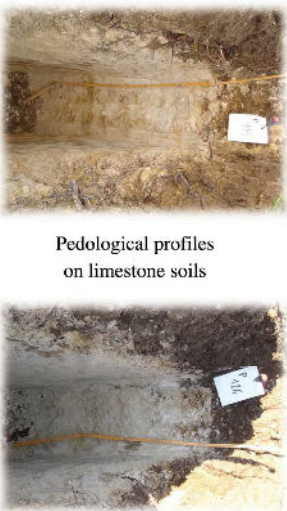


# The terror of the Potensac vineyard



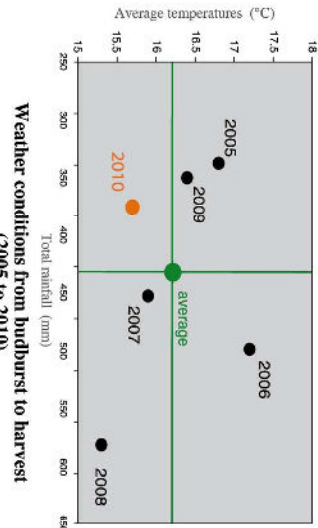
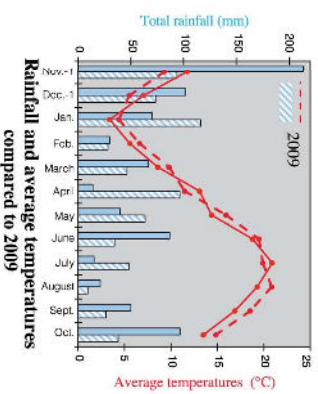
Aerial view



Pedological profiles on limestone soils

Château Potensac is produced with grapes grown on a terroir consisting of gravel-covered limestone tussocks, similar to the St-Estèphe limestone substratum (plots marked in red on the aerial view).

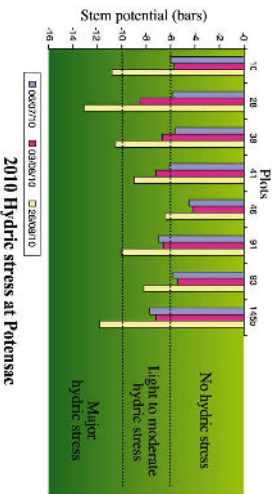
## Weather conditions in 2010



Weather conditions from budburst to harvest (2005 to 2010)

- A lower than average rainfall and especially cool temperatures, in particular through the summer months.
- The early and progressive hydric stress, ensuring a very good quality potential.

If we compare the weather conditions to those of 2009, this vintage was cooler and drier at the beginning of the growth cycle, hotter and sunnier in July, and then offered cooler and drier conditions again during the ripening period (August and September).



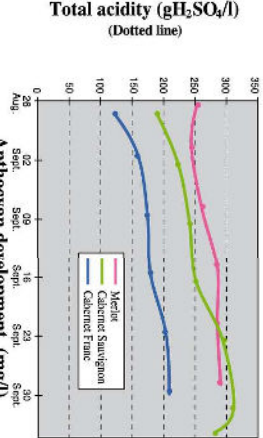
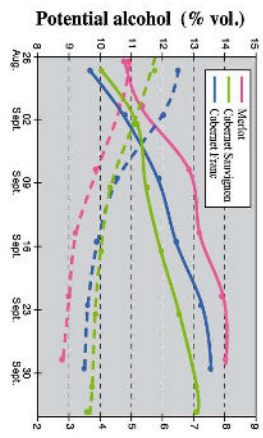
2010 Hydric stress at Potensac

# Phenological cycle of the vine in 2010

<p><b>Budburst</b></p> <p>22nd March to 30th April</p>	<p><b>Flowering</b></p> <p>25th May to 10th June</p>
<p><b>Mid-veraison</b></p> <p>9th August to 16th August</p>	<p><b>Harvest (13 days)</b></p> <p>27th September to 9th October</p>

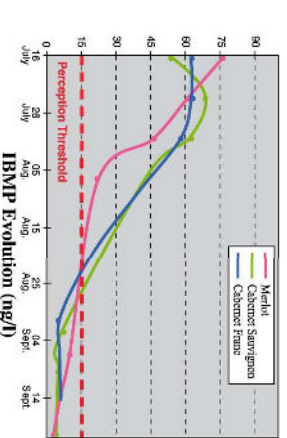
- The beginning of the growth cycle was slowed down by the cool May and June weather.
- Flowering marked by cool temperatures and a rainy period causing flower shatter and berry shatter, especially visible on some of the older plots of Merlot.
- A quick and even colour change thanks to nice sunny weather at the end of July and the beginning of August.
- A rather late harvest of beautifully healthy grapes.

## Ripening rates

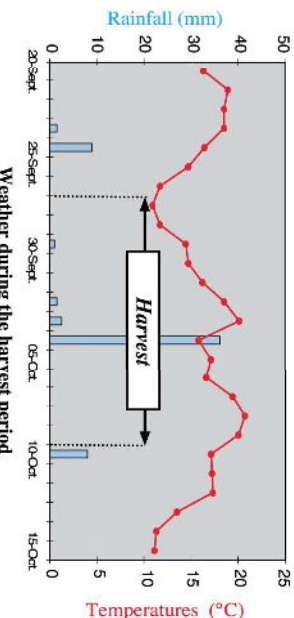


The grapes were able to ripen in exceptional conditions thanks to very sunny and dry weather in the months of August and September, offering a technological ripeness (sugar) equivalent to that of 2009, along with a higher concentration of phenolic components (tannins and anthocyanins), no doubt amplified by the small size of grapes recorded this year.

After the colour change, the cooler night temperatures than in 2009 allowed the grapes to conserve a good acidity and to gain a most advantageous aromatic freshness. The vegetal aromas (IBM) monitored soon disappeared below the level of perception thanks to the early vine care tasks (disbudding, de-leaving immediately after flowering).



## Harvest



- Perfectly healthy crop, resulting from *integrated viticultural methods* (natural grass cover, vineyard maintenance, ...) and the very low risk of grey rot observed this year.
- The harvest took place in nice conditions, with evenly ripened berries for all our grape varieties.



## Composition of Château Potensac 2010

- Average yield for the vintage : 37 hl/ha
- Blend :



Merlot : ..... 42%

Cabernet Sauvignon : ..... 37%

Cabernet Franc : ..... 21%

Percentage of press wine : ..... 9.3%

- Average analytical profile when barrelled :



Degree of alcohol (% vol.)	13.6
Sugar (g/l)	< 2
Total acidity (gH <sub>2</sub> SO <sub>4</sub> /l)	3.67
Volatile acidity (gH <sub>2</sub> SO <sub>4</sub> /l)	0.31
pH	3.55
IPT (polyphenolic potential)	80

- Proportion of new barrels :

30%



## Quality of the 2010 vintage

Reasons :

- Very sunny and dry weather throughout the growth cycle, resulting in a quickly established and gradual hydric limitation.
- Carefully mastered yields and rigorous early vine care (disbudding, de-leafing, thinning out) guaranteeing an excellent phenolic and aromatic potential.



*Domaines Delon*



*Château Potensac*

**M É D O C**

2010

*Delon*