

# Les Nouvelles de BOISSET

N° 12 - DECEMBER

## SUMMARY

### NEWS

Mommessin Restaurant & vins  
La Croix Martelle  
Boissetamerica.com  
Bouchard Aîné & Fils on the 'net  
Pellerin Château de Pierrefeu



### BEAUJOLAIS NOUVEAU

Paquet, Café Français  
Pellerin, New Products  
Mommessin  
Bouchard Aîné & Fils in Taiwan  
Mignot in Canada  
Jaffelin in Japan  
Jean-Claude Boisset in Pink



### HARVEST

Bouchard Aîné & Fils, the Film  
Louis Bernard  
J. Moreau Père & Fils, the harvest  
J. Moreau Père & Fils, viticulture  
Jean-Claude Boisset  
Domaine de la Vougeraie



### FESTIVE MENU

Cremant Aperitifs  
Gaufrette à L'Avèze  
Langoustines with Casanis  
Magrets au cassis  
Aumônière de Cîteaux  
Chocolat fondant



### NEWS FROM THE HOUSES

Varichon & Clerc, Brut des Cimes  
Chevalier Cremant rosé  
Seyssel at 60  
French Passion Passion



### APÉRITIFS DE TERROIRS

Whisky Collection  
L'Héritier-Guyot  
Avèze  
Casanis  
Valauria



### BRAND IMAGES

Medals and awards  
J. Moreau Père & Fils - sporty  
Lyeth red Meritage  
Pellerin Hédiard  
Louis Bouillot



## NEWS



### MOMMESSIN RESTAURANT & VINS

The firm of Mommessin, a leading member of the Boisset family, have found a new way of promoting their wines.



Boisset America Home Page, opened in October

**NEW WEBSITE:**  
[boissetamerica.com](http://boissetamerica.com)

Boisset's American subsidiary has now launched its website: [boissetamerica.com](http://boissetamerica.com), the younger (and interactive) sibling of [boisset.com](http://boisset.com)...

### LA CROIX MARTELLE

La Croix Martelle: an extraordinary new vineyard in the Minervois.



CHATEAU  
LA CROIX MARTELLE



### BOUCHARD AÎNÉ & FILS ON THE 'NET'

[www.bouchard-aine.fr](http://www.bouchard-aine.fr): one click, and the world of Bouchard Aîné & Fils appears on your computer screen...

A NEW DOMAIN  
BY THE MEDITERRANEAN

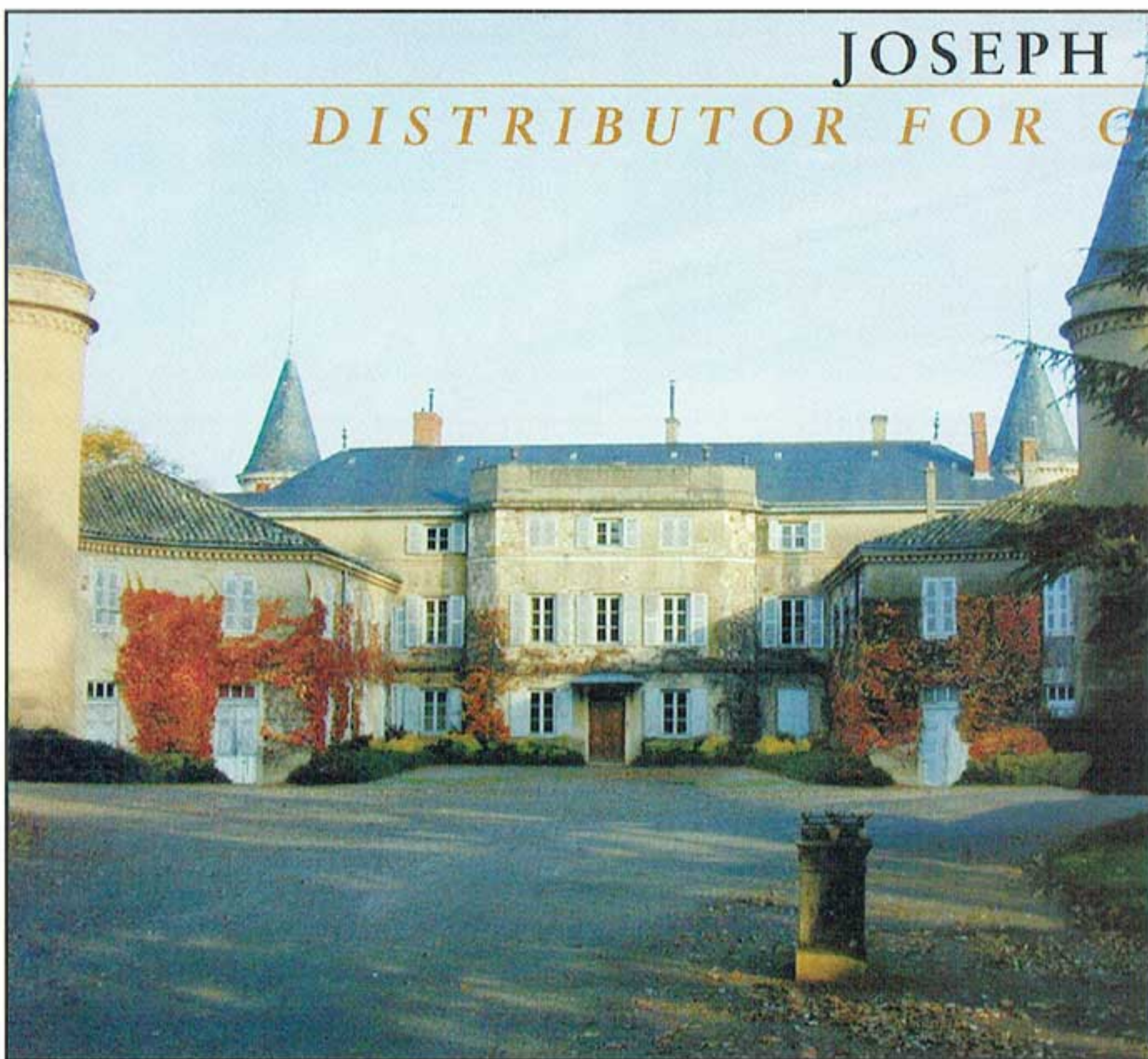
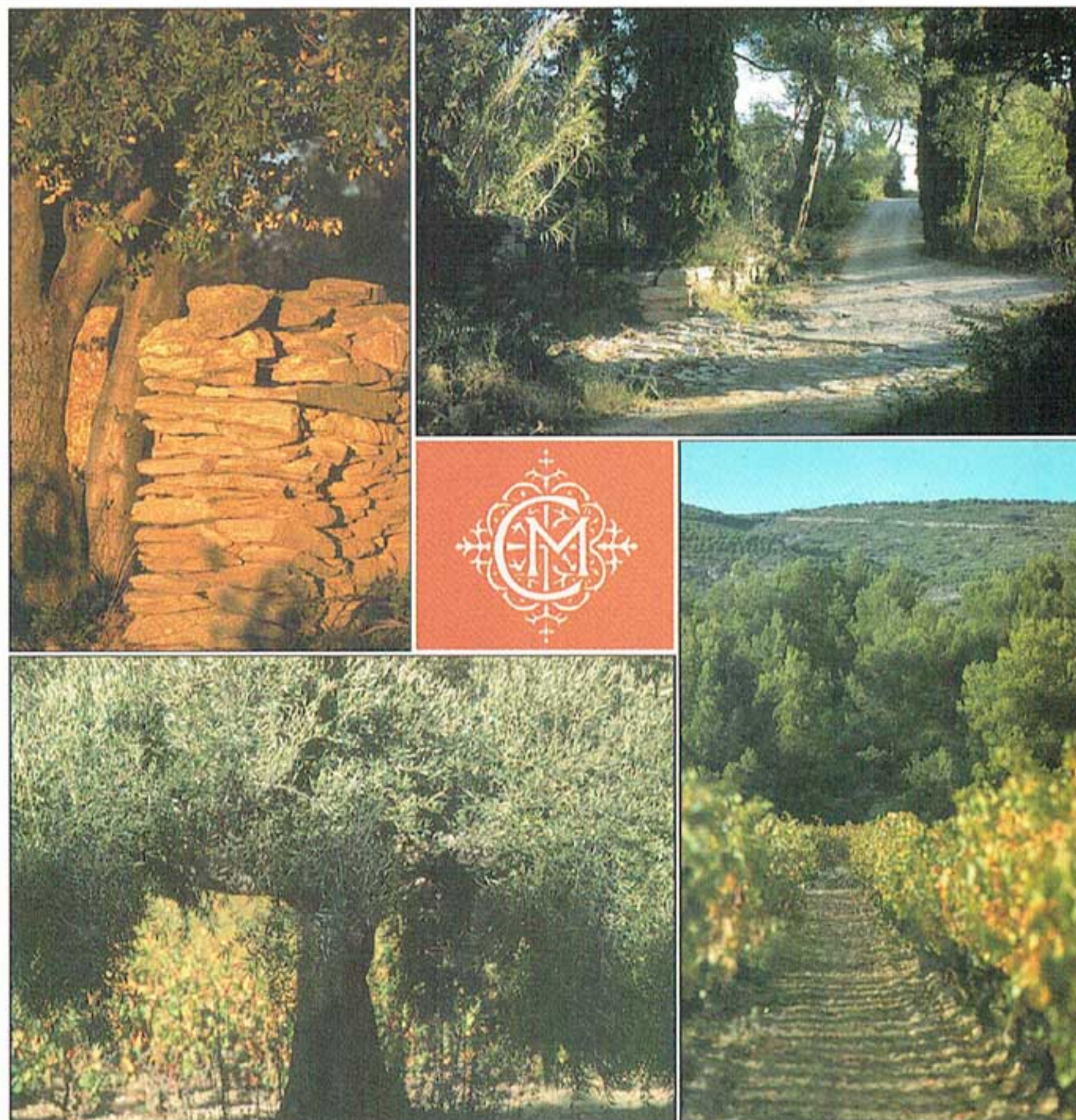
*Le Château la Croix Martelle*

Buying into Languedoc-Roussillon négociants Caroline de Beaulieu has made Boisset co-owners of the Château la Croix Martelle. The domaine is situated in the Livinière appellation, the most sought-after in the Minervois region, and dates back to Roman times when it supported a community of fifty people.

Of its 70 hectares, 24 are planted to vines set amidst a typically Mediterranean flora of yews, olive trees, pines, thyme and rosemary. The name derives from a crossing on the old Roman road between Castres and Narbonne that runs through the domaine. The site enjoys a number of natural advantages including a number of very ancient wells that have never been known to run dry. In the bed of the river which runs through the property can be seen the remains of Roman masonry. Shepherds' huts, dry-stone walls and dolmens add to the charm of a magical spot where history seems to have stood still.

The future of this miraculously preserved jewel of the Mediterranean tradition in its unspoilt setting lies in the rediscovery of wine-making methods based on controlled yields and low-volume production, the keystone of the biodynamic approach. Bringing new life to this little world means harnessing the energies of the place itself to the needs of the vine. Today four grape varieties flourish here - Grenache, Cinsault, Syrah, and Mourvèdre - yielding 40,000 bottles of La Grande Réserve La Livinière and 60,000 bottles of Minervois.

Burgundian-style vinification plus maturation in Burgundian barrels confer on the wine a refinement which you will be able to taste for yourself on 1st Class Air France flights from 2003.



JOSEPH PELLERIN  
DISTRIBUTOR FOR CHATEAU DE PIERREUX

Since its foundation in 1967, Maison Joseph Pellerin in Saint-Georges-de-Reneins has focused its expertise on the exclusive distribution of highly-reputed estates and châteaux in the Beaujolais region. Now, this selection of a hundred or so great names has been complemented by one of the finest estates in the region, located opposite Mount Brouilly in Odenas... Château de Pierreux.

The Château de Pierreux estate consists of one unbroken stretch of vineyard land covering more than 77 hectares of Brouilly AOC - the southernmost of the ten Beaujolais appellations - which is prized for its colour and firm, robust character.

Joseph Pellerin will work alongside the Château de Pierreux estate - just as it does with the various other estates whose wines it distributes - to provide supervised viticultural care for the grapes and to

create wines with strong personalities which reflect the character of their terroir.

In this way, since 1998, the charter signed together with its wine-growing partners, symbolised by a highly demanding set of specifications, stipulates conditions such as low yields and cluster thinning to obtain the uniform maturation of the grapes under ideal conditions to produce wines with a concentrated fruitiness and a good balance between alcoholic strength and acidity.

Pellerin sees this strategy as a good illustration of its upstream involvement in the wine business, and its viticultural philosophy in particular. Quality control over a company's supply sources is now crucial for French wine companies in general... and Beaujolais firms in particular, as they strive to keep their profile high in an extremely competitive world market.

BOUCHARD AINE & FILS

*142nd Hospice of Beaune wine auction*

The event has now become a traditional part of the Burgundy wine capital's busiest weekend - 'at BAF', as the regulars say! More than 600 people met up at the cellars of Bouchard Aîné & Fils on 16th and 17th November for the famous fundraising Wine Sale for the Hospices de Beaune.

For the fifth time, the Beaune company demonstrated the traditions of quality, elegance and prestige which inform the selection, preparation and maturation of its wines.

Corton-Charlemagne 2000, Clos de Vougeot 1985, Musigny 1983 and even Corton 1976 were on the menu for a tasting session which proved to be highly enjoyable... especially for the tastebuds!



*FIVE YEARS, FIVE SENSES*

In addition, the now-famous Parcours des Cinq Sens ('Five Senses Tour') gave visitors an opportunity to exercise their senses of touch, smell, hearing and sight to further heighten the sense of taste while sampling the wines. The Parcours des Cinq Sens is more than just an entertaining diversion. It is also an introduction for those who only participate occasionally in the pleasure of wine tasting, and for whom the concepts of wine aroma, colour and texture are still abstract notions.

home of Bouchard Aîné & Fils