



757 /1000
(wine-level)

RELEASED AT c.£42 (+69% vs 2015)
/ €42 EX-NÉGOCIANT (+46% vs 2015)

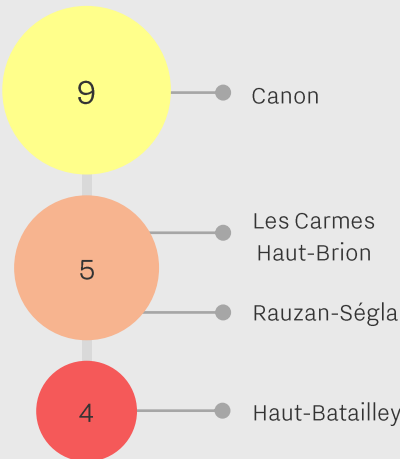
Haut-Batailley 2017: price analysis¹

A price increase of 46% on the 2015 release, putting the 2017 well above any vintage currently in the market, sends a strong message that Haut-Batailley's new owners, the Cazes family, have big plans for the brand. This bold repositioning catapults the wine into the next price tier and makes it a contender as a "flying fifth", if it works.



The trade's confidence in Haut-Batailley has risen over the past year from 6/10 to 7/10 in Wine Lister's Founding Member survey.

Largest gain in brand recognition over next two years (no. of votes)



Wine Lister's Founding Members (c.50 key players in the international fine wine trade) recently predicted that only three wines would experience a greater gain in brand recognition over the next two years.

¹ Please note that since none of our partner critics has released their 2017 ratings, we do not yet have a Quality score for the vintage.