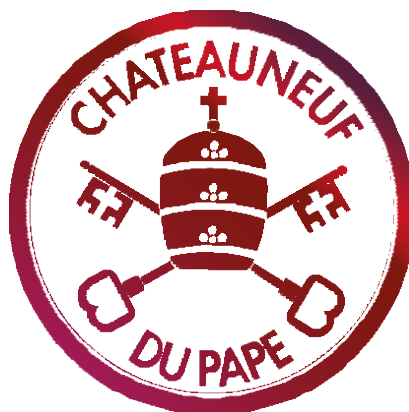


CHÂTEAUNEUF-DU-PAPE WINES



**SYNDICAT OF CHÂTEAUNEUF-DU-PAPE
WINE PRODUCERS**



Syndicat des Vignerons de Châteauneuf-du-Pape

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www.chateauneuf.com

CHÂTEAUNEUF-DU-PAPE

**A harmonious combination
of 13 different grape-varieties**

Châteauneuf-du-Pape wines are renowned universally. Behind this prestigious name lies a world of unlimited riches, in the field of vine growing, but also in the field of history and culture.

In the area of production, situated between Orange and Avignon, the art of wine-making has, over the centuries, more than proved its reputation by producing a range of fragrances of rare intensity sealed by an "Appellation". This long-standing tradition, is carried out in the "communes" of Châteauneuf-du-Pape, Courthézon, Orange, Bédarrides and Sorgues.



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THE VINEYARD THROUGHOUT AGES

Châteauneuf and the Papal tradition of planting vine stock

Vine cultivation, already known to the Gauls, was widely **developed by the Romans**. Monks were the first to clear the land and cultivate these vineyards, and Bishops were instrumental in extending vine cultivation. In 1157, in keeping with Roman tradition, Geoffroy, the Bishop of Avignon, planted vines and personally managed his own estate. He was the owner of a vineyard located in his fief in Châteauneuf.

At first the wine was produced for the needs of the celebration of mass, as communion wine. But as the years went by the very special terroir of Châteauneuf was discovered, to give well built wines. More and more fields were planted with vine stock. In the 13th century the village of Châteauneuf, with its 1000 inhabitants, grew rich and developed a flourishing vineyard (approximately 300 hectares).

In 1308, Clément V, the **first Avignon's pope**, planted additional vine stock before he died some years later just after crossing the Rhône to return home. He was undoubtedly one of the first wine producers in Châteauneuf-du-Pape.

The Pope John XXII got a regular supply of wine from Châteauneuf. He was the prelate who participated most in developing the reputation of Châteauneuf wines and his legacy. Because of that papal history the first appellation of Châteauneuf, was the prestigious appellation of "Vin du Pape" that was later to become "Châteauneuf-du-Pape". John XXII was also responsible for building the famous château. Today the remains of this proud Papal summer residence houses the headquarters of the "Echansonnerie des Papes", a brotherhood that bears high and with pride the reputation of Châteauneuf-du-Pape.

The final homage of winemakers, to this Papal lineage, is to take pride in cultivating the sun- drenched fruit of their precious land.

A prosperous vineyard

Despite a decline in the XVIIth century due to wars, heavy frosts, epidemics and other endemic diseases, the vineyard developed considerably from the XVIIIth century onwards. In about 1800, 668 hectares that included 325 hectares of vines in small plots of approximately 1.400 sqm, produced, in a normal year, an average of 11 000 hectolitres of wine. At that time wine trade took on great importance and the inhabitants continued to plant new plots of land.

By virtue of the quality of its wine, Châteauneuf-du-Pape remained prosperous until the phylloxera disaster in 1866. The vineyard suffered a lot from that small insect brought by ships from America.

Cultivation methods had varied little through the centuries. The first important changes occurred just before the outbreak of the Second World War when mechanisation was first introduced.

Grape variety : the first harmonious blends

Nothing is known of the several varieties that made up the Châteauneuf vineyards before the XVIIIth century, even though the poet Frédéric Mistral claimed that the "Counoise" grape was a gift from Spain to Pope Urbain V. In 1808, the vineyard was planted with old vine stocks of local origin and

new ones from Spain that produced *"a warm-hearted but delicate wine that should be left to mature for four years"*.

Around 1830, the first vine *"with a fine plant known as Cirac"* was cultivated at Châteauneuf-du-Pape. It was because of their desire to enhance their wines and improve quality that, as the years went by, the vignerons tried many new grape varieties. One thing of which we are certain is that for centuries, the vineyard was planted with various grape varieties. When the phylloxera disaster struck in 1866, more than thirteen different types were recorded. This diversification is the result of work by several generations of vignerons to select the grape most likely to improve the quality of their wines. Because of the great amount of sunshine, and heat of the southern regions of France, the vines mature much earlier than in the northern regions. For that reason some varieties give strong intense colour or sweetness, and to have a balanced wine they needed to mix one with an other. Each grape variety had its own advantages :

- Grenache and Cinsault for *"sweetness, warmth and mellowness."*
- Mourvèdre, Syrah, Muscardin and Camarèse for *"robustness, maturity, colour and a thirst-quenching taste"*.
- Counoise and Picpoul for *"vinosity, charm and a special bouquet"*.
- Clairette and Bourboulenc for *"finesse, fire and brilliance"*.

At the end of the last century, Joseph Ducos grouped together on his estate ten carefully selected grape varieties. Even then, the characteristics and flavors of Châteauneuf wines were very varied and, like all good Rhône Valley wines, generous.

The royal road : a flourishing trade

From 1500 onwards, Châteauneuf wines acquired a certain reputation as can be seen from the many bills of sale made out to purchasers from Orange and Avignon. According to Nostradamus, other important prelates had wine shipped as far as Italy. In his history of Provence, he recounts the attack led by Parpaille (1562) against *"Châteauneuf known as Châteauneuf-du-Pape, an area that produces most excellent wines, some of which are shipped to Rome"*.

In **1793**, the vignerons were able to sell their wine **at one third above the maximum price** for local wines, as *"Châteauneuf wine is known to be of superior quality in all seasons"*. The Marquis Tulle de Villefranche shipped his wines all over France, to Italy, Germany, Britain and also to Boston and Philadelphia in the United States. His wine was distributed through a network of agents so that it could become better known and appreciated by his aristocratic friends. He therefore played a very important role in promoting Châteauneuf-du-Pape wines.

Most vignerons, like the Marquis, chose to give first priority to quality. It is therefore not surprising that by the end of the XVIIIth century, trade was flourishing. There were already four wine merchants in Châteauneuf, and a great number of buyers came from Avignon, Orange, Carpentras and even from as far afield as Lyon. Barrels of wine were shipped to all parts of France from the port of Roquemaure and sometimes from Armeniers. Others were transported by road.

Frédéric Mistral sang the praises of Châteauneuf-du-Pape wine, which he had savoured when visiting his friend the Provençal poet, Anselme MATHIEU. As vigneron and poet he was the first to have the brilliant idea of selling wines in bottles decorated with an attractive label bearing the words *"Vin di Félibre"* followed by 5 lines of verse that included *"lou vin de castou noù douno la voio, emai lou cant, emai l'amour, emai la joio"* (the wine from Châteauneuf brings courage, melody, love and joy). Mistral delighted his fellow authors Lamartine, Alexandre Dumas and Alphonse Daudet, together with a host of other celebrities, who were to become the best possible ambassadors of this *"royal, imperial and Papal wine"*.

A WELL-DESERVED APPELLATION

In 1829, nearly 2 000 hectolitres of Châteauneuf-du-Pape wines were sold outside the "département" or administrative region. They already enjoyed a considerable reputation.

In 1894, to ensure the quality of Châteauneuf-du-Pape wines, the vignerons set up the first "Syndicat Viticole" aimed at providing buyers with wines produced directly from grapes grown on their land and guaranteeing the best growth by a specific Syndicat stamp.

In 1911, the town council set up a commission of 34 vignerons to draw up a classification of Châteauneuf wines and protect growth authenticity. In 1923 the Châteauneuf-du-Pape vignerons Syndicat was set up with a view to obtaining the Châteauneuf-du-Pape Appellation d'Origine, as set out in the 1919 french law. Baron le Roy de Boiseaumarié, a lawyer and vigneron was requested by his colleagues to undertake this mission: *"I am perfectly willing to do so, but only on one condition, that you yourselves show an example of honesty and rigour"*.

This legal action undertaken by the Syndicate and its famous president resulted in the laying down of the regulations that govern the Châteauneuf-du-Pape "Appellation". It has also served as a basis for others responsible for drawing up the statutes for guaranteed vintage wines (A.O.C.).

The Châteauneuf-du-Pape vignerons were the first to set production guidelines for themselves. As a result of Baron le Roy's energy and expertise, the **boundary regulation and production conditions** were confirmed by the "Cour de Cassation" or Court of Appeal on November 21, **1933**. Although slight changes were made in 1936 and 1966, they are still in force today and guarantee the quality of Châteauneuf-du-Pape wines.



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GENUINE ADVANTAGES IN A QUEST FOR DISTINCTION

"Terroir", grape varieties and wine-producing methods all have an influence on the final product. Since the end of the 19th century, vigneron in Châteauneuf-du-Pape have given priority to a selective production. They have found the resources required for them to do so, thus proving their perseverance and tenacity. These qualities have been inherited by present day vignerons, making the Châteauneuf-du-Pape Appellation a world-wide example of rigour and success.

A natural heritage

Châteauneuf-du-Pape is one of the "grand cru" wines produced in the Rhône Valley.

The history of the "castelpapal" vineyard is closely linked to that of the river itself. The area covered by the Châteauneuf-du-Pape Appellation - **3200 hectares** that were set out between 1924 and 1929 - corresponds to a geographical plateau rather than a geological unit, with **a great diversity of soils**. During the Quarternary Ice Age, the waters of the Rhône brought down the famed round pebbles from the Alps to the highest vineyard terraces. The inland seas of the Secondary and Tertiary eras had previously deposited the successive layers of sediment, that today make up the vineyard subsoil.

The combined action of receding seas and river erosion has sculpted a relief of terraces and slopes stretching as far as the present course of the Rhône. The predominantly stony ground provides Châteauneuf-du-Pape with an exceptional wine-producing asset.

Favourable climatic conditions

The Castelpapal vineyards are fortunate because they benefit from long periods of sunshine (an average of 1000 hours of sun in summer; 7 hours each day at 25°C) and the effect of the Mistral wind that reduces rainfall and counters its adverse effects.

13 grape-varieties for one Appellation

One of the original features of the Châteauneuf-du-Pape Appellation is an abundant amount of grape varieties as so that 13 different may be used.

It is usually said that **Grenache** gives the Châteauneuf-du-Pape wines their character. This variety is, indeed, predominant in the Appellation (80%). Not all the grape varieties are obviously blended. The grape varieties are vinified either together or separately. Syrah, Mourvèdre and Cinsault are used essentially for red wines. Counoise, Vaccarèse, Terret noir et Muscardin also exist. White wine is produced from Clairette, white Grenache, Roussane, Bourboulenc, Picpoul and Picardan.

Research and Development : The Technical Division

Châteauneuf-du-Pape producers attach particular importance to the help they receive from the Appellation's Technical Division. Research and Development is in the capable hands of a full-time staff of two, headed by an experienced oenologist. There is at their disposal, a modern laboratory fitted with state-of-the art equipment. This Technical Division is responsible for performing regular wine analyses, and advising vignerons during vinification and ageing. In addition to their main activity, that of following through the wine-making process, they also perform occasional large-scale surveys on such aspects as grape varieties and clones, soil analysis

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A STRICTLY REGULATED APPELLATION

Châteauneuf-du-Pape “Appellation d’Origine Contrôlée” is controlled by the Decree of 1936, later modified by several other decrees. There are many regulations to ensure an original and top quality product as explained below.

Cultivation and techniques

- Shaping and pruning of the vine (usually in a 'gobelet' form, pruned short with two buds)
- Yield limited to 35 hectolitres per hectare of vineyard
- Picking by hand and sorting selectively when harvested
- Minimum natural alcohol content of 12.5° ...

Vinification

Red wines

Hand-picking (stipulated by law); in 50kg boxes or small containers.

Selective sorting : unsuitable grapes (under-ripe or damaged) are separated from the harvest.

Crushing : Done very lightly so as not to damage the grapes.

Fermentation in vats : 2 to 3 weeks in concrete or stainless steel vats, frequent pumping-over and controlled temperature

Malo-lactic fermentation : Systematic.

Ageing : Mainly in wooden casks (50 hl) and in oak barrels of 225 litres for specific grape varieties.

Bottling from the 2nd year onwards and matured in cellars.

White wines

Hand-picking (stipulated by law); in 50kg boxes or small containers.

Selective sorting : unsuitable grapes (under-ripe or damaged) are separated from the harvest.

Crushing : Immediate pressing.

Fermentation in vats : Fermentation with controlled temperatures (18 to 20 °C).

Malo-lactic fermentation : Not systematic.

Ageing : Stainless steel vats, sometimes in oak barrels of 225 litres.

Bottling : Within 3 months after harvesting.

MODERNISING THE CELLARS

A LONG TRADITION

Growing and vinification techniques are imposed by measures set out in the Decree of November 2, 1966 that defines the A.O.C., but they have also benefited from man's experience. In Châteauneuf-du-Pape, the vigneronns strive to improve their working methods whilst maintaining ancestral traditions.

What motivates them? Their desire to provide wine-lovers with an authentic product that genuinely reflects their "terroir".

Today there are 2 new trends. The methods remain the same, tried and tested for generations, but techniques are changing.

More and more vigneronns are now employing stalk-removal techniques, thus ensuring that all the stalks are now fully removed. By de-stemming wine makers can optimise the maceration and in that way obtain less astringent wines. This technique does not affect the ageing potential of the wine.

Punching of the cap is also being developed. 2 or 4 hydraulic jacks are activated in each vat, to recreate treading techniques. This technique is used to break up the crust of grape skins and so extract colour and tannins.

New oak barrels are sometimes used for part of the white wine vinification process and are used more often, along with traditional casks, to mature red wine.

Seen from an oenologist's point of view

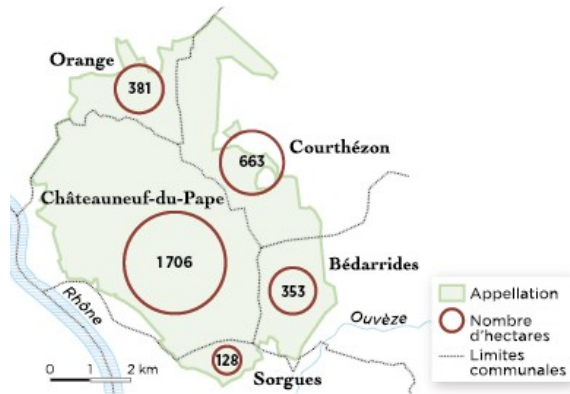
All the best Rhône Valley wines as Châteauneuf-du-Pape are, by definition, generous, structured and tannic.

As a result of new stalk-removal and punching of the cap techniques, the elegance of red wines has been enhanced. It has in no way affected their strength. Wine concentration and density are increased by the marked presence of the fruit tannins - to the delight of wine-lovers everywhere.

THE PRODUCTION

Key figures of Châteauneuf-du-Pape appellation :

- ☛ The area of production is about 3 200 ha.
- ☛ 5 towns: Châteauneuf-du-Pape, Courthézon Bédarrides Sorgues, Orange



- ☛ From 72 000 to 106 000 hectoliters of wine is produced in an average year and an average yield of 29 hl/ha
 - Harvest 2021 : 85.800 hl and so an average yield of 27,4 hl/ha
 - Harvest 2020 : 100.100 hl and so an average yield of 32 hl/ha
 - Harvest 2019 : 95.500 hl and so an average yield of 30 hl/ha
 - Harvest 2018 : 78 600 hl and so an average yield of 29 hl/ha
 - Harvest 2017 : 72 000 hl and so an average yield of 23 hl/ha
 - Harvest 2016 : 100 800 hl and so an average yield of 32 hl/ha
 - Harvest 2015 : 101 800 hl and so an average yield of 32,4 hl/ha
 - Harvest 2014 : 96 500 hl and so an average yield of 30,5 hl/ha
 - Harvest 2013 : 82 000 hl and so an average yield of 26 hl/ha
 - Harvest 2012 : 92.500 hl and so an average yield of 29hl/ha
 - Harvest 2011 : 103.300 hl and so an average yield of 33 h/ha
 - Harvest 2010 : 85.000 hl and so an average yield of 26 hl/ha
 - Harvest 2009 : 92.000 hl and so an average yield of 29hl/ha
 - Harvest 2008 : 85.000 hl and so an average yield of 27 hl/ha
 - Harvest 2007 : 106.000 hl and so an average yield of 33 hl/ha
 - Harvest 2006 : 102.000 hl and so an average yield of 32 hl/ha
- ☛ Around 12.500.000 bottles sold each year
- ☛ 92 % of red wines are produced and 8 % of white wines
- ☛ 280 wine-growers produce Châteauneuf-du-Pape wines
- ☛ 93 % of the wine production come from private cellars and 7 % from a cooperative cellar.
- ☛ 33% of the vineyard is conducted in organic viticulture or biodynamic
 - 843 ha certified
 - 187 ha in conversion

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THE MARKETING

New trends for a market on the move

From the end of the 18th century when the first professional wine merchants came into existence, a fresh impetus was given to promoting Châteauneuf-du-Pape wines, resulting in the setting up of distribution circuits both in France and abroad.

Producers and merchants were responsible for marketing their own products. They were assisted by the Committee for the Promotion of Châteauneuf-du-Pape wines. Four new trends have been seen over the past few years:

1. - The opening of wine-tasting cellars providing producers and merchants with an outlet for their bottled wines. From small beginnings this marketing trend may, for some, prove to be all-important, in view of the excellent reputation this area has with tourists. In 2000, Maison des vins-Vinadea was opened. Today, it sales more than 120 wine-estates at cellar door prices. This is a promotion house for the appellation.
2. - Sales to cellar managers, fine food stores and specialist shops are expanding rapidly. New consumer trends are moving towards a more personalised product. In the same way, Châteauneuf- du-Pape wines are in demand in top class restaurants.
3. - The "Wine Fairs" organised each autumn in most supermarkets have created a genuine demand from Modern Trade outlets. As this demand has been satisfied essentially by wine merchants rather than by Producers, Châteauneuf-du-Pape wines are now often available in large-scale retail outlets.
4. - Exports (direct from the estate or through merchants) have for several years now represented 70% of the total production.

International sales is a trend that is increasing as new markets appear in South America, Australia and Japan. These sales, however, remain limited. The traditional foreign markets are still Switzerland, Belgium and Germany. Châteauneuf-du-Pape wines were first introduced into Great Britain, The United States and Canada, Holland and the Scandinavian countries some twenty years ago. These countries have since proved to be some of the most regular markets.

THE FEDERATION OF CHÂTEAUNEUF-DU-PAPE WINE PRODUCERS SYNDICATES

Purpose and operational resources

In Châteauneuf-du-Pape, the tradition of a professional association to promote and improve the quality of the wine is long-standing and still very relevant today. From 1894 onwards, some hundred "vignerons" marked their bottle of wine with the specific arms of the "Syndicat Viticole"! The Federation, that can trace its origins directly back to the work of Baron le Roy de Boiseaumarié, has adopted these values in defending and promoting the Châteauneuf-du-Pape Appellation.

It acts as an intermediary between the Producers and professional, administrative and political organisations and is responsible for centralising informations from various sources and distributing it. In addition to its informative role, the Federation also ensures:

- the overall management and development of the Appellation,
- research into ways the quality of the wines can be improved,
- making available to vignerons a wide range of technical resources with the partnership of the ICV Vallée du Rhône,
- the organisation of promotional events.

Operating resources:

Administration: - Board of Directors (48 members)
 - Executive Board (18 members)

Facilities :

- La Maison des Vignerons (information and conference centre)
- A wine-tasting centre with 18 work units,
- The SCAS (co-operative company) set up in 1990 with a main function : a purchasing group (supplies)
- Châteauneuf-du-Pape Oenologie : an oenological laboratory
- A wine shop (Maison des vins - Vinadea), which sales more than 120 different wineries and is a **Promotion House** for the appellation. It is now selling on-line through www.vinadea.com
- A web-site : www.chateauneuf.com, that is directly updated by the Federation, and serves as an information center with regard to the village, the appellation and the wine. It also has all the contact information of the wine makers. But most of all, the web-site is a new source of information for Châteauneuf-du-Pape wine-makers and wine-lovers.

ADRESSES

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