JOSEPH DROUHIN EMBRACES BEAUJOLAIS CRUS

PRESS KIT - JUNE 2015
In 2014, Maison Joseph Drouhin, a well-known Burgundy name signed an exclusive partnership with the Hospices de Belleville, historical owner of 34 acres in the 3 crus of Fleurie, Brouilly and Morgon. This partnership confirms the interest this Burgundy House has always shown towards her close neighbour; the Beaujolais, which is considered as a natural extension of the « Greater Burgundy » region. Convinced as we are of the great potential of these vineyards, we are committed to the renaissance and the development of the renown of the Beaujolais crus.

Frédéric Drouhin, president of the executive board of Maison Joseph Drouhin is convinced: «We have always been attracted to the exceptional terroirs of the crus du Beaujolais. This partnership will allow us access to prestigious vineyards of high quality. We are certain that the wines issuing from the Domaine des Hospices de Belleville will find a place of choice with all of our clients. Our first superb harvest in 2014 only enhances our enthusiasm.

On her side, Bernadette Lafond, director of the Hospices de Belleville, is delighted with this « fantastic opportunity to ensure the financial security of our historical heritage, and the chance to extend the renown of the Hospices de Belleville throughout the world! »

The design of the bottles with their labels featuring the famous blue albarellos vases, or apothecary jars, still visible today in the apothecary of the Hospices, perfectly sum up the spirit of this collaboration.

A PARTNERSHIP WHICH FOLLOWS THE TRACE OF DESTINY!

As a member of the French resistance during the war, Maurice Drouhin owed his life to the brave actions of the nuns of the Hospices de Beaune who harboured him for 6 months. To show his gratitude, he involved himself in the management of the Hospices de Beaune, then with the Hospices civiles of the East of France, including the Hospices de Belleville, and this without salary. The opportunity then, 50 years later, for his grandchildren to invest in the Hospices de Belleville is all the more fitting. It is a way for them to retrace their Grandfather’s footsteps, and in their turn, assure the longevity of this charitable institution.

The wheel has come full circle!
THE MAISON JOSEPH DROUHIN

A FAMILY STORY

Since being founded in 1880 in Beaune by Joseph Drouhin, this eponymous House has seen successive generations following on from one another. Joseph was followed by Maurice, then came Robert, father of the 4th generation actually at the helm with Philippe, Véronique, Laurent and Frédéric.

The names may change, and the personalities may differ, but the passion for wine remains! As inheritors of the Tradition, each brings their own skills, their sensitivities and their area of expertise to enrich the savoir-faire of the House.

EXIGENCE AT THE SERVICE OF THE TERROIR

The Domaine Joseph Drouhin comprises 192 acres covering the great wine producing areas of Burgundy, Chablis, Côte de Nuits, Côte de Beaune, Côte Chalonnaise.
In each of these vineyards, we have the same objective: producing the most faithful expression of the terroir and the vintage.
A challenge for excellence at every step: using organic and biodynamic practices to respect the plant, the soil and the ecosystem; plot by plot vinification to best express the nuances of each terroir; subtle and elegant ageing to best respect the wine… This approach is not dissimilar to luxury craftsmanship or a « tailor-made » approach requiring a particular attention to detail, a great savoir-faire and a real taste for work well done.
This work demands great exigency which is largely recompensed by the international acclaim for bottles bearing the Joseph Drouhin signature!

THE DROUHIN STYLE

As explained by Frédéric Drouhin, president of the executive board of Maison Joseph Drouhin: “Elegance and balance » are our guiding light!
These words perfectly describe the style of wines that we like, and which bear our signature.
This is achieved by a sober and harmonious approach to the cultivation of the terroir and the philosophy applied to the vinification. This balance allows the wine to express fruitiness and purity in youth and then a graceful evolution over the years.
Using our Burgundy 'savoir-faire' whilst respecting the specificity of Beaujolais, many improvements have been put in place by Maison Joseph Drouhin. From cultivation to ageing, at every step, no detail is overlooked to better enhance the identity of each cru. It’s the « hand-made » style of our House!

THE VITICULTURE
One of our first actions was an audit of the vines in order to identify and better understand each plot. The results were extremely satisfying, this allows the elaboration of a blueprint to privilege plot by plot cultivation, with the aim of being close to the plant, and in the respect of the terroir. This guides the year’s work for the team in place with the support of the head of cultivation of the House alongside the vineyard team of the Hospices de Belleville.

THE VINIFICATION
The date of the harvest; always manual, is chosen in function of the perfect ripeness of the grapes. The transport of the harvest has been rethought to best respect the grapes. The Vat house has been equipped with a sorting table, where the grapes are sorted upon arrival. The process of de-stemming, common in Burgundy, carried out, depending on the different plots, and the state of the grapes. The fermentation combines the « Beaujolais » way and the « Burgundy » way.

THE AGEING
The ageing is adapted to the nature of each wine, with the sole aim of revealing all its subtleties like an amplifier of the terroir. The wines issuing from carbonic fermentation are aged in stainless steel tanks in order to preserve the freshness and the fruit. However, oak is appropriate for those vinified in Burgundy style in 500 litre barrels. Thanks to micro-oxygenation, they gain in aromatic complexity and suavity with softly caressing tannins. After 5 to 6 months ageing, the wines are assembled for bottling.

THE GAMAY NOIR WITH WHITE JUICE: REVEALER OF THE TERROIR!
Its origin: a natural son, by hybridization of the pinot noir; born in Burgundy, it is, above all, a child of Beaujolais!

Its character: productive, it requires low pruning, a high density of plantation, poor soils, (the granitic arenas are ideal). From a cross-bred variety, it then becomes a very “thirsty” grape, revealer of the terroir.

Its wines: rubgy and easy-drinking in the case of simple Beaujolais, but they reveal their complexity and subtlety in the crus of Beaujolais.

Its ageing potential: issuing from the best terroirs and with careful vinification, they present a real capacity for ageing which is being rediscovered by wine professionals.

A simple Beaujolais may be a wine of the gamay, but a cru Beaujolais is definitely a wine of the terroir!
Situated in the south of Burgundy, in the prolongation of the Mâconnais, the crus of Beaujolais offer a unique vineyard formation with its hills, or teats, which punctuate the bell towers of the villages gripping the flanks of its slopes. This countryside is vaunted by many as being one of the most beautiful viticultural landscapes of France! A total of ten, the crus are all to be found in the north of this wine area. This geographical area, paired with a geological reality, with soils of volcanic origin; thin, shallow, and comprised for the most part of coarse sand, or granitic arenas, fully justify this classification. Each cru has its own identity and individual character due to its topography, its climate, and the complex nature of its soil and sub-soil. As in the whole of the Beaujolais, a single red grape variety, the gamay noir with white juice, reigns as master.

Above the 2,174 acres of the cru, surveys ‘La Madone’, a chapel dedicated to the Virgin Mary dating from the end of the XIXth century. The vineyard situated in the heart of the cru, grips the flanks of the hillside of these steep slopes. The soils here are fairly homogenous with granitic sand of large rose coloured cristals, also called gore, thin and poor, which act as a perfect filter. To the east, on the border of the cru of Moulin à Vent, are to be found veins of manganese and the presence of clay, bringing a supplement of structure to the wines. The wines bear well the name of the appellation by demonstrating much finesse and suavity with an aromatic profile which is very floral combining rose, iris, violets and peonies with notes of small red fruits and vine peaches. Spicy notes become apparent with age.

It is said that if the Moulin à Vent were to be King of the Beaujolais, she would be the queen!
BROUILLY

Charming, the power of seduction!

With 3,212 acres spread over 6 communes, Brouilly is the largest and the Southernmost of the crus. It owes its name to Mont Brouilly, a cone of volcanic origin culminating at 484 m. On its summit is found the famous Chapel dedicated to: Notre Dame du Raisin (of the grape) edified in 1854. Its silhouette can be seen from afar, and gives the type of countryside typical of the Beaujolais. The vineyard in the shape of a U spreads out below the mountain. The soils present noticeable differences from one village to the other, allaying pink granitic arenas which are fairly acidic and dry, to darker soils, due to the presence of diorite which is less acidic, and some limestone pebbles which are slightly less propitious to quality. The wines from Brouilly have the reputation of having body, with aromas of red and black fruits and plums, with spicy notes, and pepper and even of moka. They perfectly express the fruity bouquet of gamay.

MORGON

A cru with definite character!

The neighbour of Fleurie, in the heart of the crus, situated on the eastern facing slope of the Monts de Beaujolais, Morgon comprises 2,718 acres. It is the 2nd largest of the crus after Brouilly in surface. The appellation takes its name from a small place called Morgon attaching it to the village of Villié-Morgon. Its rose-coloured soil, predominantly alcaline, is characterized by the presence of micaceous schists originating from detrital rocks or « morgons » and by the presence of iron oxide and manganese. These geological specifications give Morgon a strong character and a surprising ageing potential which gives rise to a local expression for an older wine saying that it ‘morgons’. In its youth, it offers notes of stone fruits (plum, cherry) which evolve towards typical nores of Kirsch, spices, ginger and nutmeg. Its body has strength, richness and a good structure.
LES HOSPICES DE BELLEVILLE

A museum; the memory of medicine at the service of the poor in former times. Despite many trials, l’Hôtel-Dieu managed to keep its function as a hospital until 1962 when it became an old peoples’ home. It closed its doors definitively in 1991.

Today, since becoming a museum thanks to the Association ‘Albarelle’, it allows the visitor to be transported back into the lives of the sick in former times. The buildings date from XVIIIth century, with 3 rooms and 2 chapels which are classified as historical monuments. They contain period furniture, and have been entirely reconstructed as they would have been in the past. Models representing the nuns of Sainte Martha remind us of the important role of this order in the care of the sick, and the daily functioning of the hospices. The council room and the apothicary are magnificent with their wood paneling and the collection of unguent vases, the famous ambarellos, decorated with blue, which have become the emblem of Hospices de Belleville, and which was the inspiration for the wine labels. The operating theatre, dating from 1879 completes the visit in a most instructive way.

LES HOSPICES DE BELLEVILLE

A charitable institution at the head of a piece of viticultural heritage. Created in 1733, the Hôtel-Dieu de Belleville had the function of welcoming and healing the sick from among the poorest members of society. Right from its construction, this charitable institution benefitted from the generosity of benefactors. Amongst the donations, vineyards have always been well placed on the list of assets belonging to the Hospices de Belleville, which has since become a public institution.

Today this heritage comprises 14 hectares in the 3 most renowned crus of Beaujolais, Fleurie, Brouilly and Morgon.

Hôtel-Dieu de Belleville, 68 rue de la République, 69220 Belleville. Contact : Tourist Office, 04 74 66 67. otbvs@orange.fr
Three parcels for a total surface of 16 acres. « Vers le Mont » 14 acres, « Les Marrans » 0.81 acres, and « Les Grands Prés » 0.56 acres.

**CHARACTERISTICS**
Because of its size, « Vers le Mont », situated on the slopes of La Madone, dominates the assemblage of these 3 plots. The soil is grey, poor, well-drained and very characteristic of the appellation.

**GRAPE VARIETY**
The gamay noir with white juice.

**VINIFICATION**
Depending on the plot and the quality of the grapes, part of the harvest is de-stemmed for a ‘Burgundy style’ vinification with punch downs and pump overs, whilst the rest is vinified as whole cluster with carbonic maceration. Slow fermentation lasts between 10 to 15 days.

**AGEING**
The wines which are vinified Burgundy style are aged in large ‘pieces’, (500 liters), stainless steel tanks are reserved for the wines issued from carbonic maceration. The wines are then assembled into one unique ‘cuvée’.

**TASTING NOTES**
Having a pretty ruby, violet colour, the wine begins by expressing pretty floral notes of violet, rose, iris, with a typical peppery note which then evolves into red fruits. The flesh is smooth and silky with soft Tannins, like a caress, the finale is long fresh and persistant.

**FOOD AND WINE PAIRING**
Roast Bresse hen or with cream, rack of lamb, vegetable lasagne, quiche lorraine, mature goats’ cheese.

**TEMPERATURE**
Recommended for service: Between 16 and 18° C.

**KEEPING**
Seductive in its youth, it will reveal all its complexity in the coming 6 years.

**PRODUCTION**
Approximately 43 000 bottles.
A single plot: « Le Sigaud » of 11 acres.

CHARACTERISTICS
Situated at the foot of Mont Brouilly, « Le Sigaud » presents a pink soil of good quality, well drained and in majority comprised of granitic arenas.

GRAPE VARIETY
The gamay noir with white juice.

VINIFICATION
Depending on the plot and the quality of the grapes, part of the harvest is de-stemmed for a ‘Burgundy style’ vinification with punch downs and pump overs, whilst the rest is vinified as whole cluster with carbonic maceration. Slow fermentation lasts between 10 to 15 days.

AGEING
The wines which are vinified Burgundy style are aged in large ‘pieces’, (500 liters), stainless steel tanks are reserved for the wines issued from carbonic maceration. The wines are then assembled into one unique ‘cuvée’.

TASTING NOTES
This Brouilly displays a deep red purple robe, a fleshy body with supple, caressing tannins, perfectly balanced, fruitiness is present with a delicately peppery note to finish.

FOOD AND WINE PAIRING
Chicken liver paté, pot roast beef, roast Bresse chicken, grilled veal skewers, zander in red wine, parma ham and rocket pizza, half goat and half cow’s milk cheese, like ‘Charolais’.

TEMPERATURE
Recommended for service: Between 15 and 16° C.

KEEPING
Charming today, full of fruit, it will demonstrate more complexity in 3 to 4 years.

PRODUCTION
Approximately 14 400 bottles.
A single plot:
« Château Gaillard » of 12 acres.

CHARACTERISTICS
« Château Gaillard » is situated in the north of the village of Villié-Morgon facing south-east. Its soil is comprised of very flaky crystalline rocks iron oxide and manganese.

GRAPE VARIETY
The gamay noir with white juice.

VINIFICATION
Depending on the plot and the quality of the grapes, part of the harvest is de-stemmed for a ‘Burgundy style’ vinification with punch downs and pump overs, whilst the rest is vinified as whole cluster with carbonic maceration. Slow fermentation lasts between 10 to 15 days.

AGEING
The wines which are vinified Burgundy style are aged in large ‘pieces’, (500 liters), stainless steel tanks are reserved for the wines issued from carbonic maceration. The wines are then assembled into one unique ‘cuvée’.

TASTING NOTES
The colour is purple violet, this Morgon, already unveils its temperament by aromas of very ripe red fruits, spices and liquorice. The palate confirms a tannic structure, a little firm as yet, covered by balanced and fruity flesh.

FOOD AND WINE PAIRING
Coq au vin, grilled beef rib, grilling steak with shallots, duck breast, pan-fried salmon, mature soft cows cheese.

TEMPERATURE
Recommended for service : Between 17 and 18° C.

KEEPING
It deserves a year of patience to best reveal its character, and then it will be at its best in the coming 6 to 10 years.

PRODUCTION
Approximately 12 500 bottles.