



## Château Pontet-Canet 2016 Upgrading to Global Recommended List

- We are upgrading **Château Pontet-Canet 2016** to our **Global Recommended List**.
- **Bordeaux 2016** is going to be a **legendary vintage** which will only grow in stature with global collectors / investors. Collectors should be buying up the cheapest top scoring wines from this vintage.
- Pontet-Canet has a great record of **score upgrades** from **Wine Advocate**. There is a good chance of Pontet-Canet getting the **magic 100 points** in the future.
- At only **HK\$ 6,150** per 6x75cl, **Pontet-Canet 2016** is by **far the cheapest Top 10 scoring Left Bank 2016**.
- Pontet-Canet 2016 is offered at a **big discount** to the 2009 and 2010 back vintages.
- We have a high level of confidence that Pontet-Canet 2016 will be a **good long-term performer**, and we recommend that every serious collection contains at least one case.

### Pontet-Canet 2016: Upgraded to Cru Global Recommend List

Reasons behind our upgrade:

1. **Legendary Vintage** - 2016 is the best Bordeaux vintage post 2010.
2. **Potential for Up-rating** – Pontet-Canet has a strong record of upgrades. Lisa Perrotti-Brown has given a strong hint that the 2016 could be destined for “*three digits*”. Jeb Dunnuck says the same thing. Pontet-Canet 2016 already has one **100 point** score from critic Roger Voss at Wine Enthusiast.
3. **Relative Undervaluation** - Pontet Canet 2016 is by far the cheapest of the Top 10 scoring Left Bank 2016s – and looks undervalued also versus its 2019 and 2010 vintages.

#### 1. Bordeaux 2016 – Best Vintage Since ‘Twin Greats’ of 2009/10

Since 1970, only **six vintages** in Pauillac have been classified “**Extraordinary**” by Wine Advocate: **1982, 1990, 1996, 2009, 2010** and **2016**. **Jancis Robinson MW** recently declared that Bordeaux 2016 was the “*best vintage*” she would taste in her lifetime. 2016 is rapidly ascending to epochal status and hence we advise clients to **pick up the top scoring wines** from this year whenever available. Long-term collectors/investors know that ‘vintage’ is to fine wine, what ‘location’ is to real estate ...

#### 2. Pontet-Canet 2016: Potential for Upgrade to 100 points

Pontet-Canet 2016 is currently rated **98+ points** from Wine Advocate. That “+” is important, because Pontet-Canet has one of the best records of **being upgraded** of any Bordeaux estate. Just look at the table below:

## Pontet-Canet is the "King of the Score Upgrade" – Is the 2016 Destined for 100 Points?

Pontet-Canet	1st rating	2nd rating	3rd rating	4th rating	5th rating
2019	98-100 30 May 2020 Lisa Perrotti-Brown				
2018	97-99 24 Apr 2019 Lisa Perrotti-Brown	UPGRADE (97-99)+ 30 May 2020 Lisa Perrotti-Brown			
2017	96-98 27 Apr 2018 Lisa Perrotti-Brown	96 17 Mar 2020 Lisa Perrotti Brown			
2016	95-97 28 Apr 2017 Neal Martin	UPGRADE 98 1 Dec 2018 Lisa Perrotti-Brown	UPGRADE 98+ 30 May 2020 Lisa Perrotti-Brown		
2015	94-96 28 Apr 2016 Neal Martin	UPGRADE 96+ 22 Feb 2018 Lisa Perrotti-Brown	UPGRADE 97 30 May 2020 Lisa Perrotti-Brown		
2014	93-95 30 Apr 2015 Neal Martin	94 1 Apr 2017 Neal Martin	UPGRADE 95 30 May 2020 Lisa Perrotti-Brown		
2013	90-92 28 Aug 2014 Robert Parker	UPGRADE 92 30 May 2020 Lisa Perrotti-Brown			
2010	(96-100) 2 May 2011 Robert Parker	UPGRADE 100 28 Feb 2013 Robert Parker	100 30 May 2020 Lisa Perrotti-Brown		
2009	(97-100) 27 Apr 2010 Robert Parker	UPGRADE 100 23 Dec 2011 Robert Parker	DOWNGRADE 98 1 Mar 2017 Neal Martin	UPGRADE 100 14 Mar 2019 Lisa Perrotti-Brown	100 30 May 2020 Lisa Perrotti-Brown

Pontet-Canet has had **14 upgrades** since 2003, versus only 5 downgrades. No Pontet-Canet wine has been downgraded since the 2009 in 2017, which was promptly reversed in 2019!

**Pontet-Canet 2016** has already been **upgraded twice**. Are we going to see a third upgrade in the future? We wouldn't bet against it. Lisa Perrotti-Brown dropped a big hint in May 2020 when she wrote:

*"I wouldn't be at all surprised if this **warrants the three-digit score** in a few years' time"*

Intriguing, **Jeb Dunnuck** wrote exactly the same thing:

*"Reminding me of the 2010 and, I suspect, a wine that will **merit a triple-digit rating** in a decade or so (I tasted this on multiple occasions and thought it was perfect on one of them)"*

### 3. Pontet-Canet 2016 is Undervalued Versus 2016 Peers and its own Back Vintages

Look at the **10 Best Scoring Left Bank 2016s**:

The 10 Best Scoring Left Bank 2016s		
	WA	Price (6x75cl) IB
<b>Pontet-Canet</b>	<b>98+</b>	<b>HK\$6,150</b>
Montrose	99	HK\$9,021
Ducru-Beaucaillou	98+	HK\$9,574
Cos d'Estournal	100	HK\$10,010
Pichon Lalande	98+	HK\$10,389
Léoville Las Cases	100	HK\$14,899
Haut-Brion	100	HK\$26,597
Château Margaux	99	HK\$29,857
Lafite Rothschild	99	HK\$40,507
Latour (estimated price)	100	HK\$40,507

Pontet-Canet 2016 is a **third cheaper** than the next cheapest top 2016 wine (Montrose 2016, which we also like as a recommendation). This huge discount makes no sense to us, and we believe Pontet-Canet 2016 is one of the **most undervalued wines** in Bordeaux today.

Pontet-Canet 2016 also looks undervalued versus the last two truly great Pontet-Canets: 2009 and 2019:

Best Scoring Modern Physical Pontet-Canets		
	WA	Price (6x75cl) IB
<b>Pontet-Canet 2016</b>	<b>98+</b>	<b>HK\$6,150</b>
Pontet-Canet 2010	100	HK\$9,458
Pontet-Canet 2009	100	HK\$12,455

## Why is Pontet-Canet such a Great Long-term Holding?

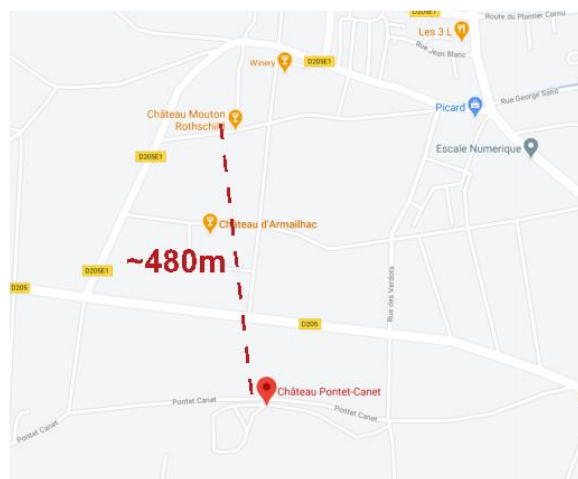
Château Pontet-Canet sits less than 500m away from First Growth Château Mouton Rothschild. Bordeaux aficionados know this means getting **potentially First Growth quality** at **Fifth Growth prices**.

But of course today the old 1855 Classification counts for very little these days, especially with estates that have improved as much as Pontet-Canet. There is no question that, as a global Bordeaux brand, Pontet-Canet is second only to First Growths, the Right Bank elite and a handful of 'super seconds' in recognition and stature.

Antonio Galloni admires Pontet-Canet for breaking the mould in adopting new winemaking techniques such as aging a portion of their wines in amphora, hailing Pontet-Canet as "*one of the most singular wines in Bordeaux*".

Chris Mercer wrote in Decanter that its wines were one of the **best-selling** during the 2019 *en primeur* among the ranks of Lynch-Bages, Mouton Rothschild, Mission Haut-Brion, Pichon Lalande and Clinet.

Pontet-Canet is also ahead of the curve in other areas which are likely to make their wines more desirable in the future. They converted to full bio-dynamism in 2010 (now certified by Biodyvin and Demeter) and are considered one of Bordeaux's most sustainable producers.



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