



Press Kit 2017





A great Estate in the heart of Burgundy.

Bouchard Père & Fils was founded in 1731 in Beaune, the historic capital of Burgundy wines, and is one of the region's oldest wine houses, perpetuating traditional practices for more than 9 generations and nearly 3 centuries of history. Managed today by the Henriot family, it offers an extraordinary mosaic of the finest Burgundy appellations: Montrachet, Corton-Charlemagne, Beaune Grèves Vigne de l'Enfant Jesus, Volnay Les Caillerets, Meursault Perrières, etc.

The cellars of the Château de Beaune, a fortress built in the 15th century on the ramparts of Beaune, is home to an unrivaled collection of 2,000 bottles from the last century, including legendary wines such as Meursault Charmes 1846, Montrachet 1864, Beaune Grèves Vigne de l'Enfant Jesus 1865... Maisons & Domaines Henriot also has operations in Chablis with Domaine William Fèvre, in Fleurie in the Beaujolais with Domaine Château de Poncié, and of course in Reims with the Henriot Champagne House.

Key Dates

A JOURNEY OVER ALMOST 3 CENTURIES OF HISTORY

- 1731** Creation in Volnay of Bouchard Père & Fils, one of the oldest Wine Estates in Burgundy.
- 1775** Joseph Bouchard, son of Michel Bouchard, purchased his first vineyard in Volnay, the birthplace of the family estate, including the famous Les Caillerets and Taille Pieds Climats.
- 1820** Move to Château de Beaune, the historic 15th century fortress and heritage of the town of Beaune.
- 1995** Acquisition of Bouchard Père & Fils by the Henriot family - Development of facilities and methods to meet the ambitions of the new Company - Expansion of Domaine Bouchard Père & Fils in Meursault and in the Côte de Nuits (Bonnes-Mares, Clos Vougeot).
- 2005** Inauguration and first vinifications at the new winery in Savigny-lès-Beaune.




CHÂTEAU DE BEAUNE, *a unique 15th century fortress*

Established in the Château de Beaune since the early 19th century, Bouchard Père & Fils is the guardian of this former royal fortress, the earliest parts of which date from the 11th century and which was completed in the 15th century by King Louis XI.

Bernard Bouchard, the second son of Antoine Philibert Joseph Bouchard, acquired the site in 1820. Its bastions and ramparts were to provide superb shelter for the ageing of the finest wines that the wine house would produce and amass throughout the 19th century.

Today, millions of bottles rest in the cellars, protected from vibration and temperature variations, including a rare collection of wines which pre-date phylloxera. Maturing and ageing conditions are natural and ideal due to the Château's walls, which are as thick as 7 meters in places.

Located in the heart of Beaune, this extraordinary site is listed in the "supplementary inventory" of "Monuments Historiques" and offers an exceptional setting for visitors and, above all, superb storage conditions for Bouchard Père & Fils' Great Wines.



Monopolies and prestigious exclusivities

Over the years, Bouchard Père & Fils has built up an exceptional estate, which now extends over 130 hectares of vineyards in the heart of the Côte-d'Or, 12 of them are Grands Crus and 74 Premiers Crus. It keeps a close eye over its six monopolies and exclusivities, remarkable vineyards which receive the attentive care of the teams in charge of viticulture and the maintenance of the estate's vineyards.

THE MONOPOLIES

> Beaune Clos de la Mousse

1^{er} Cru red - Monopoly - 3,36 Ha

The earliest records of Clos de la Mousse date back to 1220, when it was bequeathed to Notre-Dame de Beaune by Canon Edme de Saudon. During the Revolution, this fine vineyard was divided up. In the 19th century, the Bouchard family bought several plots of this delicate cru to obtain exclusivity. The 3.36 hectares of this Clos were fully reunited in April 13, 1872 with the acquisition of the last vineyard of "20 ares 28 centiares". This Premier Cru has been a Bouchard Père & Fils monopoly ever since and its surrounding wall can still be seen today.

> Beaune Clos Saint-Landry

1^{er} Cru white - Monopoly - 1,98 Ha

It is on the site of this remarkable vineyard where the oldest traces of the Chardonnay variety can be found in Beaune, quite a rarity in this Pinot Noir territory! Before it was given the appellation of Clos Saint-Landry, this vineyard appeared under the name Tiélandry meaning the estate of a certain Landry. It then became the property of the Abbey of Maizières before being purchased by Antoine Philibert Joseph Bouchard in 1791. Since then, Bouchard Père & Fils has kept a precious hold on the monopoly of this prestigious white Premier Cru.

THE EXCLUSIVITIES

> Beaune Grèves Vigne de l'Enfant Jésus 1^{er} Cru red - 3,92 Ha

The name, which translates as “Vine of Baby Jesus”, refers to an old story. It is said that Marguerite du Saint-Sacrement, Carmelite founder of the “Domestiques de la Famille du Saint Enfant Jésus”, predicted the birth of King Louis XIV of France although his mother Anne of Austria was barren. Nine months after the prediction, on 5 September 1638, the future Louis XIV was born. The reputation of Marguerite du Saint-Sacrement then spread throughout the land and donations poured in. In this atmosphere of fervent giving, the Carmelites received a renowned vineyard and gave it the name of “Vigne de l'Enfant-Jésus” (Vine of Baby Jesus). In 1791, when all national property was sold off, Bouchard Père & Fils acquired the vineyard, located in the heart of 32 hectares of the prestigious Beaune Grèves appellation. It remains a Bouchard Père & Fils exclusivity to this today.

> Chevalier-Montrachet La Cabotte Grand Cru white - 0,21 Ha

In Burgundy, a “cabotte” meant a little dry stone shelter on the edge of the vineyards, which the growers used for protection in bad weather. The cabotte which gave its name to Chevalier-Montrachet Grand Cru La Cabotte can still be seen standing in the middle of the vineyard. Bouchard Père & Fils vinifies the grapes from this small vineyard (21 ares) separately as it is the most prestigious of Chevalier-Montrachet. The land sits right next to Montrachet, and was part of the same appellation in the early 20th century.

> Beaune du Château 1^{er} Cru white

Bouchard Père & Fils has released the Beaune du Château wine, a Bouchard exclusivity, every year since 1907. A blend of several Premier Cru parcels, it combines the many facets of the Beaune terroir in one wine. The Beaune du Château white comes from 5 Beaune Premier Cru parcels, selected for their complementary qualities: Aigrots, Sizies, Sur les Grèves, Teurons and Tuvilains. Before being blended, the grapes from each Climat are vinified separately to preserve the typical characteristics of the different terroirs.

> Beaune du Château 1^{er} Cru red

Bouchard Père & Fils has released the Beaune du Château wine, a Bouchard exclusivity, every year since 1907. A blend of several Premier Cru parcels, it combines the many facets of the Beaune terroir in one wine. The Beaune du Château red comes from 17 Beaune Premier Cru parcels, selected for their complementary qualities: Aigrots, Avaux, Bas des Teurons, Belissand, Boucherottes, Bressandes, Cent Vignes, Champs Pimonts, Clos du Roi, A l'Ecu, En Genêt, Grèves, Pertuisots, Reversées, Seurey, Sizies and Toussaints.





*Questions to
Frédéric Weber
cellar master*

Why is Domaine Bouchard Père & Fils such an exception in Burgundy?

FW_ “It is in several respects! Firstly, it is one of the largest estates in Burgundy. It is the story of two families, the Bouchards and the Henriots who have, over the generations, built up one of the finest collections of Burgundy terroirs, a mosaic of 450 parcels. We are fortunate to be able to work with some of the finest Côte-d’Or appellations, with a significant share of Premier and Grand Crus in both the Côte de Nuits and the Côte de Beaune.”

What is your motto in the winery and cellars?

FW_ “Our motto is: No rules!. We know where we want to go, but the important thing for us is to adapt the vinification to each terroir, depending on the evolution of the wine. This is one of our unique strengths: our ability to work each terroir separately in order to bring out the best of each vintage. There is a great deal of risk involved in taking this listening approach, and humility towards the living matter that is wine, but it is extremely rewarding.”

How is harvesting managed on such a vast estate?

FW_ “The decisions are taken collectively, from day to day. We spend a lot of time in the vineyards observing the harvest and tasting the grapes, we then take stock of our observations and decide what we will do the following day. We must ensure that each parcel has reached the right level of maturity. This demands hard work and responsiveness.”


The harvesting takes place over an average of 18 days, across 130 hectares of vineyards. The size of the harvesting team is quite impressive: more than 250 people; 150 in the vineyards and 100 ready to receive the harvested grapes, on the sorting tables and in the vat room. We transport the grapes in small trucks to ensure we do not exceed one hour from the time the bunches of grapes are cut to the time the grapes go into the vat. Since 2005, the winery has been a winemaker’s dream come true: all the grapes are transferred into vat entirely by gravity, thereby preserving the fruit in the grape and avoiding unwanted bitterness.”

Each parcel has its own individual character, do they each undergo customized vinification?

FW_ “They do. And this is a real plus in terms of enabling each terroir to express itself to the full. In the red wines, for example, we had 74 vinification vats until 2005. Since then, we have had 135. You have to watch them as closely as if you were heating milk!

We taste our 280 vinification vats (red and white) each day, this is a magical time when we attend to and see the birth of all these appellations.

The first fermentations start immediately in the vats and continue in our vast barrel cellars, located in ideal conditions, 10 metres underground. The white wines will spend nearly a year on the lees. During this time, we do not carry out traditional bâtonnage (stirring), but we roll the barrels instead: each barrel is rolled around the cellars and spends one night on its end. The benefit of doing this is that the wine’s CO² and fresh character are preserved. We always go for balance and avoid over-extraction. Our bywords are balance, emotion and respect... for the terroirs.”



From the vine to the cellars: careful crafting

The domain's monopoly and exclusivity crus, such as Beaune Grèves Vigne de l'Enfant Jésus 1^{er} Cru, receive very special attention. This cru's 3.92 hectares are made up of vines of varying ages: micro-cuvées are therefore produced to detect the subtle nuances created by the small clusters of Pinot Noir.

The best white and red Grands Crus

On the limestone sub-soil of the Côte de Beaune, the Chardonnay produces the greatest white wines in the world, both as Grands Crus and Premiers Crus. These exceptional wines represent only 0.5% of total Burgundy production, but they are the region's flag bearers and attract wine enthusiasts from around the world.

They tend to lie in the middle of the slopes, benefiting from a good sunshine, water supply and natural drainage.

Among the 8 white Grands Crus in Burgundy, Bouchard Père & Fils produces 4, plus a prestigious Bouchard Père & Fils exclusivity in the Chevalier-Montrachet appellation: Montrachet, Chevalier-Montrachet la Cabotte, Chevalier-Montrachet, Batard-Montrachet, Corton-Charlemagne.

The red Grands Crus account for around three-quarters of Grands Crus production in the Côte-d'Or, but only 1.5% of total Burgundy wine production. The dark terroirs of the Côte de Nuits, that allow the full power of the Pinot Noir to shine through, are home to almost all the red Grands Crus, with one very important exception, Le Corton, the only red Grand Cru in the Côte de Beaune. The wines from these illustrious vineyards bear their "Climat" names. Of the 25 red Grands Crus Burgundy, Bouchard Père & Fils offers a large selection from many of these "Climats": Bonnes-Mares, Charmes-Chambertin, Chambertin-Clos de Bèze, Clos Vougeot, Chambertin, Chapelle-Chambertin and Echézeaux.

Working the vineyards by hand the use of age-old traditions to obtain purity of aromas

At the domain, each wine grower is personally responsible for 45,000 vines (3.65 Hectares), which the grower must tend to throughout the year until harvest time. The work in the vineyard is mainly carried out by hand. The grower is constantly seeking a balance between human intervention and biological cycle to allow the terroir to fully express its multiple nuances. Harvesting is also carried out by hand and the grapes, collected in special crates, are meticulously sorted by hand on the sorting table.

The Bouchard Père & Fils team works hard to ensure that the company's requirements and meticulous approach are applied "with the precision of a goldsmith" at each stage of a wine's creation. Respecting tradition yet resolutely forward looking, Bouchard Père & Fils equipped itself with the means to fulfil its ambition in 2005, when it inaugurated the superb vinification facility in Savigny-lès-Beaune. This facility enables excellence to be pursued at every stage of the vinification process.

Domaine Bouchard Père & Fils: one of the largest estates in the Beaune appellation

One of the domain's special features is its strong presence in over 50 hectares of the Beaune and Beaune Premiers Crus appellations. The vineyards, very close to each other and sometimes separated only by a small vineyard path, have very different terroirs on a very small patch

within the vineyard area. For Thierry de Bueil, Head of Viticulture, this configuration is a big advantage: "Even though most of the vineyards are vinified in micro-cuvées, particularly for the production of the Beaune du Château Premier Cru, we save a lot of time on the



ground in terms of travel and organization; when we have to harvest quickly or urgently attend to a vine, this is an important advantage."



A very large selection of vineyards in other appellations

Domaine Bouchard Père & Fils extends over 130 hectares with a vast mosaic of terroirs. As Thierry de Bueil states, this can be an advantage or a disadvantage: “unlike work concentrated in a few dozen hectares in the Beaune appellation, the domain has many “weather windows” because the estate is spread out over 185 parcels and along a 48 km stretch. Hail storms and frost tend to be localized and we are often lucky. On the other hand, this does require us to be in the right place at the right time, the important thing is to have a constant overview of the estate.”



Practicing “reasoned” (sustainable) growing in its vineyards for almost 15 years, Bouchard Père & Fils has obtained in 2015 the “High Environmental Value” (HVE) status.

This certification of excellence, resulting from the Grenelle Environment Forum, is the highest level within the environmental certification system. It is based on compliance with environmental performance thresholds, throughout the domaine, in areas such as biodiversity, plant health strategy, fertilizer management, management of water resources and energy consumption.

THE MAIN RESULTS OF OUR SUSTAINABLE VITICULTURE APPROACH:

- reduction in water, soil and air pollution,
- maintenance of the fauna and flora necessary for regulating the natural environment and the preservation of the biological diversity of the vineyard eco-system,
- sustainable production of healthy grapes of high quality.

This approach also enables the company to ensure that the wines are produced mindful of the health of the teams working in the vineyard and the winery and the preservation of the environment and food safety.

CAREFUL HARVESTING BY HAND

- at the optimal date for each vineyard - optimal maturity is determined by analyzing several hundreds of samples taken over a period of a few weeks,
- in small crates of 13 kg max in order not to crush the precious grapes,
- 250 grape pickers split into 5-6 teams,
- arrival of the grapes at the winery in under an hour,
- all harvested grapes must go through the sorting table.

Key facts



130
HECTARES
THE BIGGEST
VINEYARD ESTATE IN
THE CÔTE D'OR



150
DIFFERENT
BURGUNDY WINES



AROUND A
HUNDRED
DISTRIBUTORS
AND IMPORTERS
AROUND THE WORLD



150
EMPLOYEES

TURNOVER IN 2016:

31 MILLION
EUROS

SALES VOLUME 2016:

3 MILLION
BOTTLES

BREAKDOWN OF SALES:

France: 44%

(Michelin starred restaurants, traditional restaurants,
wine stores, direct sales and supermarkets)

Export and Duty Free: 56%

Main export markets: Canada, United States of
America, Japan, United Kingdom

PRODUCTION
OF DOMAINE

BOUCHARD PÈRE & FILS:

600.000 bottles



Useful Information

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