [Exceptional Online Experience](#) which will enable a deep dive into the region's most remarkable terroirs and unique winemaking techniques. Lastly, the estate will put on the [Clos Marey-Monge Online Experience](#) which will focus on the influence of the distinct soils on the individual cuvées from each of the seven plots composing Château de Pommard's 20-hectare vineyard.

The experiences have a small entry fee of 20 Euros and will be limited to 8 participants per session to enable maximum interaction between the participant and the wine advisor. Ultimately, the new experiences are profound in enabling live interactive tastings from Burgundy allowing participants on a virtual and physical wine journey.

La Route des Grands Crus Tasting Trio - £162

Exceptional Tasting Trio - £381

Clos Marey-Monge Tasting Trio - £286

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### **About Château de Pommard and Famille Carabello-Baum**

Every year, consumers and professionals from more than 90 countries around the world visit Château de Pommard to learn about the world of wine from Wine and Spirit Education Trust (WSET) professionals and taste the purest expressions of Chardonnay and Pinot Noir from villages along the Route des Grands Crus. From the grape to the glass, guests experience Clos Marey-Monge, a geological marvel, and home to seven distinct clay and limestone-rich plots, now protected as one of the world heritage Climats of Burgundy by UNESCO. Founded in 1726, Château de Pommard combines three hundred years of savoir-faire and the innovative vision of the Famille Carabello-Baum for the future. Wine lovers and critics agree the conversion to biodynamic viticulture is producing honest, energetic wines infused with an unmistakable sense of place while preserving the planet where we all live.

Contact:

Clemence De Crecy – [clemence@clementinecom.com](mailto:clemence@clementinecom.com)

Catherine Bourassa - [catherine@clementinecom.com](mailto:catherine@clementinecom.com)

0207 471 8730 / [@clementinecom](https://www.instagram.com/clementinecom)