

ROLAND COIFFE & ASSOCIÉS



Inside la PLACE *By Gerda*

HAPPY BIRTHDAY • ROLAND COIFFE & ASSOCIÉS
Anniversary
15th



Gerda BEZIADE

Introduction to “Inside La PLACE”

In addition to being a negociant in the 21st century on a day-to-day basis, we wished to bring you through “**Inside La PLACE by Gerda**” more information on the chateaux or domaines we work with.

We want to share our exchanges with the women and men who make the wines, in order to better understand the future opportunities of the market.

Gerda BEZIADE joined **Roland Coiffé & Associés** for this purpose. Gerda has an incredible passion and a perfect knowledge of Bordeaux acquired within prestigious negociants over 30 years.

Since October 2021, Gerda met face-to-face nearly a hundred key people who make the greatest wines possible.

“**Inside La PLACE**” informs you on:

- Chateaux and domaines news,
- The positioning of the brand and the vision of the winemaker for its wines,
- Planned projects: technical, marketing, or commercial,
- Wine tasted during the interview,
- Upcoming releases, stocks and vintages for sale,
- Sales support materials at your disposal,
- Sometimes, anecdotes of the persons met. Our approach is business focused.

It is about transmitting precise information in order to lead you and your final customers to make the best choices towards the finest wines.

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Michael Egan			

* Personal interviews



Ladies and Gentlemen, Lovers of divine nectars and enlightened connoisseurs, get ready to raise your glasses and toast with joy,

for Roland Coiffe & Associés, the Bordeaux maestro of fine bottles, is celebrating its 15th anniversary this year!

Since 2008, our negociant house has evolved without a doubt faster than a bottle of Latour. However, unlike some things in life, we remained loyal to our **core values**. We are talking solid principles here, not those bottles that mysteriously evaporate during lively evenings.

At Roland Coiffe & Associés, **transparency** is our calling card, **dynamism** our mantra, and our ability **to be insightful** and **attentive** to our customers is sharper than a hand-forged corkscrew. In other words, we're more than just wine merchants, we're a sensory experience.

With our expertise that would make a seasoned sommelier blush, we've woven a network of distributors and international importers in no less than **60 countries**. Yes, you heard right, we're more international than the wine that has traveled in various containers (boxes, vats, barrels, bottles) before reaching your glass.

15 years!

Our Premier league allocation range is first and foremost the fruit of the vine, but it's also the result of our **expertise**, our deep market **knowledge**, and **daily work** with our clients. Our international team of over **20 people** doesn't just taste wine all day, although that's part of our perks! No, we are dedicated to promoting Fine Wines, oriented towards the markets like a vine facing the sun.

And let's talk about our magazine **INSIDE LA PLACE** in which every week, we share deep and relevant content with **25,000 wine** professionals worldwide. The interviews are real immersive journeys into the heart of vineyards, but without the risk of spilling wine on your suit and with a lighter carbon footprint.

Year after year, we have shown remarkable robustness, much like a good Merlot ageing gracefully. Our turnover has once again exceeded **70 million euros**, and our equity is more comfortable than your favorite slippers after a hard day's work.

So, to all our dear partners, customers, and wine friends, let's toast to 15 years of success, audacity, and uncorked bottles! Roland Coiffe & Associés, where every sip tells a story and every anniversary is an exceptional vintage.

Cheers everyone! 🍷🌟

Roland COIFFE



Since 2008, the company has demonstrated an exceptional ability to evolve while remaining loyal to its fundamental values

Roland coiffe & Associés

famous Bordeaux wine merchant, celebrating the 15th anniversary of its creation 2008 > 2023



Roland COIFFE the founder

our Solid Principles

- Transparency
- Dynamism
- Unique ability for insight and listening towards our clients

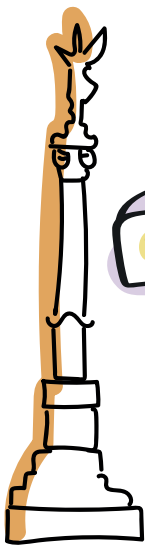
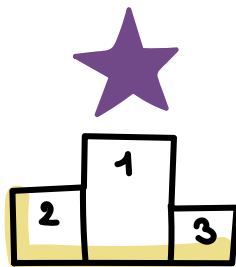
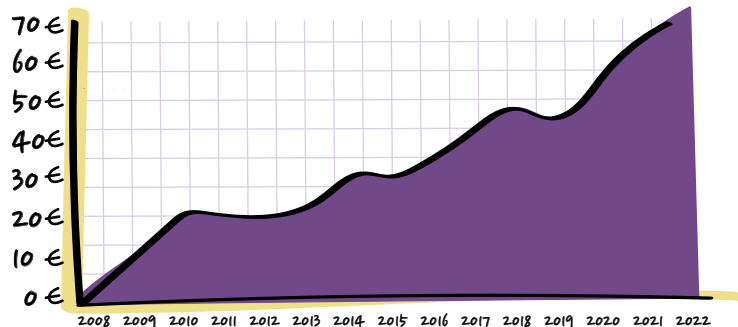
OUR CONSTRUCTION

A range of leading allocations demonstrating:

- > Its expertise
- > Its deep market knowledge

REMARKABLE ROBUSTNESS

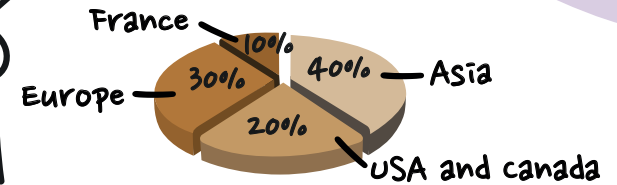
Year after year, our turnover once again exceeds 70 million euros in the last financial year ending July 2023, and is supported by comfortable equity to accompany its customers.



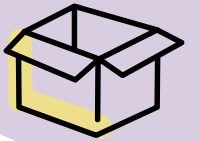
OUR EXPERTISE

We develop a network of major international distributors and importers in **50 COUNTRIES**

500 B2B clients



OUR LOGISTIC PARTNER



SUPPORTED BY

AN INTERNATIONAL TEAM OF MORE THAN 20 PEOPLE

The company cultivates customer service and multidisciplinary. The organization is entirely dedicated to the marketing of Fine wines, focused on markets.



[PUBLICATIONS]

For the past two years and each week

The company publishes in open-access for 25,000 professionals worldwide, deep and relevant contents in "INSIDE La Place". These interviews offer a unique and structured immersion into the world of winemakers, oenologists, and other key players in the wine industry.



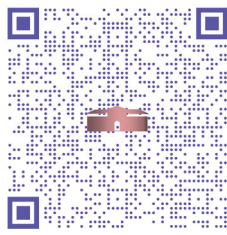


February 3rd, 2023

**JEAN-MICHEL COMME
CORINNE COMME**
Comme Consulting

“Wine life

My goal is the same for each vineyard: “to transmit a know-how, to give the key to reading and understanding the living”. I want to help people become autonomous and have the tools to choose the destiny of their vineyard as they wish. “Understanding” is the keyword because each place is different.



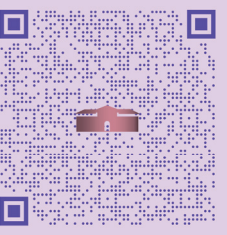
February 24th, 2023

**TENUTE DI TOSCANA,
FRESCOBALDI GROUP**

Patrick Lachapèle
Managing Director Tenute di Toscana

“Tenute Di Toscana, Frescobaldi Group

The positioning is different for each estate and we have a different strategy for each of them, but the vision is common. Our wines are Tuscan wines, owned by the Frescobaldi family, producers for over 800 years and 30 generations. It is a story of territorial belonging, a certain way of doing things with a constant focus on perfection and a long-term vision at all levels: viticulture, distribution, promotion.



February 10th, 2023

CHÂTEAU QUINTUS
Saint-Emilion Grand Cru

Mariette Veyssière
Estate Manager Château Quintus

“The 360° view of an exceptional terroir

Château Quintus is a true heaven of biodiversity thanks to this extraordinary Mediterranean belt, a two-hectare park made up of hedges, majestic oaks, with low walls and embankments. All these treasures of the landscape heritage border the entire plot and are important refuges for the natural allies essential to the prosperity of the vineyard. Biodiversity surrounds us and it has always existed here, it is fundamental for us to preserve it.



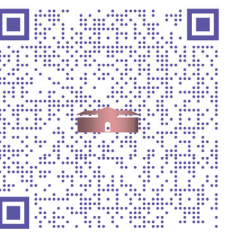
March 1st, 2023

TENUTA ORNELLAIA

Axel Heinz
Director of Domaine Ornellaia (until July 2023)

“Tenuta Ornellaia

Within the appellation, we have understood that our wines have a Mediterranean character. Even if we strongly link with Bordeaux through Thomas Duroux and myself, we know that our wines remain “sunny wines”. They are generous but retain elegance, finesse and drinkability.





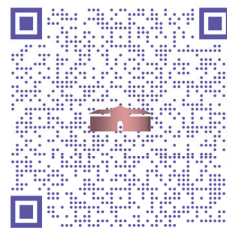
March 3rd, 2023

TENUTA LUCE

Tuscany, Italy

Alessandro Marini
Technical director

“ Tenuta Luce della Vite



Tenuta Luce is located in the southwest part of Montalcino, one of the hottest areas. It is a constant challenge to succeed in making high-quality wines with maximum precision when the seasons are more and more unbalanced and with a longer period of drought. We must find the right balance for the wine with perfect harmony and avoid power and over-ripeness. Our magnificent terroir allows us to obtain this balanced wine despite the climatic pressure.



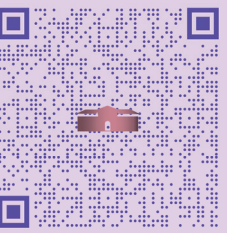
March 17th, 2023

CHÂTEAU LATOUR-MARTILLAC

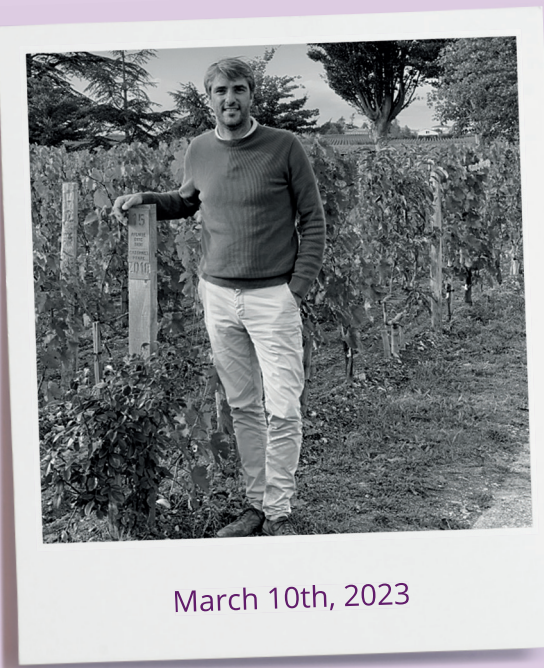
Grand Cru Classé de Graves Pessac Léognan

Wilfrid Groizard (left)
Deputy General Manager
Edouard Kressmann (right)
Technical director

“ Family Spirit



Our wines are a reflection of a true philosophy developed over decades by my family (Edouard Kressmann): “never make wines that do not correspond to the terroir.” We have never been and are not in the world of “over-extraction”. We make balanced, refined wines that have tremendous potential for aging. We have also improved drinkability to make our wine more accessible from a young age. We have gained in freshness.



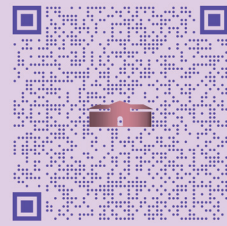
March 10th, 2023

LE PETIT CHEVAL BLANC, BORDEAUX BLANC

Saint-Emilion Grand Cru

Pierre-Olivier Clouet
Technical director, Château Cheval Blanc

“ An enthusiastic and dynamic person



The greatest challenge is to make an exceptional wine, reflecting the expression of the place where it was born. Beyond preserving our timeless style, which we must serve, our desire is to find living soils, increasingly fertile, and resilient, especially with regard to diseases and climate impact. It's a challenge to make a great white with sauvignon blanc on our terroir. A great Sauvignon Blanc must have depth, a certain bitterness, and not heaviness. This is “elegant power”.



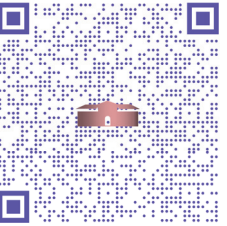
March 23th, 2023

CHÂTEAU D'YQUEM

1st Grand Cru Supérieur Classé en 1855, Sauternes

Mathieu Jullien (left)
Marketing & Sales Director LVMH Vins d'Exception
Lorenzo Pasquini (right)
Estate Manager

“ D'Yquem's versatility



We must be able to look to the past with humility and understand the history while being oriented towards the future. We should not systematically seek change but know how to adapt to a constantly evolving world. Take the best from the past and transport it to the future in the best possible way. That's why we don't touch the “fundamentals” and we are very grateful for what the Lur-Saluces family has been able to transmit. There are historical elements that we keep and elements that we make evolve. We should not freeze the estate but make it evolve while respecting its past, this is a long-term evolution.





March 31st, 2023

VIEUX CHÂTEAU CERTAN

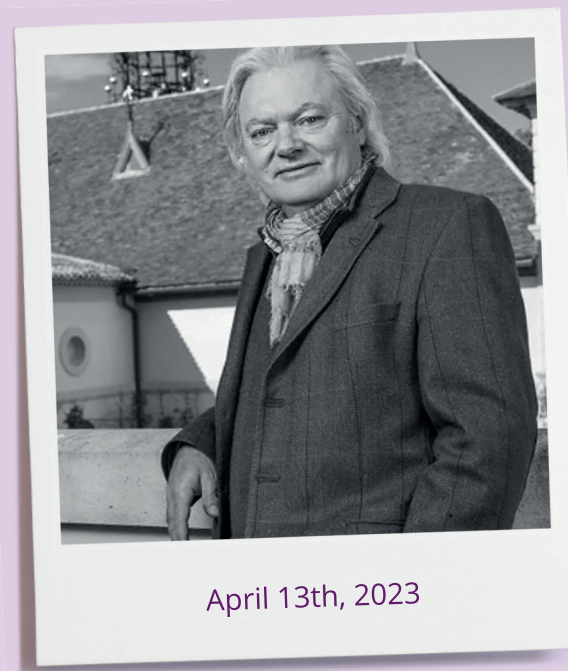
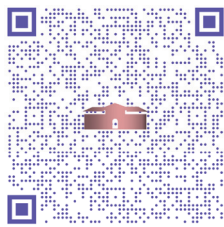
Pomerol

Guillaume Thienpont

Technical Director

“ In the footsteps of my family

VCC has a well-defined character and a particular identity among the best wines of Bordeaux. Our objective is to maintain our position and perpetuate excellence vintage after vintage. We are a family, and in order to ensure precision and sublimation of our terroir, all the stages of production are carried out according to our expertise, by our care. This is one of our specificities.



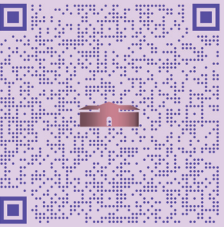
April 13th, 2023

HUBERT DE BOÜARD

Hubert de Boüard Consulting & Oeno-lab
Co-owner Château Angélys

“ My philosophy : respect for humans and nature

The fundamentals for an exceptional estate are identity and wine quality. Its DNA is a unique style that cannot be produced elsewhere. It is the embodiment of a product. There is also know-how in communication that makes sense to the final consumer by trying to explain “why Angelus is an exceptional estate, different, where humans are involved and make ancestral gestures, and why the wine is expensive?”. Château must be embodied and not dehumanized.



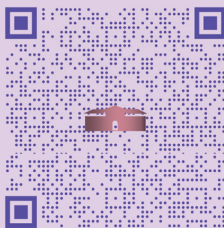
April 7th, 2023

MICHAEL EGAN

Fine Wines Expert

“ Fine wines expert

All the Grands Crus in Bordeaux have made major investments to protect their bottles. This trend started in 2005-2006. Unfortunately, this doesn't mean that there won't be any more counterfeits but it will simply be more and more difficult to do. With a few notable exceptions, Burgundy is still behind Bordeaux in this sense, but with the Burgundy price explosion, Burgundians are now also aware that they have to protect their brands.



April 24th, 2023

CHÂTEAU MARQUIS D'ALESME

3^{ème} Grand Cru Classé en 1855, Margaux

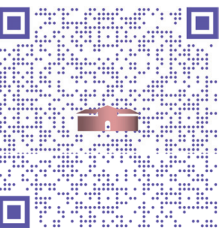
CHÂTEAU LABÉGORCE, MARGAUX
CHÂTEAU LA TOUR DE MONS, MARGAUX

Marjolaine de Coninck

Director Domaines Perrodo

“ Domaines Perrodo

We are experimenting and evaluating new ways to manage our vineyard. For example, for the past 10 years, we have had 5 hectares without trimming. We call these vines the “ballerinas”. We catch the branches and roll them in a lunar circle just above the main bud.





May 5th, 2023

INSIDE EN-PRIMEURS
A week with Gerda

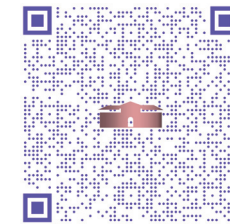


“
**Bordeaux 2022,
Resilience**

The 2022 vintage has produced exceptional wines in Bordeaux. The wines have great complexity on the nose, with fruity aromas, freshness and purity, as well as a voluminous, soft, supple and energetic tannic structure. The wines have a depth that gives them a dark and intense sensation. The reds are fruity, with impressive tannic concentration but without harshness. Their savory character is remarkable. The whites are tender, slightly acidic but aromatic. The sweet wines are powerful and pure, with a balance carried by their flavor richness. Overall, the vintage has produced unique and multidimensional wines.



**Journalist
The Wine Advocate**



WILLIAM KELLEY

Gerda: Can you tell us about your background?

William Kelley: *I am a wine lover who became a wine critic. I had opportunities to taste great wines in my younger years, especially during my studies at Oxford University (Doctorate in History) where I was in charge of the Wine Circle tasting group. In 2015, a friend of mine invited me to participate in the California wine harvest, at the same time I began writing about wine for Decanter: first about California, but soon adding Burgundy. Since 2017, I have worked for The Wine Advocate, adding Bordeaux to my list of responsibilities in 2021. In 2018, I started to produce my own wine for my personal pleasure in Burgundy where I own 0.5 hectares of vines. It is important for me to make wine to better understand the techniques, the challenges and the point of view of winemakers, and to live*

each vintage. Now my knowledge of the vineyard is much more complete. I've learned to read a vineyard: I can perceive when the soil is too compact, when the vines are well pruned, if the load per vine is too high, if there is too much nitrogen, I know how to understand the quality of the vine genetics, etc... I try to take the time to walk through the vineyards and I like to understand the winemaking, the maturation and the various approaches. I think it's the future of a wine journalist's job to show the differentiating character of the properties! Today, everyone can post their opinion and tasting note on social networks... I go out into the field and do what I love to do: I talk about techniques with the winemakers, and I believe that this adds value. The wine in the glass must also be understood, but the encounter with a vineyard must be much more than a simple exchange in front of a label!



May 19th, 2023

CHÂTEAU AUSONE

Saint Emilion Grand Cru

*Pauline et Edouard Vauthier,
Managers and co-owners*

“
**The ascent to
Château Ausone...**

5 gems from the Vauthier family

It should be noted that we do not have a dedicated team for Ausone, our collaborators rotate and each estate benefits from the same attention and culture of excellence. We do not compromise, these are our lands since the end of the 17th century, we want the best for our terroirs. The non-use of chemical and synthetic products has been obvious to us for a long time. Perhaps we are too discreet, but we work daily in our vineyards, Pauline makes the wines, and I am convinced that our values are our selling strength in collaboration with our partners in the Place de Bordeaux.



The business

Gerda: Why did you decide to become a journalist?

William Kelley: Haha, this might sound strange, but it was just to buy bottles! I was making some money from my articles for *Decanter* and that allowed me to buy wine. Luckily for me, writing a 1,500-word article is easy compared to a 100,000-word historical thesis, like the one I wrote while studying at Oxford. I developed my passion for wine and I was lucky because ours is a profession for «old crocodiles» who have tended to put off their retirement: eventually, there was space for someone young to emerge.

Gerda: Where did this passion for Bordeaux come from?

William Kelley: Bordeaux was my first love, and I was lucky enough to share many wonderful bottles with a family friend. One day he even asked me to organize his cellar of 6,000 bottles. There were some magnificent bottles from the 50s and 60s. To thank me, he offered me a meal over a game with three bottles of Cheval

Blanc 1961, one bottled at the château and two English-bottled ones. I still remember this unforgettable moment, as I still remember the Ducru-Beaucaillou 1961, or La Clusière 1961, the old La Gaffelière à Naudes and Ausone, wines which are still of an exceptional quality level. Moreover, during the Oxford Wine Circle tastings, we drank more Bordeaux than Burgundy. So it all began with Bordeaux. Then, I invested a lot of time to better understand Burgundy, working harvests there and tasting in all the cellars. My first step was to buy a few rows of vines there and today I live there with my wife and our children.

*The first vintage I tasted En Primeur, just as an amateur, was 2008. From then on, I followed the interesting changes in Bordeaux, but from a distance. When Lisa Perrotti-Brown left *The Wine Advocate* at the end of 2021, I immediately offered to take on Bordeaux! It's a great challenge, and I'm putting my heart into it. I don't aspire to be a journalist all my life, but I would like to offer my vision of Bordeaux as long as I'm here and as long as Bordeaux continues to evolve; a vision that I hope will speak to our readers and bring them closer to the vineyards.*



Gerda: How would you describe the role of a wine correspondent?

William Kelley: I greatly appreciate challenges, and climate change is one among many. At Artemis Domaines, we are deeply committed to this topic. We question ourselves, as it's essential to not take things for granted. This entrepreneurial spirit enriches the entire team. Moreover, we must not adopt a fatalistic attitude. There are certainly solutions, and we are working towards ensuring the longevity of our vineyard and being able to produce great wines for aging in the future.

Gerda: Are you able to give an objective rating to wine?

William Kelley: The word « objectivity » is often misused. An objective property is a property that exists independent of an observer, or in this context a taster : a wine's pH is an objective quality, as is the presence or absence of TCA, or its alcohol level.

Whether a wine is good or bad is not an « objective » quality, as it is perceived by an observer, that's to say, a taster. While many tasters may agree on what a great wine is and what it isn't, the phenomenon of natural wine reminds us that the definition of quality is subjective: natural wine lovers appreciate flaws that you or I may find execrable, and indeed such people consider these flaws to be qualities. Wine criticism is concerned, therefore, with both the objective and the subjective: what are a wine's properties, and what is its quality? When judging the quality of a wine, we enter into the subjective; but a critic should be as dispassionate as possible, that is to say, uninfluenced by bias for a label or appellation or an aversion to a person or a grape variety. On the other hand, we must also champion a certain vision of wine and style: does a film critic say a film is good because the camera is in focus, or an architectural critic that a building is good because the roof doesn't leak? Nor should a wine critic say a wine is great because it is « well made ». It is important, however, to be as consistent as possible: a wine that scores well one day should score well the next. I am happy to stand for a certain idea of wine, and I hope that this vision animates my work and lends it a coherence that is indispensable, if all too rare, for compelling criticism.

Gerda: How critical should wine criticism be and are you different from other wine critics?

William Kelley: I don't taste wines with the intention of being critical. However, if the wine is defective, you have to say so. I don't want to lose credibility, I have to be able to take responsibility for my criticism of a wine, whether I like it or not. That's why it's important to come to visit the estates regularly. Am I really different from other wine critics? For the primeur tastings, I try to publish my notes first so that I am not influenced by the other journalists. I'm more excited about how others will score next, rather than knowing in advance what they have written. However, their comments are interesting because they scrupulously detail the percentages of the blends, which I sometimes forget to note.

Gerda: Do you think that criticism pushes winemakers to question themselves and to evolve?

William Kelley: Yes, I think so and this is probably more the case in Bordeaux. That's why it's important for me to be very clear to the winegrowers because I don't want them to think that I'm capricious. When I arrive at a château, I want them to know how I work, what I want to know and who I really am. My vision is for the end consumer.

It's important that châteaux understand that they need to communicate better about everything that happens at the property and especially about how they farm their terroirs. Today, with social networks, we are in a world of information. Good or bad, it is essential to control your own communication.

Gerda: Each vintage and each terroir are unique. Can the winemaker be conditioned by the taste of the consumers? Or vice versa?

William Kelley: Interesting question... I don't think so. Thanks to social networks, there is no longer the threat of homogenization of tastes. Thirty years ago, globalization made wines identical, but today it is characterful wines with a specific origin, those that are most distinctive, that find markets the quickest.

In today's wine world, the journalist is the first to communicate his vision. The winemaker makes a unique wine, or not, for which the consumer is ready to pay a rather high price, or not. Châteaux should not be afraid of journalists. On the contrary, they should be proud of their success!



Gerda: How would you describe your personal taste?

William Kelley: I like Bordeaux wine that tastes like Bordeaux! Authentic to its origins, and the characters of the men and women who made it: those who embrace what they do, those who do a consistent job with their style. I like wine with finesse and structure, which does not mean that I don't like tannins. I have always liked the structured wines of the Médoc, which embody the ideal of «austerity without asperity». On the other hand, I don't like wines that are too alcoholic and unbalanced. It's possible that I may be more tolerant of subtle herbal and minty

expressions than some of my Anglo-Saxon counterparts. I am not very tolerant of volatile phenols. I like wines that are drinkable, complex and balanced, and for these, I am prepared to be patient. The great Burgundies, for example, are often expressive right away, it sometimes takes longer with the Bordeaux.

Gerda: Is there a new aromatic trend in Bordeaux?

William Kelley: Yes, I think we are coming back to the real taste of wine! For a very long time, we lost the floral and fruity character of a Palmer 1961 for example.

Climatic changes

Gerda: What do you think of organic and biodynamic wines?

William Kelley: The most outstanding wines in the world are made in vineyards with living soil. Organic is a reaction against the effects of the chemicals of the 80s and 90s. Is organic enough and is organic the solution? On these points, I am less sure. There are too many questions about copper in the soils and its sustainability... I am generally in favor of organic and biodynamic viticulture, but not against winegrowers who use, for example, phosphonates, which are permitted under organic certification in the USA but not in France, because we must not close our eyes to the problems of organic viticulture.

Gerda: How do you manage to taste more than 50 wines a day, especially during the primeur period?

William Kelley: I taste a maximum of 70 wines per day during the primeur period, which is much less than many colleagues. Half in the morning, half in the afternoon. I taste quite quickly and preferably at the property. I drink a lot of sparkling water, between 5 and 6 liters a day, and try to avoid drinking at lunchtime or in the evening.

Gerda: You are in Bordeaux to taste the 2020 vintage. What is your first impression?*

William Kelley: I had not tasted this vintage en primeur, so I had no expectations. It is a good vintage but less consistent in style and quality than the 2019 vintage. The 2019 vintage has a stronger style, sensual, vibrant, expressive and fruity. 2020 has a style that depends on terroir and the quality of the tannins.

*the interview took place in February. William Kelley has published his notes of 2020 on the 6th of April 2023:
<https://www.robertparker.com/articles/Y7GvPXsYYyqkwornm/france-bordeaux-2020-vintage-in-bottle-out-with-old-in-with-new>

Vintage 2022

Gerda: When are you coming back to taste the 2022s? **

William Kelley: Haha, I think James Suckling is already tasting (early February). On a more serious note, I'll be back in Bordeaux two weeks before the Union des Grands Crus' primeur week. Two people have already told me that 2022 is like 1982: it would be a good thing if the quality and prices are the same as in 1982.

Gerda: Last question: what do you think of the Place system?

William Kelley: Good question... If the Place didn't exist, nobody would invent it. It is a very particular system, which has advantages and problems. It is a powerful tool for classified growths. It works very well for this type of product. The place is a formidable tool for promoting wines when everything is going well, but when it is difficult as it is today, it is also a filter that insulates owners from the reality of the markets and the needs of the consumers. ■

**William Kelley has published his notes of 2022 on the 28th of April:
<https://www.robertparker.com/articles/qmTRywWJDRjqcyW6p/france-bordeaux-2022-en-primeur-futures>



June 2nd, 2023

CHÂTEAU SUDUIRAUT Premier Clu Classé en 1855, Sauternes

Pierre Montegut
Technical Director



The terroirs in two versions

Suduiraut has a real Sauternes style. It has a powerful attack with lots of fruit. It has tension and as it ages, it becomes mintier. It has a very clean and taut finish that looks like a Barsac. The tension counterbalances its voluptuousness on the palate. It has power without heaviness and an aromatic return on the palate that is not heavy. These are all qualities that we find in this magnificent 2009 vintage that we are currently tasting.



June 10th, 2023

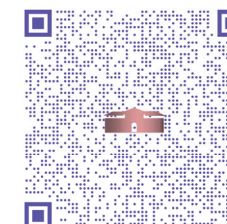
CHÂTEAU D'ARMAILHAC Pauillac, Grand Cru Classé en 1855

Lucie Lauilhé
Director



A Fine Wine is a result of countless small details

These are the new technical facilities of Château d'Armailhac, where the 2021 vintage was the first to be received and vinified. It is an incredible performance tool that instills great ambition in us for the wine. The cellar was meticulously designed in collaboration with the technical teams, with a deep understanding of the site and terroirs. We have two grape reception lines, allowing us to work at the pace of grape maturity and move quickly if needed. There are 50 thermoregulated tanks of various sizes, enabling us to go even further into a parcel and even intra-parcel differentiation. Two maturation cellars are located on two levels, allowing two vintages to coexist. The maturation process at Château d'Armailhac typically lasts an average of 18 months.





June 26th, 2023

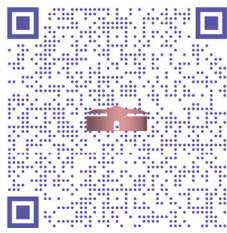
CHÂTEAU VALANDRAUD

1^{er} Grand Cru Classé, Saint-Emilion

Jean-Luc Thunevin
General Manager

“ The free electron

I am obsessed with purity in wine, and I greatly appreciate beautiful new oak barrels. That's why Valandraud is always aged in 100% new oak barrels. It is more noble for the aging of a great age-worthy wine. I do not intend to make a wine for immediate consumption, and if Bordeaux forgets to produce wines with aging potential, what will we become... Beaujolais? Therefore, I will continue to make wines for aging but with a greater level of enjoyment in their youth. Murielle and I started 30 years ago, and Valandraud is still alive. I am proud of it because we strive to do well, and the result of our work is still present.



July 15th, 2023

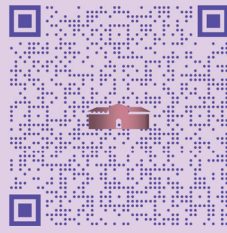
CHÂTEAU CANON LA GAFFELIÈRE

Castillon

Ludovic von Neipperg (left)
Stéphan von Neipperg (right)
Owners

“ Desire to transmit

Our wines are terroir-driven, which is not unique in itself, but they stand out by the fact that they are incomparable to the wines of our neighbors. They have the sole objective of being enjoyed both in the short and long term, and to be pleasurable for those who taste them. We have put a lot of thought into how we can have a positive and meaningful impact on our environment. We produce our own fertilizer because we want our production conditions to be as local as possible.



July 7th, 2023

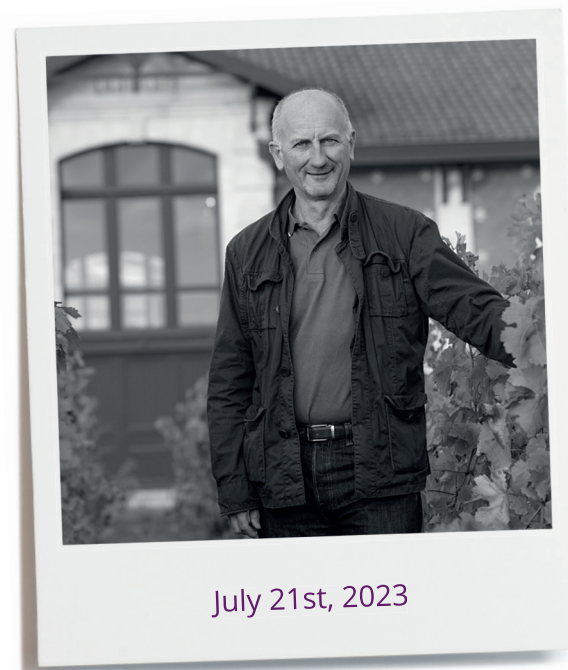
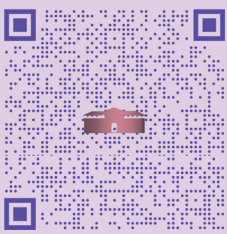
CHÂTEAU HAUT BAILLY

Cru Classé de Graves

Véronique Sanders-van Beek
President

“ Requirement and quality

For a long time, Haut-Bailly has practiced sustainable viticulture, respecting people, soils, vines, and the environment. This type of viticulture strengthens the natural defenses of the plant material. The choice made at Haut-Bailly for sustainable viticulture, preserving an aged vineyard, makes perfect sense in extreme conditions. The deep-rootedness of our vines, due to their age and soil work, gives them remarkable resistance capabilities. The vine is a heritage that we cultivate for future generations.



July 21st, 2023

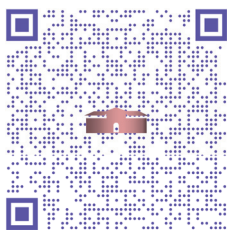
CHÂTEAU DURFORT VIVENS

2nd Grand Cru Classé, Margaux

Gonzague Lurton
Owner

“ Passionate and Pragmatic

Our wines stand out and are unique because they are the expression of an exceptional terroir. We emphasize preserving this unique expression by avoiding dilution through excessive use of viticultural and oenological techniques. Our soils play a key role in the quality of our wines. The entire character of our wines lies in our living soil.



The Art of Worldwide Wine Distribution: Voices of Industry Experts

In this summer serie of Inside La PLACE Gerda has met with major international distributors and importers. After exploring various aspects and engaging with prominent players upstream in the fine wine industry, such as winemakers, producers, critics, and journalists, we wanted to give voice to the downstream of the value chain: customers of La Place of Bordeaux, who play an incredibly vital role in the expansion and reputation of fine wines.

These interviews aim to provide an in-depth understanding of the challenges, visions, and strategies of the distribution players of the “grand export”. By giving voice to our clientele, we expect to grasp the full complexity and aspirations that drive the Grand Cru wine market. Every day, we witness the essential and challenging role they play for the top brands. These meetings also highlight the core values dear to Roland Coiffe & Associés: availability, responsiveness, transparency, and innovation.

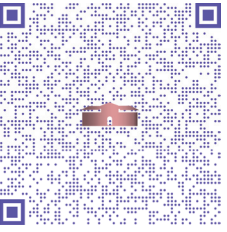


August 11th, 2023

Jeff Zacharia
CEO Zachys Wine International

Jeff Zacharia: the Story of Zachys Wine International

The main challenge is that the waterline of expectations around service and delivery continues to rise, and we need to ensure that we are ahead of this. Zachys was built on exceptional customer service and we are on a continuous quest to deliver this. principles. Agroforestry and agroecology are also our priorities. We plant trees, hedges and we build nest boxes, to stimulate biodiversity in our vineyards. We need to make this heritage sustainable.

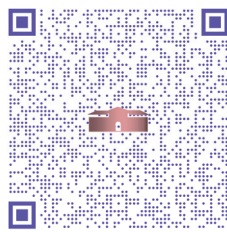


August 4th, 2023

Daniel Basler
Director Vinum SA

Vinum: Swiss Wine Market & Bordeaux Grands Crus

Switzerland has historically been a highly demanding market, renowned for its strict standards concerning quality wines, making the competition fierce. There are multiple challenges, ranging from logistics and regulations to consumption patterns and intense competition among various negociant. In this context, the key to success lies in the ability to swiftly identify consumer trends and preferences.



August 18th, 2023

Julian Poh
CEO Bordeaux Liquid Gold

Julian Poh: Bordeaux Liquid Gold

Everybody has his part to play from the owner, merchant and us. Châteaux should make the best wine possible in each vintage and give support to the Bordeaux negociants and to us for the organizing of dinners, visits, tastings etc for the Château. It is a triangle of partnership.





August 25th, 2023

Min-Woo Lee
Director Vinotheque, Korea

“Min-Woo Lee, Vinotheque, Korea

Wine is very difficult to understand for most Korean consumers because all the names of grapes, wines, regions and etc are often in foreign languages such as French, Italian and English. Names that are easy to pronounce and understand are one of the key points to success. The fact that Korea was an isolated country in East Asia for a long time also plays a role. 10 years ago, it was difficult to find any tourists in a local restaurant. The culture of wine was something new for us and difficult to understand.

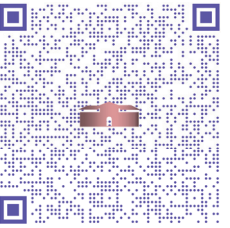


September 8th, 2023

Sam Assaad
CEO Misa Imports

“Sam Assaad “Treat others the way you want to be treated.”

We offer our services year-round to wine merchants, top restaurants, and country clubs, which is a growing segment. Everything is based on long-term relationships. Our approach is centered around valuing people. While the world is becoming increasingly transparent, we strive to build enduring relationships with our customers and suppliers. Each of them brings their own value.



September 1st, 2023

Peter Maude
CEO Peter Maude Fine Wines

“Peter Maude, The self-made man

Today I would say that competition is a challenge due to the internet and more market transparency. Additionally, we are positioned in the high end of the market and availability of these wines is often lower than the demand. It is a challenge to fairly allocate.

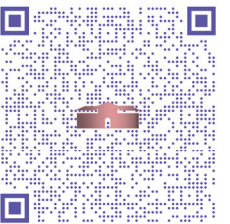


September 15th, 2023

Max Lalondrelle
Managing Director - Fine Wines buyer
Berry Bros & Rudd

“English pragmatism with the French Flair

Our priority is on the quality of the wines that we evaluate internally, and we trust our own choices before considering the ratings given by critics. We are willing to sell a wine with a score of 86 if we appreciate its quality and characteristics.



BERRY BROS & RUDD
3, ST. JAMES'S STREET, LONDON
WINE & SPIRIT MERCHANTS

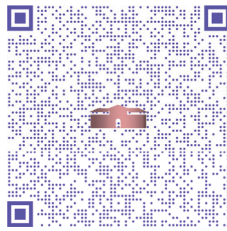


September 22nd, 2023

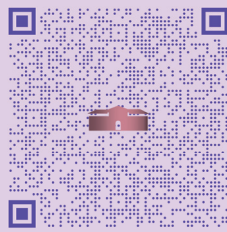
ALMAVIVA
Puente Alto, Chile

Manuel Louzada
Managing Director

The Legacy of Two Families, making Exceptional Wines for Generations



Almadiva's essence lies in the singularity created by the harmonious collaboration of two historical wine families. The human and strong relationship between these families gave birth to Almadiva, where two worlds come together in perfect complementarity. Concha Y Toro brings with it the exceptional terroir. Baron Philippe de Rothschild contributes their valuable know-how and expertise in nursing our vines, and in how to make the wines, as well as, blending. These elements are truly unique and give Almadiva the ability to perfectly express the terroir with elegance and a distinctive personality.

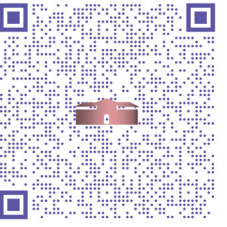


Cantemerle's Evolution and Sustainable Ambitions

Cantemerle stands out for its consistent quality regardless of the vintage. Philippe and his team worked closely to truly understand the terroir. As a result, Cantemerle has a strong identity and has never followed trends. It is elegant, delicate, and fresh. It showcases the terroir in an authentic way. We don't use a lot of new oak, and we adjust the aging periods as the vintage requires. Today, the wine is evolving as the young vines reach maturity, and with the help of Eric Boissenot, we are producing a wine that is more structured and has more mid-palate presence while maintaining delicate tannins. Cantemerle will always be a wine of elegance, velvety, without ever being showy.



Grapes and Cellars An immersion into the Harvest 2023!



How would you characterize the climate of 2023 in Bordeaux up to this point?

Gerda Beziade: 2023 has been a multifaceted year for Bordeaux. The mild winter transitioned into a chilly April, but the spring brought generous rains. These weather conditions have favored an exceptional flowering, signaling the expected good yields. The summer, on the other hand, was a mix of intense heat, with peaks reaching 40°C, and cooler periods, especially towards the end of August. An important detail to note is the lack of sunshine during this summer period. This factor could influence grape ripening and quality, but the winemakers remain optimistic.



Happy Henri Lurton

What is the health status of the vineyards this year?

Gerda Beziade: *Visits to the châteaux have revealed remarkable health conditions of the grapes. Despite an agricultural season filled with challenges, including diseases, the estates have devoted considerable resources to protect their vineyards. Château Montrose is an eloquent example: the harvest started as early as September 5th, and the state of the vines was simply stunning. This attests to the expertise and passion of the on-site teams.*

What are the expected yields for this year?

Gerda Beziade: *Generally, there is optimism in the air. Estates such as Brane Cantenac, Montrose, and Léoville Barton anticipate yields between 45 and 50 hl/ha. After more challenging years, such as 2022 when the average yield in Saint-Estèphe was 31 hl/ha, these figures are welcomed with enthusiasm*

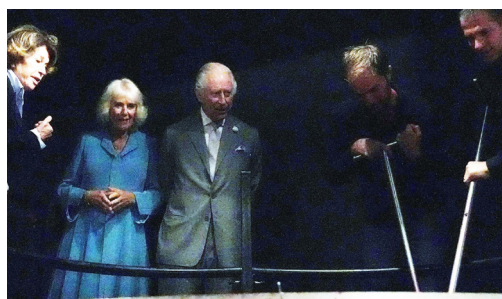
Do you have any noteworthy quotes from directors you've met?

Gerda Beziade: *Pierre Graffeuille (General Manager of Château Montrose) shared his optimism, emphasizing that despite the challenges, they were less affected by mildew. He foresees very fine wines for this year.*

What is your overall feeling about the 2023 harvest?

Gerda Beziade: *The overall atmosphere is electric. Enthusiasm is tangible, and the determination of the teams is evident. Estates like Brane Cantenac exude positive energy, with passionate teams hard at work. Other estates, like Château Giscours, had a positive atmosphere as well.*

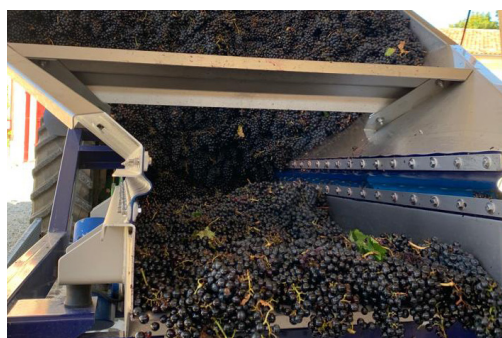
In conclusion, the 2023 harvest in Bordeaux promises to be memorable. Despite the climatic challenges and diseases, the passion and expertise of the winemakers are the guarantee of an exceptional vintage. ■



Pigeage in good company at Château Smith Haut Lafitte



Gabriel Saint Martin: vineyard manager at Château Montrose



A magnificent harvest at Château Léoville Barton



The Bourg parcel



Harvested grapes



Explanation by Nicolas Audebert before the start of the harvest

Harvest experience at Château Canon: Hands in the merlots

Have you ever dreamed of participating in harvest? And what if it was at a premier Grand Cru Classé vineyard?

Marie Reboul (commercial team Roland Coiffe & Associés): *I had the privilege of participating in the harvest of the Bourg parcel in Saint-Émilion, alongside fellow Bordeaux negociants. It was hard work, but an enriching experience!*

On September 26th, I participated in the harvest in the Bourg vineyard, a 15-acre area located in the heart of the village of Saint-Émilion. This parcel is adjacent to the Cordeliers Convent and surrounded by houses. It is subject to ancient viticultural practices, being plowed by a horse and harvested by hand.

This parcel holds particular importance in the blend of Château Canon, which has a total area of 24 hectares. The same team of harvesters works for all three estates in the group: Château Canon, Château Berliquet et Château Rauzan Ségla. This year, the harvest went particularly smoothly. The team had the opportunity to take their time harvesting each chateau separately, a practice that wasn't adopted during the 2022 vintage.

This enclosed space has 20 rows of vines, and a flowered terrace now serves as a setting for dinners with the estate's clients. It's a very pleasant place in an incredible setting. Access is through

a small street in the center of Saint-Émilion! Charlotte Ruel, development manager for the three estates, mentioned that the harvest began on September 6, 2023, at Château Canon, and the following day, on September 7, it started at Rauzan Ségla.

According to Jean-Basile Roland, the sales director, the harvest is expected to be finished by the end of September/start of October. In the previous year, it had started on August 30 and finished more quickly due to less favorable weather conditions.

It represents one of the last parcels to be harvested. It consists exclusively of Merlot grapes, grown on a limestone terroir. The harvested grape clusters turned out to be magnificent, well-filled, and with beautiful grapes. Some clusters, those that had been exposed to the sun a little too long, had minor damage. However, the majority of the clusters had an incredible density with generous berries. This situation made the work relatively pleasant and «easy» because, in the end, there was very little sorting to be done!

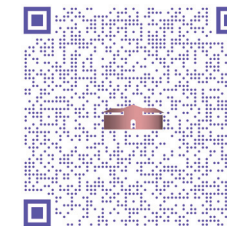
It was an enjoyable and fascinating experience, and the opportunity to handle the product we are going to sell in the future is exciting and crucial.

We now can not wait to see the final product in the bottle and drink it! ■





Produce outstanding wines in a virtuous and sustainable way



Pierre Graffeuille Managing Director

Châteaux Montrose, 2nd Grand Cru Classé Saint-Estèphe
Château Tronquoy, Saint-Estèphe
Clos Rougeard, Saumur Champigny, Loire
Domaine Rebourseau, Gevrey Chambertin, Bourgogne
Distillerie La Métairie, Cognac
La Truffière de Cément, Chinon

Working at the estate since 2022
Met by Gerda at the Château Montrose

CHÂTEAU MONTROSE

2^{ème} Grand Cru Classé Saint-Estèphe

Gerda: Tell us about you...

Pierre Graffeuille: Wine was, for me, first and foremost a revelation. I found the evolution of wine in the bottle fascinating. The complexity of wine rules out any form of monotony, and this is primarily why I wanted to make it my profession. I then decided to pursue technical training: I am a graduate of both Bordeaux Sciences Agro and Bordeaux Faculty of Oenology. At the beginning of my career, I worked in production both in France and abroad: in Burgundy, the Rhône, Bandol, Morocco, Australia, and New Zealand. I have vinified a large number of grape varieties in both hot and cold regions. The idea was somewhat to train like the Compagnons du Devoir and the Tour de France, with experiences centered on the vine and wine in different regions of the world.

Upon my return to Bordeaux, I wanted to add more strings to my bow. So, I decided to work as a courtier and then for a negociant. This period was incredibly enriching, and I was able to understand the workings of La Place de Bordeaux marketplace and the industry of Fine Wines. However, I eventually returned to my first love: managing wine estates.

I held the position of Sales Director and then General Manager for Domaines Delon (Château Léoville las Cases, Nénin, and Potensac) for 10 years. After this decade, I wanted to step out of my comfort zone and embark on a new adventure by joining the SCDM Domaines group. This entity is dedicated to the viticultural and agricultural activities from the family holding of Martin and Olivier Bouygues. I am delighted to be part of this new venture and to work for this wonderful family.

I am still learning every day, and this learning nourishes my daily life. It's a profession that requires to be humble yet determined, especially when faced with nature.

Gerda: What are the main challenges you personally face in your work?

Pierre Graffeuille: There are many challenges.

Firstly, to learn that it's not possible to be everywhere at the same time. I don't possess the gift of ubiquity, so it's essential to organize and manage time effectively.

Secondly, there's the challenge of rallying teams around both mine and the Bouygues family family. We need to speak the same language and share the same goals to successfully carry out all our projects.

Upon my arrival, Mr. Martin Bouygues entrusted me with three objectives for Montrose:

- Produce the best wine possible.
- Do so in the most virtuous manner possible.
- Produce this wine sustainably to preserve this unique place.

Mr. Bouygues is a visionary. As soon as he acquired the estate in 2006, he initiated significant projects with stringent environmental objectives. These included the super-insulation of all buildings, the installation of a 3,000 m² rooftop photovoltaic farm, and the introduction of geothermal energy for managing the temperatures of the buildings and tanks.

The family always provides the necessary resources to achieve its goals, which is a great privilege.

Harvest 2023



Gerda: Could you give me a memory of the harvest 2023?

Pierre Graffeuille: Somewhat similar to 2022! We made the choice to start early, on September 5th, 2023, when no one else was harvesting, as the Merlot seemed at their optimum maturity on the Montrose terroir. We picked them leisurely from September 5th to 15th, and we are very pleased with this decision because all these vats taste superb today. However, at that moment, we needed to have confidence to make that call!

The brand Montrose today and tomorrow

Gerda: What positioning do you want for your brand?

Pierre Graffeuille: That Montrose becomes one of the legendary wines of Bordeaux. It possesses the essential elements to achieve this, thanks to its exceptional terroir and its immediate proximity to the Gironde, not to mention the involvement of the family. However, Montrose has not been sufficiently recognized over the past 10 years. It lacks that desirability, the power to inspire dreams. It's up to us to produce the best wines possible and to create this desirability by allowing enough margin in the industry, so that the wine establishes itself as a must-have. This explains the release price of our 2022 vintage. We strongly believe in the power of the Bordeaux marketplace, but for that, we need to spark a desire to work with our brand.

Gerda: How do your wines stand out and are unique?

Pierre Graffeuille: Montrose is one of those wines you can always recognize blind! Its DNA lies in the very specific typicity of our Cabernet Sauvignon, planted on an exceptional terroir facing the estuary, which, at the level of Montrose, is 4 km wide. The influence of this large body of water is significant as it tempers all the climatic extremes. At Montrose, the Cabernet Sauvignon is both deep and powerful, yet reveals a great elegance that can't be found anywhere else. Its balance also shapes its identity. Its aging potential is among the highest in Bordeaux. Lastly, Montrose has quite typical aromas as it ages, including notes of graphite or cedar, which add an extra layer of complexity.

Gerda: Which of your recent achievements would you like to share with your customers?

Pierre Graffeuille: We are in the process of restructuring the sales team with the goal, on the one hand, to better understand our markets and, on the other hand, to better promote our estates. Our intention remains to work closely with the negociant sales teams. However, it's up to us to spread the good word on the ground! We also wish to reopen the property and spend more time here on-site with the end consumers of our wines.

Gerda: What future projects are you currently working on? (technical, marketing, or commercial)

Pierre Graffeuille: One of our technical projects is obtaining organic certification for all our properties. Saying it is one thing, doing it is another. Even though organic farming has its limits, this certification serves to prove the work done at the estate. We aim to delve deeper into research and development and try to answer the question we all ask: 'Is there life after copper?' This is another current focus of our R&D department led by Vincent Decup, our Technical Director. Will we consider biodynamics? I am a scientist and appreciate rational things. Perhaps I am too Cartesian to move in that direction. For now, we have committed to organic, not biodynamics, which I find too esoteric for my taste.

The business

Gerda: What are your priorities in terms of business development?

Pierre Graffeuille: We will focus on Asia even though the timing might not be ideal since Montrose is a less-known brand in this part of the world, especially in China. Our goal is to have a diversified distribution without neglecting our historical markets in Europe and the United States. However, it's essential to get to know your future Grand Vin consumers, some of whom are in Asia.

Gerda: What sales support materials are available to distributors to promote your wines?

Pierre Graffeuille: We have two sales representatives that distributors can contact directly:

- Arnaud Frédéric, Sales Director : afrederic@scdm-domaines.com
- Romain Bellone, Deputy Sales Director : rbellone@scdm-domaines.com

They are available to our merchants and travel to various markets.

Gerda: Which vintage should the market be interested in? and why?

Pierre Graffeuille: I immediately think of Château Montrose 2017. The Grand Vin always comes from what we call 'terrace 4' from these 50 hectares located along the estuary. This terroir never freezes, and the technical team managed to produce an exceptional wine in this vintage, which is often criticized.

Gerda: Do you have any upcoming commercial releases or market launches?

Pierre Graffeuille: We sell between 65 and 75% of our production as futures (en Primeur) and plan to introduce physical stock release to the market with a 10-year gap. Next year, we will release the 2014 vintage, in 2025, the 2015 vintage, and so on.



Harvest 2023

Gerda: If you had one bottle of your heart?

Pierre Graffeuille: *Montrose 1893, with a disconcerting youthfulness, an exceptional freshness, and a structure still very much present. A Grand Vin should evoke an emotion, and this was recently the case with this bottle, further illustrating the uniqueness and potential of Montrose.*

The tasted wine

Pierre asked me which vintage of Montrose I wished to taste. I spontaneously replied that I wanted to taste the 2021 vintage. It was the first year that many of our clients returned to Bordeaux for the en primeur tastings after two years of the pandemic. Everyone was smiling due to these reunions, but also because of the quality of the wines, which exceeded our expectations. Thomas Duclos described this vintage as 'contemporary classicism'.

Montrose 2021

On the nose, we immediately find notes of graphite, which Pierre considers to be one of the characteristics of Montrose. It has a very good balance and a wonderful freshness that lingers through the finish. These are Cabernets with a lovely tension. This wine will have a great aging potential. BRAVO for this wine, which was bottled the same week as my tasting. ■



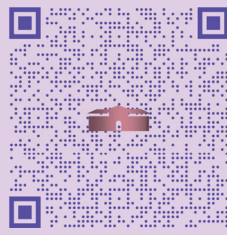
October 20th, 2023

CHÂTEAU FONPLÉGADE

Saint-Emilion Grand Cru Classé

Denise Adams

Owner



“Biodynamic & team spirit

Our ultimate goal is to create wine of unparalleled quality, surpassing all standards set before us. Meeting this objective entails more than just implementing exceptional vineyard practices; it also involves fostering a positive work environment for our staff. Every time I taste our wines, I am struck by the freshness, saltiness, and minerality of the merlot and cabernet franc grown on limestone.



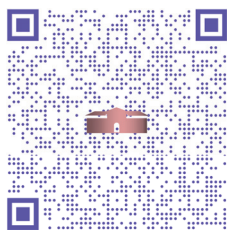
October 27th, 2023

CHÂTEAU CHASSE-SPLEEN

Moulis en Médoc

Céline Villars-Foubet

Owner



“The wine Architect

The 2023 harvest was early and extended, spanning a month due to warm and mild weather. From September 7th to 11th for the whites and from September 14th to October 5th for the reds.

In the vineyard, the grapes taste good, especially the Cabernet Sauvignon after a beneficial light rain. At this stage, the wines are very promising: concentrated, classic, and distinctly Médoc!



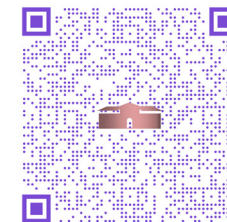
Never take things for granted



Hélène Génin Director of the Estate

CHÂTEAU LATOUR

1^{er} Grand Cru Classé en 1855, Pauillac



Gerda: Tell us about you...

Hélène Génin: *I am originally from the Northeast of France, from Lorraine. From a young age, I knew I wanted to work closely with the land and nature. I decided to do a BTS in viticulture and oenology. I chose this path thanks to a passionate uncle who introduced me to the world of wine. Viticulture has both an agricultural and cultural aspect. In 1998, I joined the agronomy engineering school in Montpellier and simultaneously obtained the national diploma in oenology. As part of this diploma, I did an internship at Latour in 2001, and since then, I have never left this beautiful vineyard. Initially, I worked in the quality department and in the laboratory, paired with the cellar master. Thanks to Mr. Engerer, who wanted to entrust me with more responsibilities, I eventually became the Technical Director of the Winery. In 2014, my colleague Pénélope Godefroy left to take on the technical*

responsibility at the Châteaux Vray Croix de Gay, Le Prieuré, and Siaurac, while I became the Technical Director of the vineyards and the winery. Since the 1st of January, I am also the Director of the Estate.

Gerda: What are the main challenges you personally face in the practice of your work?

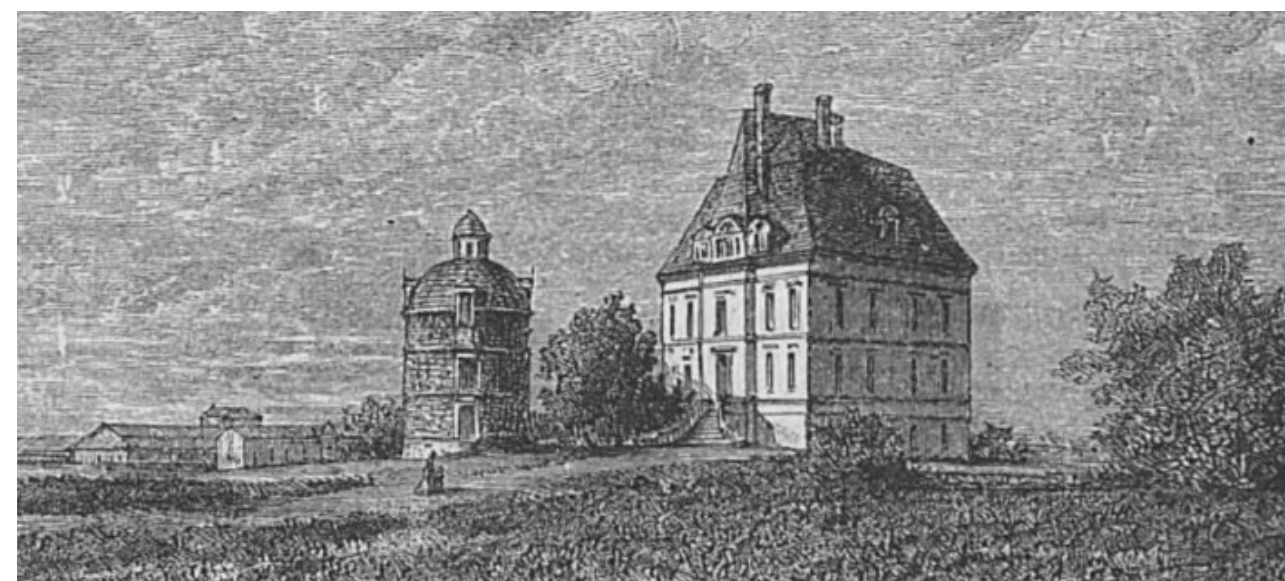
Hélène Génin: *The greatest challenge is human. It involves reconciling the ambitions and expectations of each individual within the team while steering them in the same direction. I need to gather the team to understand the projects set by management. Adapting plant material to changing climate conditions is certainly another major challenge. We are working extensively on this issue, and as someone with a technical background, I am fascinated by this problem.*

The wine

Gerda: How do you approach climate change in terms of mindset?

Hélène Génin: *I greatly appreciate challenges, and climate change is one among many. At Artemis Domaines, we are deeply committed to this topic.*

We question ourselves, as it's essential to not take things for granted. This entrepreneurial spirit enriches the entire team. Moreover, we must not adopt a fatalistic attitude. There are certainly solutions, and we are working towards ensuring the longevity of our vineyard and being able to produce great wines for aging in the future.



Gerda: You have a solid experience of over 20 years at Château Latour. What differences have you observed in the vineyards since you arrived in 2001?

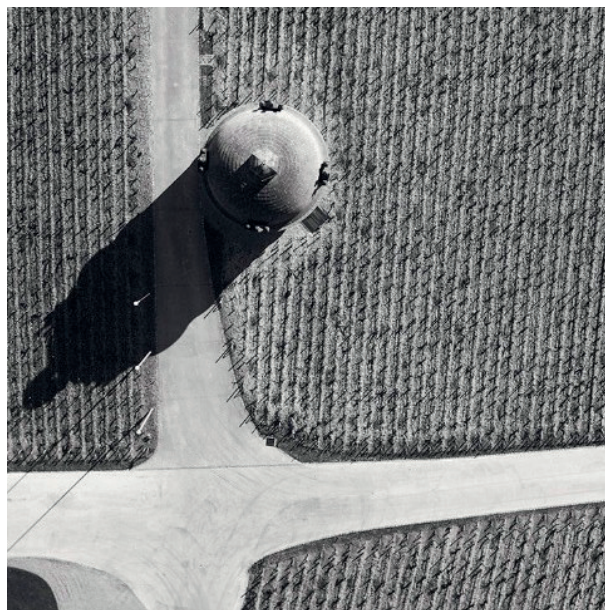
Hélène Génin: The vineyards that have been managed organically and biodynamically since their planting seem more resistant to diseases (Château Latour has been certified organic since 2018). In general, the vineyard is showing more diversity. It's wonderful to see wildlife return to our vineyards, like flocks of goldfinches. It's even invigorating for all the winemakers who pass through this every day.

Gerda: How do you quantify the living nature of your soils?

Hélène Génin: We have conducted soil analyses and observed the indigenous flora, and it's incredible to see the difference. We have discovered more diverse species in our soil and the vineyard.

At the end of March, during a training session in agroecology given to the entire vineyard team, we were able to discuss with the employees the importance of diversity in the vineyards, how to manage ground cover, and, thanks to a simple spade test, observe the life in the soils. We found many earthworms, which are excellent indicators of soil vitality. By adopting this more environmentally friendly agriculture, it's essential to be more in touch with the land and to generate enthusiasm within the team.

Gerda: How many hectares are currently worked with horses, and what tasks do they perform? Do you still have tractors?



Hélène Génin: Since 2013, we have been working the 47 hectares of the Enclos with horses. Either employees from our service provider or from our team work with the horses. We offer training to interested employees so that they can handle the horses. It is essential to understand the horse, the soil cultivation techniques, and the needs of the vineyard to avoid any damage. It's a pleasant but very physically demanding job.

The horses currently perform various tasks such as raising the wires or planting holes. We are working on equipment for 2024 that will allow us to roll or work on the ground cover with the horses. Of course, we still use tractors, but we alternate between them and the horses. Specifically, phytosanitary treatments can only be carried out with tractors for safety reasons and to ensure quick responsiveness. Such responsiveness is crucial when practicing organic farming.

Gerda: You apply biodynamic principles to the Enclos. Why did you make this choice?

Hélène Génin: We apply biodynamic principles to a total area of 60 hectares, which includes the Enclos and 12 hectares outside the Enclos. Our goal is to convert almost the entirety of our vineyard by 2025. Mr. Engerer and Pénélope started trials as early as 2009. The results from tastings were conclusive enough to decide to go beyond trials. Thanks to biodynamics, the wine has gained even more in purity and finesse. It's truly incredible. Balance in the ecosystem is fundamental. It's essential to keep the vine in good health so that it can survive and fight diseases on its own. It's not straightforward, as a beautiful vine is a plant that, when stressed, gives its best. As a vine, when it's not suffering, it grows excessively and devotes all its energy to vegetation rather than the grapes it bears. Therefore, it's crucial to find a balance between manipulating this plant and respecting its natural state. All this work of observation, study, and respect is genuinely fascinating.

Gerda: Agroforestry is an important subject now. Do you implement it?

Hélène Génin: Yes, agroforestry is important to us. We have planted hedgerows, and in 2019, we organized a day of exchange on agroecology open to all our colleagues. That same year, we also interplanted field maples in a vineyard plot. The comparative studies we have conducted over the past two years indicate significant differences between the control

vines and those near the maples. There is a much larger presence of beneficial organisms in the vines where the maples are planted. Over the past two years, we have also introduced the first fruit trees in four plots. The initial observations are promising, but it is important to proceed cautiously to avoid competition between the trees and the vines. We also have a small river between our estate and our neighbor's, which is a true haven of biodiversity that we must carefully preserve.

The technical project

Gerda: What technical projects are you currently working on?

Hélène Génin: All our challenges play out in the vineyard. There are two aspects we've particularly focused on:

- The pH of the wines and its evolution with climate change.
- Maintaining the level of production.

Mass selection is very significant in all of this, so it's a topic we are heavily working on.

The wine

Gerda: Has the style of Château Latour changed since you started applying organic methods?

Hélène Génin: Yes, I believe we have gained in aromatic complexity in the wine. The wine has become purer and even displays floral notes. I am certain that as we continue to apply this more environmentally friendly agriculture, we will be even more pleasantly surprised over time. However, organic farming is not an end in itself. Organic and biodynamic agriculture require us to be more present in the field and to be even more atten-

tive. These two farming approaches open our eyes to respect the ecosystem. It's incredibly rewarding to sow seeds, plant trees, and see the environment evolve positively. This benefits not only the wine we produce but also our employees and our visitors. We collaborate with a landscape designer who has opened my eyes to our natural environment and how to integrate the wilder side of the surrounding natural areas into our vineyards.

Gerda: Could you describe an exceptional wine?

Hélène Génin: It's not easy to give a generalized description of an exceptional wine as it all depends on perception. For me, it's a wine that evokes emotions, and this could be from a great vintage or a challenging one.

Gerda: Which vintage of Château Latour stands out for you and why?

Hélène Génin: I remember very well that Mr. Engerer called me from his car. He told me he would be hosting an important guest for dinner at the Château that evening and thought of Latour 1900 in magnum. I went down to the cellar to fetch this magnum and tasted it before dinner. It was a memorable moment. The wine was of great class, refined with extraordinary complexity. As for my personal favorite bottle, it's Latour 2001, the year I joined the estate. ■





November 10th, 2023

CHÂTEAU LÉOVILLE BARTON
2nd Grand Cru Classé en 1855, Saint-Julien

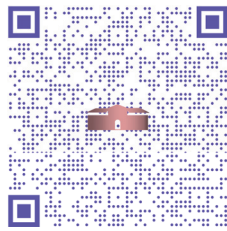
CHÂTEAU LANGOA BARTON
3^{em}e Grand Cru Classé en 1855, Saint-Julien

Farmer & Eco-friendly

The strength of Léoville Barton is that it has never changed its style. My grandfather always highlighted its “drinkable” character thanks to its acidity, which is its DNA and makes it enjoyable. Although it may be more elegant and balanced today, its DNA has not changed.



Damien Barton Sartorius
Co-manager



November 24th, 2023

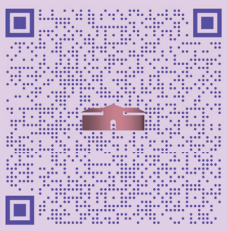
CHÂTEAU FIEUZAL
Grand Cru Classé de Graves, Pessac Léognan

Stephen Carrier
General Manager



Conviviality is part of my DNA

I learned to discover the terroir, and over the years we have been producing wines that more expressively showcase this place, favoring more elegance with less extraction. I have opened up and tried to be less ‘narrow-minded.’ I listen more and have surrounded myself with people who help me in this approach to try to best highlight this unique place.



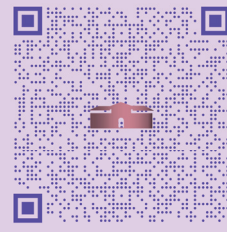
November 17th, 2023

DOMANE SERRIG
Germany

Daniel Kiowski
Export Director

Domäne Serrig: Kabinett & Grosse Lage 2020

As for climate change, it’s not a major challenge for us. Markus Molitor is a dedicated man who devotes 24 hours a day to his vineyards and wines. He’s a great perfectionist, with a thousand ideas a day and who might call you at anytime. Additionally, climate change seems to be working in our favor, with Rieslings that maintain their freshness and complexity thanks to our exceptional terroirs and a man like Markus, who seeks perfection each year.



December 1st, 2023

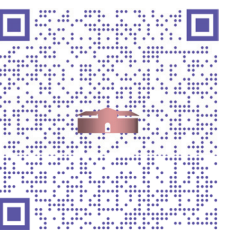
REAL DE ASÚA

Victor Urrutia
CEO Compañia Vinicola del Norte de España



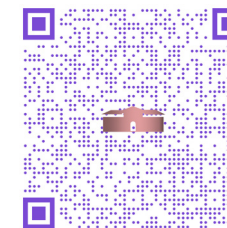
My passion for Tempranillo

My main challenge is to improve the quality of Real de Asúa, a wine we have been producing since 1994 as a tribute to the two Real de Asúa brothers who founded the company in the 19th century and one of which is my great-great grandfather. This wine represents our legacy. Since 2018, it has been a single plot selection from just 2.37 hectares planted with 30-year-old Tempranillo vines. This plot is located in the Carromaza vineyard at an altitude of more than 500 meters, making a unique terroir to which we are fully dedicated.





Duty to protect



Saskia de Rothschild, Presidency of Les Domaines Barons de Rothschild (Lafite)

CHÂTEAU LAFITE ROTHSCHILD

1^{er} Grand Cru Classé en 1855, Pauillac

Last year I had the pleasure to meet Juliette Couderc at *Château L'Evangile*, Eric Kohler at *Château Duhart-Milon*, and Jean de Roquefeuil at *Château Rieussec*.

This time, it's Saskia de Rothschild who granted me a moment to answer a few questions about viticulture at *Château Lafite Rothschild*.

Gerda: Tell us about you...

Saskia de Rothschild: Talking about myself is rare... In our family, we always talk about our family, but also about our family of winegrowers and our estates.

I spent a lot of time at Lafite as a child, and I always saw my father present at the key moments of the wine-making process, especially when he was blending with the team: it was a real dialogue and an exchange to reach a true consensus. It is through these debates and collective intelligence that beautiful things are born. Before, I had a more solitary career as a journalist. This profession is very focused on other people's stories but one day, we must leave. What I appreciate enormously in my current work is the long time and of course being dependent on nature, which imposes humility.

Gerda: What are the main challenges you personally face in the practice of your work?

Saskia de Rothschild: Today, our challenges are multiple. In the field of wine, we are in a long-term timeframe, so climate change. The challenge, therefore, is to anticipate this evolution. It is key to building the vineyard of tomorrow.

I have a deep conviction that we must preserve our environment and biodiversity to preserve the wines we love. That is why since 2017 we have been transitioning to organic farming in all our French vineyards, accompanied by a reflection that goes beyond. This includes the preservation of biodiversity in plots as well as in-depth studies on biodynamics to understand its subtleties as much as possible. Today, at Lafite, we have nearly 20 hectares in biodynamics, with a member of our team, Manuela, who has chosen to do a thesis on this subject. We are primarily pragmatists and scientists. We exchange a lot with people who work with biodynamics and since 2017, we have been accumulating experience, and this thesis would allow us to obtain a vision of the impacts of biodynamics on a part of the vineyard. I have observed since we started this transition to organic and conducted trials in biodynamics, is that the team is more involved in monitoring. We spend a lot of time in the vineyards. This is extremely beneficial for making good decisions, and in agriculture, this is crucial. How can we reconnect with our intuitions? At Lafite, we have always remained first and foremost vintners. We have never fallen into fads...

We vinify our wines as we did 50 years ago, with, of course, a bit more precision in the extractions but never excessively. Regarding our cellar facilities, we are launching a restructuring project for our winemaking facilities at the beginning of 2024, for which we have chosen a French architect from Burgundy, Bernard Quirot. Once again, it's a superb team project. Our goal is to have the least impact on the environment and to allow our winemaking

process to be smarter. The real challenge for the coming years is the following: how to restructure Lafite while remaining Lafite. I always say that risks must be taken to protect ourselves. It's not just a question of care and preservation, as this has been done before us.

Another challenge we are working on is the integration of wood into the wine. At Lafite, we are fortunate to have our cooerage. Similar to our work with individual parcels, we have the same goal of precision and adaptation to each vintage. We find that



each vintage is very different, so **how do we adapt our approach with the wood depending on the vintage?** I have particularly heard these reflections led by Anselme Selosse on his Champagnes. Our everyday challenge is, of course, also social. How do we make sure that people are happy to come to their workplace every day and at all levels of the company? I believe that the balance between personal and professional life has never been more important to people. It is important to experiment and work on this balance. For our teams in Bordeaux, we have implemented a 4-and-a-half-day work system. This allows them to give half a day to their family or to social projects. Once again a question of balance...



Harvest 2023

Gerda: Can you say a few words about the 2023 vintage?

Saskia de Rothschild: *I always come back from vacation for the harvest of dry white at Rieussec. It's a key moment because it allows us to understand the grape's evolution in terms of acidity, richness, balance, and the sensations in the berries. This year, it took place on August 21 when we started harvesting the Sauvignon Blancs, and we had some excellent surprises! The harvest was very long in Pauillac. It had been a long time since we had such extended harvests. There were a lot of exchanges with the team, as well as many tastings of berries in the plots. The decisions were not always easy because the two heatwaves at the end of August and beginning of September changed things: it was important not to look too much at the neighbor and to trust ourselves. The first juices are always a significant moment: this vintage leads to optimism. We are truly delighted.*

Gerda: What is your first impression of the quality of 2023...?

Saskia de Rothschild: *At the end of October, we tasted all our press wine barrels one by one at Pauillac for Lafite and Duhart-Milon. I always wait for this tasting to evaluate and generally judge the quality of the vintage. There's a lot of information in the press wine, and frankly, these are often very long tastings, more than 80 barrels. This did not prevent us from being delighted. We are also happy with the yield despite the organic conversion that we are undertaking. It's a great satisfaction, this yield performance is notably the result of the involvement and strong presence of our teams because with organic farming, you have to be very reactive.*



Vineyard cultivation

Gerda: How do you approach climate change?

Saskia de Rothschild: *From my perspective, it's a daily concern. We're in a profession where we spend a lot of time on weather applications, and we're also in an era with a lot of articles about global warming. This concern is constant, and we try to anticipate it. A concrete example would be our «Phare» plot. We will plant our massal selections from the Lafite plateau there, which will serve to replant this plateau in the future. This «Phare» plot is also used to plant «other» grape varieties.*

The idea is to observe over the next 10 years how these vines behave, to accumulate data for making decisions at the right time. In Pomerol, we feel the effects of climate change even more, often being the warmest appellation in Bordeaux. That's why we are particularly anticipating this situation, especially in thinking about future replantings for L'Evangile. We are considering planting more Cabernet Franc and Cabernet Sauvignon. We already have a few rows of Cabernet Sauvignon and thought it might be interesting to have a little more.

We must be active to protect the environment. Because we need to change our entire way of thinking, living, consuming, and producing. Today, we no longer make a business plan as we did before, the obsession with growth at all costs should no longer be the norm. These are profound psychological changes that must be conducted.

Gerda: Do you practice agroecological viticulture, and have you observed a difference in terms of life in the vineyards since adopting this practice?

Saskia de Rothschild: *This question is interesting. At Lafite, we have a marsh that we study and observe every year, its biodiversity is tremendous. Three years ago, we started an ambitious project of planting hedges to create biodiversity corridors from the vine to these wild areas. We notice an impact in the vineyard, particularly in the plots closest to it, through the varied population of fauna and insects that surprise the observers who come to study them each time. Agroecology is a real change in practices that has measurable and captivating results. This global approach to vine viticulture, that is, including the environment of the plant, has considerably evolved and involves our entire team.*

Gerda: For a grand cru, is organic farming mandatory? Or does everyone do as they wish?

Saskia de Rothschild: *I believe that everyone does as they wish. We decided to get certified because people pay quite a lot of attention to us and I think we must fit into this framework. These frameworks can sometimes be limiting, and one might want to go further or do things differently. It's always complex to confront all of this. For us, it's important to have a certification and not just to say that «we are organic» end of the year and before the primeurs, why we opted for organic.*

Gerda: In 1982, 1990, or even more recently in 2009, 2010, the chateaux achieved good yields and exceptional wines. Lately, the prevailing sentiment is that this is no longer possible. To produce exceptional wines, are estates destined to produce small quantities?

Saskia de Rothschild: *Definitely no! It's interesting because this opinion has often been expressed. In previous years, like in the 80s, there was both quality and quantity. At Lafite, when we reach the final step of defining our wines, we make different blends, including a very restrictive one. We taste them blind, and it has never, ever happened that the most restrictive blend has won! The expression of the Lafite terroir is a wine of blending and diversity. One thing is for sure, if we limited ourselves only to the heart of the Lafite plateau and to the most exceptional parcels and terroirs, I don't think we would make a*

better Lafite. Every year we ask ourselves lots of questions, what makes Lafite Rothschild good? How to build the wine based on what Nature can provide us? There is no magic recipe. The blends are different every year. This is the strength of Lafite. Regarding yields, it is clear that one should not go to extremes with yields that are too high for the plant. There is also no need to be too restrictive, neither in what we bring to the vineyards nor in the way we blend.

Gerda: Has the transition to organic farming changed your teams' attitudes?

Saskia de Rothschild: *Regarding the transition to organic, I worked with Eric Kohler. I arrived at Lafite in 2016. We were able to build the strategy together and in collaboration with the entire team. This was important because we took the time to experiment and implement many trials before finally applying for certification in 2021. It took time, but it wasn't a decision made by just one person. It was built by many hands and in collaboration with the team. We often explain, at the end of the year and before the primeurs, why we opted for organic, biodynamic, and what the differences are. I think today we have teams that are sensitive to this way of working.*

Unfortunately, Bordeaux is now extremely divided between the Grand Crus and a viticulture that is suffering. The advantage we have at Domaines Barons de Rothschild is that we also operate vineyards in the Entre-Deux-Mers. This allows us to be aware of the difficulties and challenges. It's important to understand the diversity of this viticulture and to think about its future. We don't want to remain cloistered. ■





Roland Coiffe & Associés
Château Bel-Air

73 Chemin du Bécut, 33360 Quinsac
France

Tél : +33 (0) 557 804 940

Fax : +33 (0) 557 804 949

E-mail : contact@rcassocies.com



www.rcassocies.com