



GRAND VIN DE BORDEAUX

## **SGC LA LIBERTÉ 2015**



La Liberté

**BLIND TASTING WITH MICHEL BETTANE**

**RESULTS**

**Sunday March 19<sup>th</sup>, 2023**



“A major evolution in the wine industry.”

GERARD BASSET, OBE, MS, MW, MBA, WORLD CHAMPION SOMMELIER



# Revolutionary Wines

The world's first wine ranked by the Earth  
using cutting-edge science

Lauded as the “Tesla of fine wines” by top collectors, SGC Wine’s revolutionary wine making method has defined them as the biggest game-changer in the history of wine and set a new precedent for the entire industry. They have quietly been disrupting the traditional fine wine industry since 2005 with their unique approach using high-tech soil analysis.

Its legacy is rooted in their pioneering use of cutting-edge science to analyze and grade vineyard soil across Bordeaux and apply this to winemaking. By identifying and harnessing the power of the 4 foundational pillars essential for truly great vineyard soil. For the first time in 160 years, it has levelled the playing field of the legendary Bordeaux region.

As SGC is made using only the very best Bordeaux grapes, grown in the highest quality soil, production is extremely limited, for this reason it is strictly only available to purchase via invitation through their coveted Le Cercle membership. It has fast become the ultimate wine connoisseur’s wine. This elusive and secretive wildcard of fine wine has trailblazed through to the heart of the biggest wine aficionados and critics cellars the world over.

SGC La Liberté, is the latest wine offering from SGC, its first wine to be made available to non-members. Enveloped in the spirit of freedom, it represents the epitome of SGC’s mission to redefine global wine ranking, beginning on the hallowed grounds of Bordeaux. La Liberté symbolizes a breaking free of the classical 1855 Bordeaux ranking, complimenting it with the new scientific one based on soil grading.

The first La Liberté is a 2015 Medoc, a tribute the most beautiful terroir on the left bank. Dense, full bodied, deep ruby red, graphite, the black currants are in harmony with the cocoa, with delicate roses, an invitation to taste the tertiary notes of this grand vin. An exceptional vintage with great character, the grapes having been preserved by the water-logging winter rains that allowed the grapes and vines to withstand the heat of summer. Delicious to enjoy today or in 30 years...

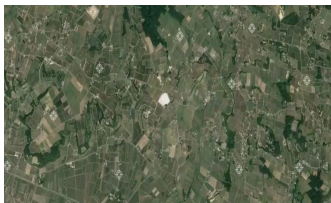
Great things can be expressed in a single, poignant word, freedom, La Liberté. The motto for all that SGC stands for in unleashing the secrets of nature's bounty.



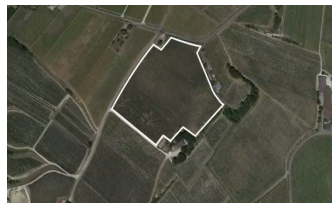
19-20  
18-19  
17-18  
16-17  
15-16  
14-15  
13-14  
12-13  
11-12  
<10



The unique SGC  
ranking system  
out of 20 points



1 Area  
selection



2 Parcel  
selection



3 Parcel  
analysis



3 Parcel  
conclusion

*“Selection of the parcels is definitely the first step to take into consideration.  
It is a major evolution in the wine industry”*

GERARD BASSET OBE, MS, MW, MBA, WORLD CHAMPION SOMMELIER





La Liberté

## FIRST BLIND TASTING

We are very proud to announce that SGC La Liberté has been number one among the 6 great wines selected both for their ranking, global awareness, positioning, and value.

### BLIND-TASTING LINEUP



#### Léoville Barton 2015

- 18,5/20 Bettane & Desseauve)
- 93/100 Jeannie Cho Lee

#### Ducru-Beaucaillou 2015

- 93/100 17/20 Jancis Robinson
- 16/20 Bettane & Desseauve

#### SGC La Liberté, Médoc 2015

. First ranking

#### Château Palmer 2015

- 16,5 Bettane & Desseauve
- 17,5/20 (Jancis Robinson
- 96/100 Jeannie Cho Lee

#### Sassicaia 2015

- Super Tuscan, Tenuta San Guido
- Nr 1 Top 100 "Top Wine"
- 98/100(Jancis Robinson
- 98/100 James Suckling
- 97/100 Wine Advocate Parker
- 97/100 Wine Spectator
- 98/100 Decanter

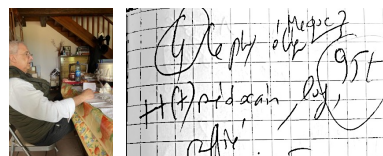
#### Lynch-Bages 2015

- 17/20 Jancis Robinson
- 16,75 Bettane & Desseauve
- 94/100 Jeannie Cho Lee

### BLIND-TASTING RESULT



Sunday 19<sup>th</sup> March 2023, near Macon-Lauché in the middle of Michel Bettane's vines.



**SGC La Liberté**  
**95+/100 - 18.5+**

- 1 **1<sup>st</sup>: SGC La Liberté 2015**
- 2 **2<sup>nd</sup>: Léoville Barton 2015**
- 3 **3<sup>rd</sup>: Château Palmer 2015**
- 4 **4<sup>th</sup>: Ducru-Beaucaillou 2015**
- 5 **5<sup>th</sup>: Sassicaia 2015**
- 6 **6<sup>th</sup>: Lynch-Bages 2015**

*"SGC La Liberté, le plus médocain de tous ! Exceptional graphite notes, a rare elegance, a work of immense finesse"* **Michel Bettane**