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SoDivin Offers Château Latour 1954 at €1,508.33 in New Secondary-Market Promotion

The French merchant’s email lists Latour vintages from 1954 to 2017 for immediate shipment, highlighting sustained demand for mature Bordeaux.

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An email promotion circulating this week is offering a broad selection of Château Latour wines and related labels, with vintages ranging from 1954 to 2017, underscoring continued demand in the secondary market for one of Bordeaux’s most sought-after estates.

The message, sent by the French wine merchant SoDivin, advertises bottles of Château Latour, Les Forts de Latour and Le Pauillac de Latour as available for immediate purchase, with “100% in stock,” same-day shipping and express delivery. The offer includes standard bottles and some magnums, with prices listed before value-added tax and inventory shown in limited quantities.

Among the headline listings is Château Latour 2000 at €900 per bottle, with six bottles available. Other vintages in the main wine include 1989 at €579.17, 1988 at €450, 1987 at €425, 1984 at €495.83, 1979 at €400, 1978 at €416.67, 1973 at €350, 1969 at €558.33, 1968 at €740, 1964 at €600, 1957 at €662.50 and 1954 at €1,508.33. Quantities are generally small, often one to six bottles.

The email also lists second and third wines from the estate. Les Forts de Latour 2017 is offered at €175, while the 2007 vintage is priced at €125. A magnum of Les Forts de Latour 2006 is listed at €450. Other entries include Les Forts de Latour 2003 at €200, 1993 at €141.67, a 1993 magnum at €325, 1992 at €181.67, 1989 at €241.67, 1986 at €190 and 1975 at €165. Le Pauillac de Latour 2000 appears in the offer at €150.

The promotion reflects a market where mature Bordeaux continues to attract collectors and drinkers looking for provenance, storage assurances and fast logistics. Merchants specializing in old vintages increasingly emphasize packaging, bottle photography and immediate stock status as part of their sales pitch, especially for high-value wines where condition can have a direct effect on price.

Château Latour, a first-growth estate in Pauillac on Bordeaux’s Left Bank, remains one of the region’s benchmark names. Its flagship wine has long commanded premium prices because of its reputation for longevity and its limited availability on release compared with broader commercial distribution models used by some other top châteaux. In recent years, Latour has also stood apart by releasing wines later from its own cellars rather than following the traditional Bordeaux en primeur system for all

vintages.

That strategy has helped reinforce attention on bottle condition and traceability across the wider resale market. For buyers considering older vintages such as 1954, 1957 or 1964, details about fill level, label condition and storage history can be as important as the vintage itself. The merchant’s emphasis on high-definition photos available online or on request speaks directly to that concern.

The email says prices are ex-cellar and exclude VAT. It also states that shipments can leave the same day before 2 p.m., with next-day delivery to eligible destinations. The company highlights what it calls specialized protective packaging for transport and notes that it has operated since 2001 from Aigues-Vives in southern France.

The offer arrives at a time when fine wine buyers remain selective but active in blue-chip labels. Even as broader luxury spending has shown uneven patterns in some markets, top Bordeaux names such as Château Latour continue to hold attention because they combine brand recognition with long aging potential and an established auction record.

For merchants, older Bordeaux provides a way to serve both collectors building verticals and consumers seeking ready-to-drink bottles that no longer require decades in cellar. For buyers, however, scarcity cuts both ways: low quantities can create urgency, but they also make careful verification essential before purchase.

SoDivin’s message does not indicate how long the listed stock will remain available. It presents the selection as current inventory and directs customers to contact the merchant by email or WhatsApp for photos or assistance.