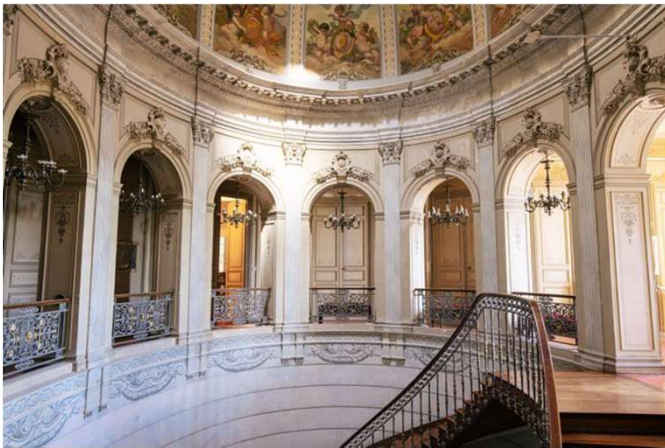


CHÂTEAU
d'Astros



Centuries-old buildings, acres of farmland, forest, river
and the beauty of the world.
Welcome to Château d'Astros.

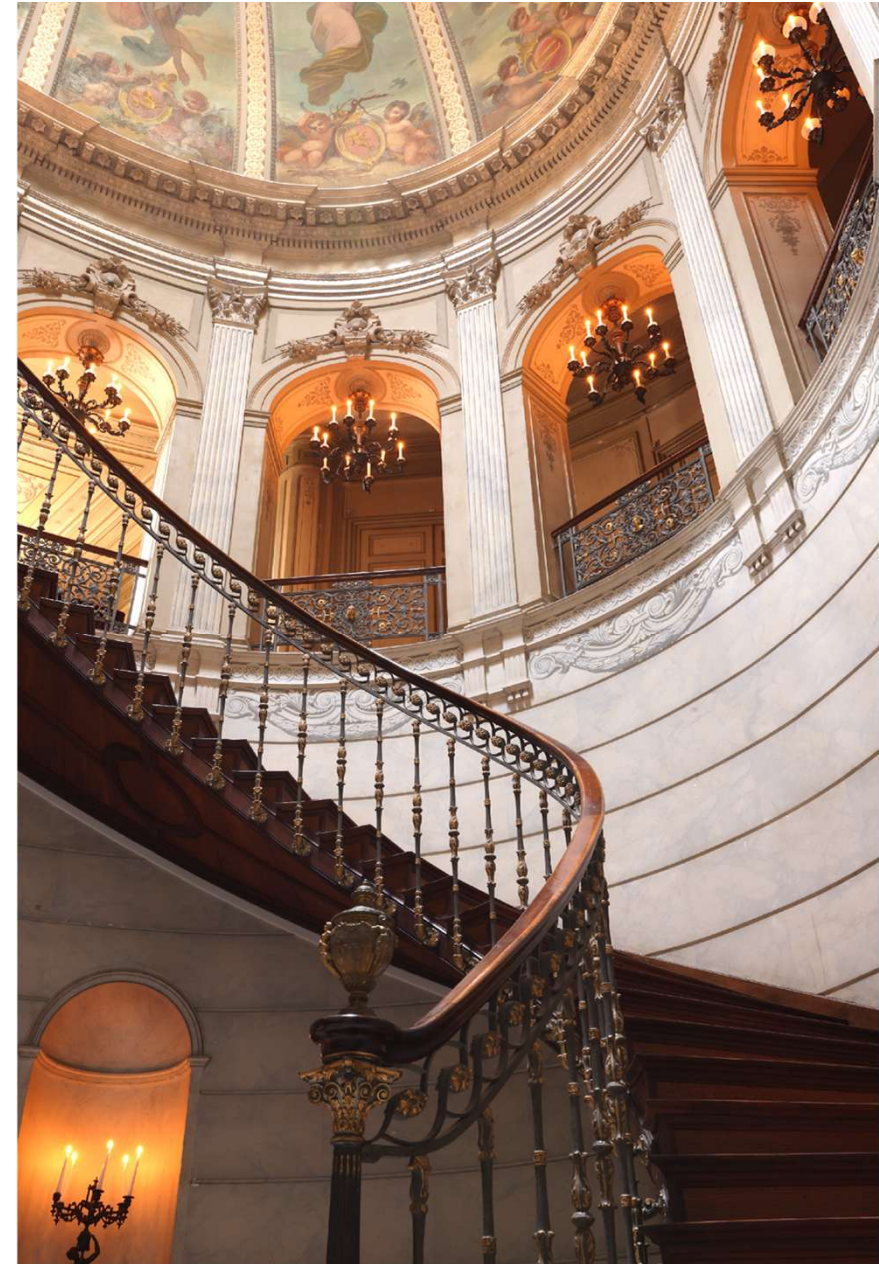


A hidden gem in Provence

In the heart of Provence, Château d'Astros is **an exceptional wine estate**, full of poetry and history.

Freely inspired by the palaces of Tuscany, Château d'Astros was built in 1860 by a lover of the Italian Renaissance. Behind the majestic façade and imposing columns lie sumptuous decorations. A gigantic dome depicting the 12 nymphs of the Zodiac, a stairwell with marble inlays and numerous sumptuously decorated salons.

A unique place in Provence, designed for art and celebration.



8 centuries of history



1637

Construction of cellars and the Vieux Château d'Astros, erected as a templar Commandery



1860

Martin Maximin's grandson built the new Château inspired by italian villas



1990

The movie "Le Château de Ma Mère", directed by Yves Robert based on the Marcel Pagnol's novel was shot at Château d'Astros



CHÂTEAU
d'Astros

2021

Change of visual identity, rebranding and first organic cuvees.

13th century 

The Knights Templar settle in the lands of Astros



1802

Napoleon auctioned off all national goods. Maximin Martin, a member of a soap makers family from Marseilles, bought the estate.



1965

The estate was modernized and specialized in the production of rosé under the leadership of the current owner, Bernard Maurel.



2017

HVE 3 and start of organic conversion.





An entrepreneurial family

This unique estate in Provence **has belonged to the Martin-Maurel family since 1802.**

9 generations have succeeded one another and continue to share their passion.

The family is well known for its activities in private banking and the Rothschild Martin-Maurel bank.

The family's ambassadors are also entrepreneurs around the world: USA, Hong Kong, Rio de Janeiro, Sydney, Paris, Marseille.

Astros, in numbers

 **700** Ha
1 of Provence's greatest wine estates

9 generations 
of winemakers since 1802

30K 
visitors / year

 **+20%**
growth in sales by 2023
in a declining rosé market

300 professional
customers
recruited
including restaurants and wine merchants

 **TOP
QUALITY**
Blending its
distinctive terroir and
the Provence typicity

A renowned global presence

Distribution in renowned hotels and restaurants **in over 30 countries**

Pashmina - Val Thorens
5* Resort



Alain Ducasse - The Dorchester
3* Michelin



Royal Plaza - Montreux
5*Resort



Cheval Blanc - St Tropez
5* resort & spa - 3* Michelin



Peninsula - Hong Kong
5* resort



Chelsea Football Club



Etz - Nuremberg
2* Michelin



Polo Club - Paris



Astros wines acclaimed
Both in France and abroad



An organic farming

"Being at the service of Astros, its nature, its territory, all those who work there, and all those who enjoy the estate's products, is our family's vocation".

Bruno Maurel, Owner,, 8th generation

680 hectares of wild, unspoilt nature, bathed in light, an enchanting land where the role of living things is paramount. At Château d'Astros, our commitment to sustainable development is reflected in our various labels:



BIO EU

Protection de l'environnement, de la biodiversité et du bien-être animal – reconnu depuis 1991 par l'UE



HVE

Excellence environnementale en matière de biodiversité et de faible dépendance aux intrants



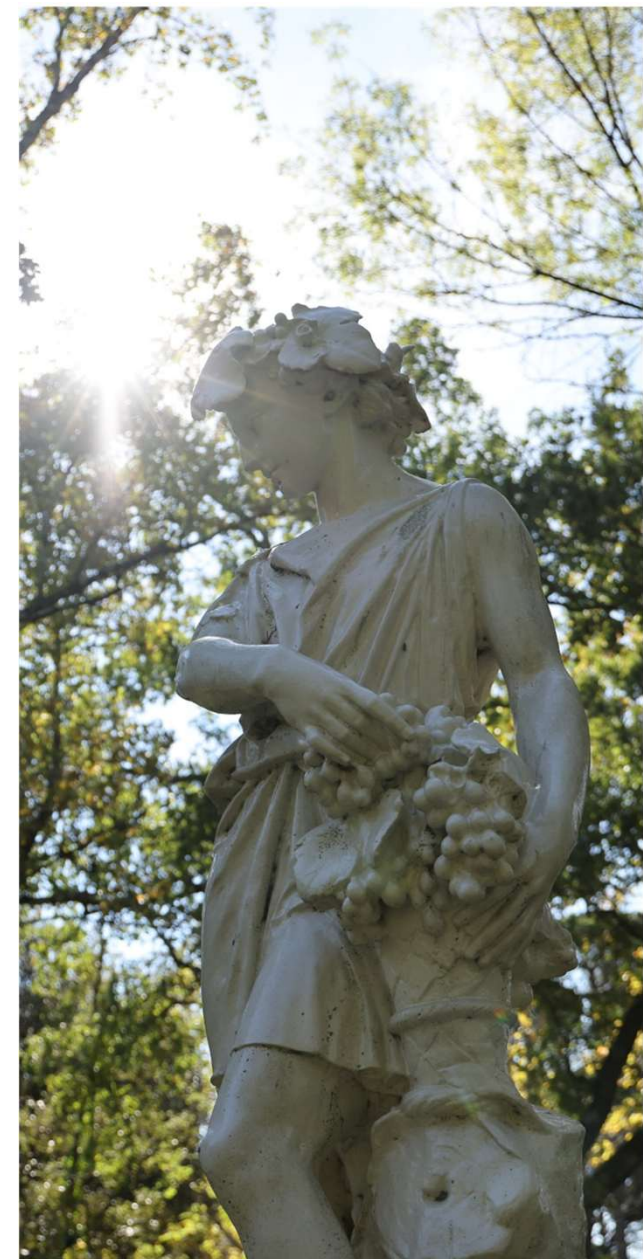
ECOCERT

Organisme certificateur de l'agriculture biologique qui s'engage dans la valorisation de pratiques durables



NATURA 2000

Protection d'habitats et d'espèces endémiques et représentatifs de la biodiversité européenne



A global commitment

In order to offer agriculture that is adapted to new climatic conditions, minimizes its impact on the environment and promotes the regeneration of natural ecosystems, we focus on six fundamental pillars:



Adapting and regenerating our cultures

- Gentle pruning
- Introduction of plant cover
- Resistant native grape varieties...
- Constant monitoring of the natural fight against vine and apple diseases...



Forests and biodiversity

- Organic farming
- 50,220 tonnes of Co2 in carbon benefits thanks to the forest
- Partnership with a beekeeper and a shepherd
- Natura 2000 certification and actions to protect protected species
- Natural hedges promoting mycorrhizal exchange...



Management of water resources

- Diversifying our water resources
- Maintenance of historic aqueducts and canals
- Optimization of our irrigation systems (creation of water recovery "ponds")
- Monitoring varieties adapted to the ecological transition...



Training and raising awareness

- Apple picking
- Education for schools, the public and teams around theme days...



Link with our region

- Joint agricultural projects with associations supporting farmers in their ecological transition
- Social, environmental and economic exchanges with the Dracénie food plan, integration centers and local canteens.



A low-carbon strategy

- More local marketing, with sales tripling in the PACA region
- An export marketing strategy focused on Europe
- Choice of local suppliers
- Work on dry materials (recycled paper, lightweight bottles, etc.)



Aventure, Amour & Absolu

3 cuvees for 3 moments of eternity

A moment of Aventure...

A time of joy, exploration and encounter. The intensity of the present moment.

A moment of Amour...

Time for sharing, for connecting with others and with Nature. A long time that remains in memory and creates emotion.

A moment of Absolu...

The suspended time that brings infinite well-being and soothes. A moment of harmony.

Astros is the fullness of these moments

IGP VAR

AVENTURE

The greatest adventures are the ones we share

Aventure d'Astros is la joie de vivre, long walks in the forest, tree houses and good laughs. A colourful, rich and vibrant life, full of discoveries and energy. A wine that embodies this life, thanks to its freedom in winemaking and its wide grape varieties.



MERLOT-CARIGNAN-
CABERNET

2020

*A demonstrative wine with
generous tannins.*

75cl



GRENACHE-CINSAULT-
CALADOC

*Spontaneous and expressive, a
wine that reveals an intense
crispness and freshness.*

75cl



UGNI BLANC- MUSCAT-
SAUVIGNON

*A greedy and fresh wine, carried
by its floral and fruity notes.*

75cl





AMOUR 2024
**MEILLEUR
 ROSÉ
 DU MONDE***
 World's best still rosé wine



AOP CÔTES-DE-PROVENCE

AMOUR

Unforgettable and unique moments of emotion

Amour by Astros is a collection of shared memories: family holidays, large dinner parties, epic festivities. The Cuvée Amour celebrates all kind of human relationships. It is a tale of encounters, shared moments, and complicity. A signature cuvée, harmonious and powerful, with a true personality.



GRENACHE-SYRAH

2020

Charming, a wine with fine and seductive aromas of red fruits and sweet spices.

75cl



GRENACHE-CINSAULT-TIBOUREN

Our signature wine, a chiselled and pure Côtes-de-Provence.

75cl – 150cl – 300cl



100% ROLLE

Perfect balance between tension and roundness, a greedy and invigorating wine.

75cl

* à l'International Wine Challenge parmi plus de 4000 échantillons dégustés à l'aveugle par un jury de 400 experts internationaux - at the International Wine Challenge among more than 4,000 samples blind tasted by a panel of 400 international experts

AOP CÔTES-DE-PROVENCE

ABSOLU

The divine expression of a terroir

Absolu, a wine representing the best of Astros from the selection of the vines capturing the most light and typicity of a Provençal terroir, limestone and dry soils, and all the poetry and magic of the estate. The cuvée Absolu reveals and enhances the beauty of the preserved nature to offer a pure experience of well being and harmony.



GRENACHE- CINSAULT- MOURVEDRE

*A rich and complex expression,
remarkably balanced for this
gastronomy rosé wine*

75cl



IGP VAR

AUGUSTINE

The discreet charm of the Haut-Var

A tribute to the character and mother of Marcel Pagnol, the Augustine cuvée is as daring as it is delicate. A true fruit of Provence born from its riches, it is generous, sunny and has an undying charm.



GRENACHE - CALADOC

Rosé

75cl, 150cl



100% COLOMBARD

White

75cl



MERLOT - CABERNET SAUVIGNON - MARSELAN

Red

75cl

AOP COTES DE PROVENCE

LA BELLE VIE

An ode to Provençal Dolce Vita

La Belle Vie is an ode to the Provençal way of life. It is a seductive rosé with the perfect combination of great aromatic finesse and a rare intensity of character. With its distinct elegance, this cuvée is a tribute to the South, to the austerity of its limestone soil which creates exceptional wines.



GRENACHE – CINSULT
NEW PACKAGING !

Rosé

75cl, 150cl



100% ROLLE
NEW PACKAGING !

White

75cl



GRENACHE – SYRAH
NEW PACKAGING !

Red

75cl



Apple orchards

A long-standing heritage at Château d'Astros

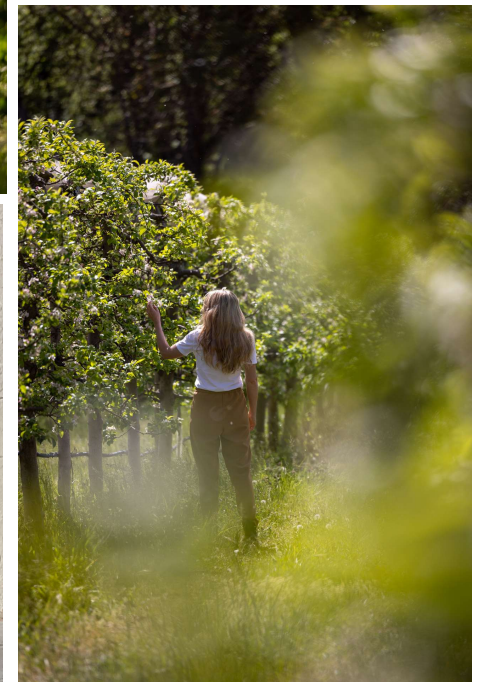
For over 50 years, apples have been a core part of Château d'Astros' agricultural identity.

Grown organically, our orchards are designed as a natural extension of the vineyard, with the same long-term commitment to living soils, biodiversity and time.

Each year, nearly **25,000 visitors harvest apples directly on the estate**, making apple growing not only an agricultural activity, but also a **powerful storytelling and experiential asset**.

Today, Château d'Astros is **investing in a large-scale orchard regeneration program to preserve and future-proof this heritage** in response to climate and agricultural challenges.

Rooted in this fruit-growing tradition, Château d'Astros' **organic apple juice** focuses on purity and balance. No artifice. No shortcuts. A **clean, authentic expression** designed to let the natural taste of the apple speak for itself.





APPLE, ROSEMARY & HONEY 25cl & 75 cl

A **smooth, comforting** profile where the roundness of apple and the natural sweetness of honey are enhanced by rosemary's herbal depth. Elegant, complex and structured.

APPLE, THYME & LEMON 25cl & 75 cl

Fresh and vibrant, driven by zesty lemon and the tonic character of thyme, balanced by the natural sweetness of apple. Refreshing, crisp and highly drinkable.



CHÂTEAU
d'Astros

Botanical drinks Infused with provençal herbs

At **Astros**, **apples** are more than a fruit. They are a **living heritage**, a **school of taste**, and a **source of inspiration**.

This long-standing expertise naturally led Château d'Astros to explore new expressions, inspired by the plant diversity of the estate.

Understanding the fruit, working with plants, mastering **gentle infusion** and seeking balance between freshness, sweetness and complexity: all this know-how is now brought together in a **new range of 100% natural, non-alcoholic drinks**, combining apple with Provençal herbs to offer genuine tasting experiences.



100%
Natural



100%
Organic



No added sugar



Provençal
herbs



CHÂTEAU
d'Astros

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