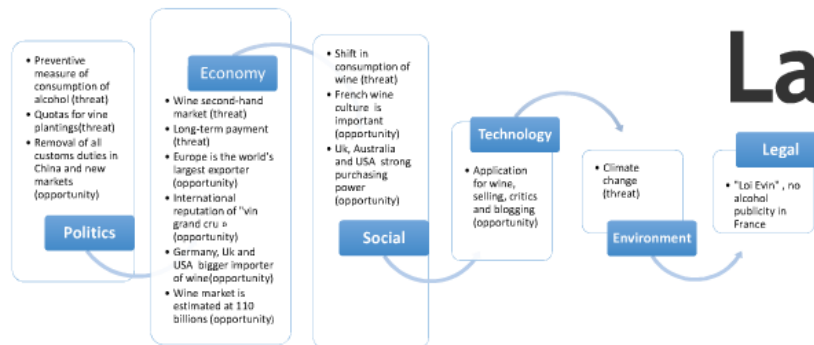


#### History of Château Margaux

- XVI century: Born of the estate
- 1855: The official classification "Premier Grand Cru Classé"
- 1977: The Mentzelopoulos Family bought the property
- Today: Château Margaux wines are experiencing unprecedented success
- Of Château Margaux launching the Third Wine
- photo

## Extern analysis



# Chateau Margaux: Launching The Third Wine

Marketing plan by Cyril Dejonghe,  
Caroline Le Guen, Julie Cotonéa,  
Marion Raoul, Léo Dufour

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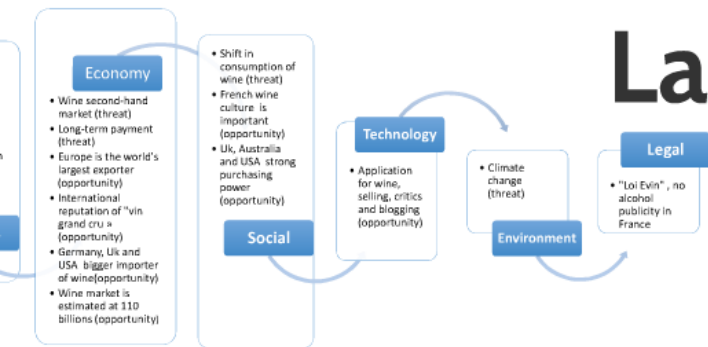
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Chateau Margaux

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SWOT analysis



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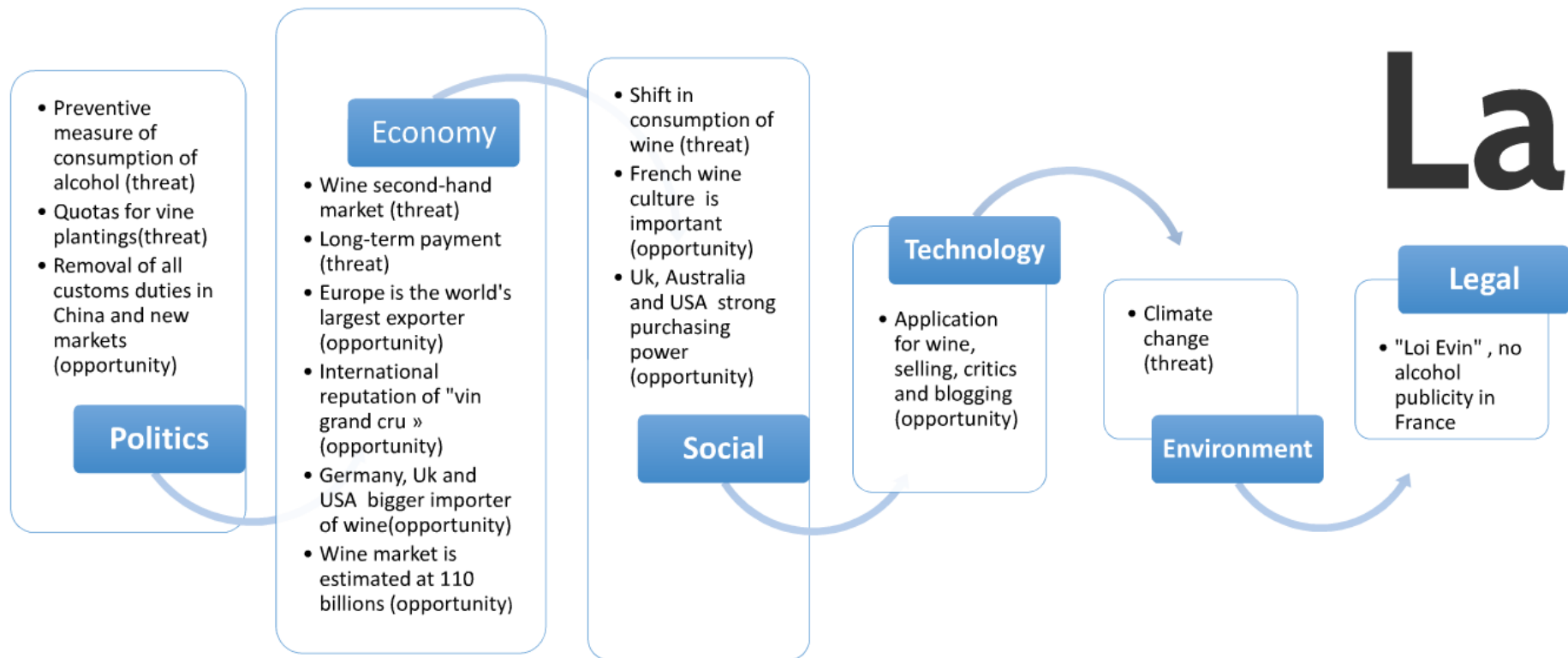


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