



**Beaujolais**  
NOUVELLE GÉNÉRATION  
INTER BEAUJOLAIS

# BEAUJOLAIS, EXPRESSIONS OF A VINEYARD

BEAUJOLAIS,  
EXPRESSIONS OF A VINEYARD



PRODUCED BY INTER BEAUJOLAIS,  
the Beaujolais Wine Council:

210 Boulevard Victor Vermorel  
69400 Villefranche-sur-Saône  
+33(0)474 022 210

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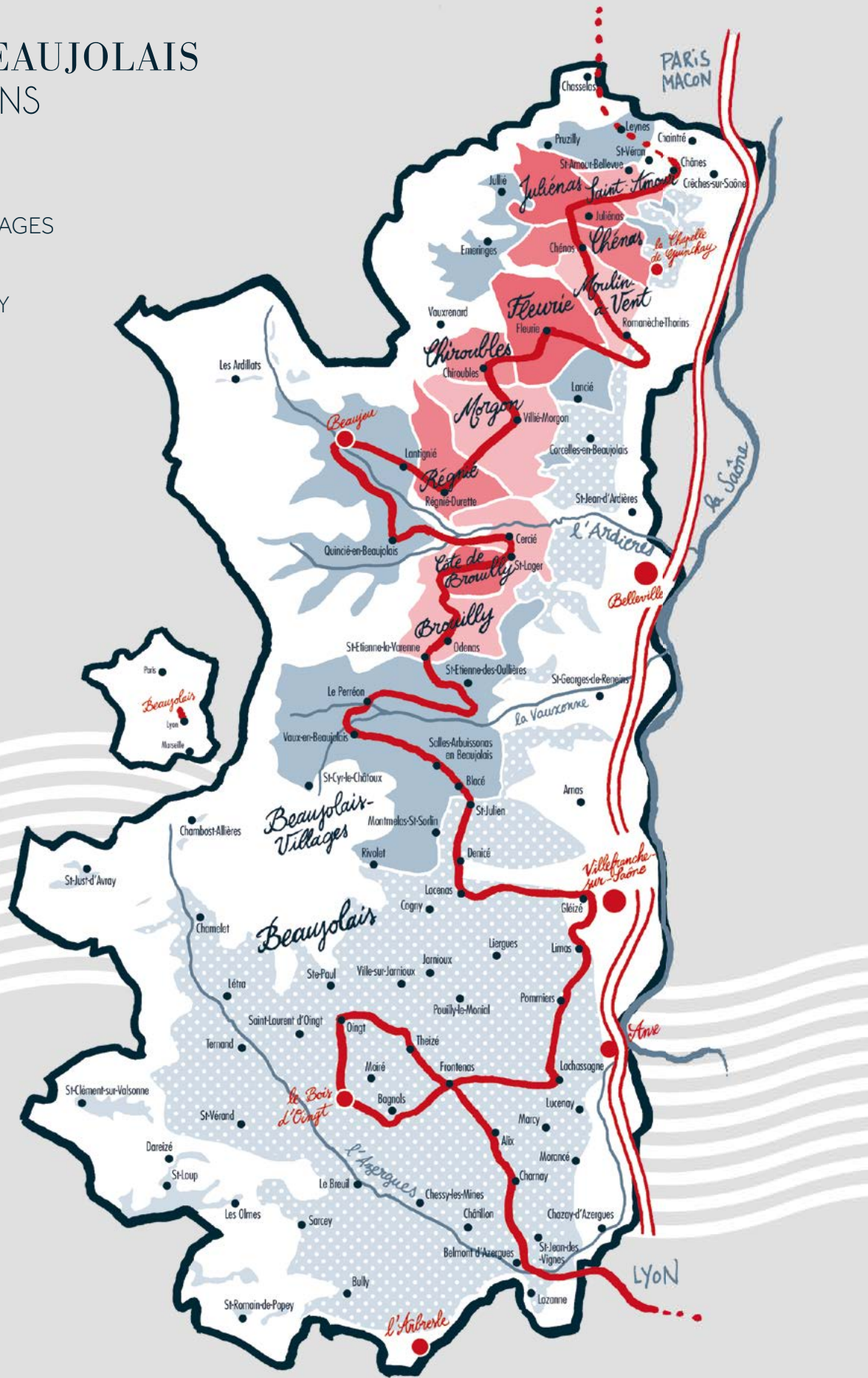
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# THE 12 BEAUJOLAIS APPELLATIONS

- BEAUJOLAIS
- BEAUJOLAIS-VILLAGES
- BROUILLY
- CÔTE DE BROUILLY
- RÉGNIÉ
- MORGON
- CHIROUBLES
- FLEURIE
- MOULIN-À-VENT
- CHÉNAS
- JULIÉNAS
- SAINT-AMOUR



# Editorial



The Spring of 2020, as unprecedented as it was unexpected, will mark us both economically and humanely for a long time. It will take time to measure the impact. In any case, it seems to me that humanely we won't confuse the verbs 'to have' and 'to be' quite so much, with more respect, sociability and friendliness between us. There will most likely be the desire to live a more normal, meaningful life, defending our regional products and our territory: in short, the place where we feel at home. As philosophers have said, when you've explored all the options, the only solution is to go back home. So, here we are! The famous saying "Think global, act local" isn't just for everybody else...

Over the past few years, we have continued to comprehend the world, of course, but above all we've taken action in our vineyards, by remotivating the troops under the Beaujolais banner, for all our appellations, and creating a triptych where our wines correspond to times of drinking, sharing and enjoyment. We have festive and event wines, with Beaujolais Nouveau, as well as great, exceptional wines like any other vineyard in the world with the crus and between those two worlds, a mid-range that accounts for two-thirds of our volume: racy, cheerful wines expressing the character of our winemakers, our grape varieties and our terroirs. Those three worlds – festive, expressive and exceptional – are a genuine patchwork of appellations and styles, in which consumers will each find what they are looking for.

Although our wines now pair naturally with most of the world's cuisines and drinking habits, with supple, not very woody tannins, offering fruity, round, subtle and elegant wines, internally we have had to rebuild an effective force of committed winemakers and négociants. Wine lovers are now increasingly more interested in the winemaker's journey, whether a private cellar or a group with a wine cooperative, than in appellation generalities and official pseudo-rankings.

We are headed in the right direction. Different signs testify to that: a lot of flattering media coverage has highlighted our terroirs, the new generation, and the Beaujolais spirit. The number of High Environmental Value (HVE) initiatives has soared, and Beaujolais wine is even on the verge of becoming an example on the subject. Then, at a time when red wine consumption is losing ground, Beaujolais wines confirmed their capacity for growth, with an excellent score (+ 6%) in 2019. Beaujolais wines have quite simply shown their ability to bring people together, around values of simplicity and friendliness, in particular with the "Beaujonomie" concept.

With these "Beaujolais Nouvelle Génération" wines, we're getting back to our joie de vivre DNA. The Beaujolais vineyards are one of the rare ones capable of instantaneously and legitimately meeting that emotional and relational need for most people, and on top of that, with a price-quality-enjoyment ratio now acknowledged by all. What's more, as the surface area of the vineyards has evolved, we are no longer in the volume-at-all-cost approach, but instead in a valorisation process to remain one of the most attractive AOP vineyards. We need to modernise our vineyards, that is crucial.

November 2020 will be, once again, a wonderful opportunity to shout from the rooftops, like every year, but this year in a slightly special way, to remind the world of the messages of friendship that accompany Beaujolais wines, whether gamay or chardonnay.

**Dominique Piron**

Inter Beaujolais Wine Council president



## 2 DEPARTMENTS

Rhône  
&  
Saône-et-Loire

## 2 GRAPE VARIETIES

**gamay noir à jus blanc** – the iconic grape variety of the Beaujolais wine region – produces lovely compact bunches, surrounded by flat, fairly even-edged leaves and **chardonnay** that offers racy, appealing and surprising wines.

## 12 AOCs

including **two regional appellations** (Beaujolais and Beaujolais-Villages) and **ten crus** (Brouilly, Côte de Brouilly, Régnié, Morgon, Chiroubles, Fleurie, Moulin-à-Vent, Chénas, Julié纳斯 and Saint-Amour)

## 39 VILLAGES

crisscrossed by the Beaujolais Wine Route, which stretches from Lyon to Burgundy and from the Massif Central foothills to the banks of the Saône river.

## 14,500 HA

claimed in the  
**12 AOC Beaujolais**

## 1937

The year the **first AOC** for the Beaujolais wine region came into being

## 1951

the year **Beaujolais Nouveau** wines were first commercialised

## 140 KM

the length of the Beaujolais **Wine Route**

## GETTING HERE

by **high-speed train** via Mâcon Loché or Lyon Part-Dieu railway stations

by **plane** via the Lyon-Saint-Exupéry airport

by **car** via Motorway A6



Every year, over  
**2000** men and women  
produce Beaujolais wines.



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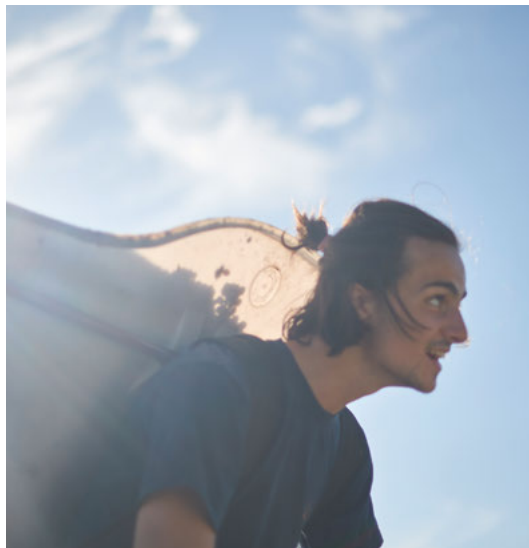


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## Timeline

Historical overview via the vineyard's milestones

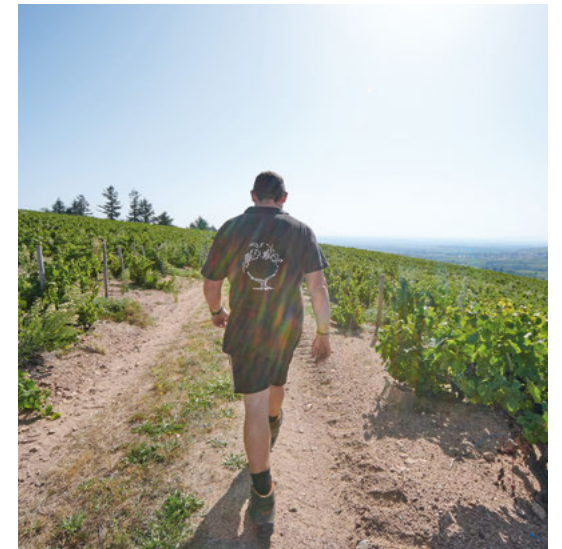
A wine in sync with the times



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## FOREWORD



# BEAUJOLAIS: THE DIVERSITY OF A VINEYARD

The hilly Beaujolais vineyards stretch out from north to south over 55 kilometres, bordered to the west by the foothills of the Massif Central, and to the east by the Saone river plain. Located just outside Lyon, the Beaujolais is less than a 30-minute drive away. The vineyard's past as well as its future are inseparable from the gastronomic capital, endowing it with a special quality. Often called the 'vineyard of Lyon' or Lyon's 'third river', if Beaujolais had to be summed up in a word, without a doubt, it would be: **diversity**.

First of all, diversity in its landscapes, which unfold like paintings one after another, with the crus in the north, the Beaujolais-Villages in the centre and the Beaujolais appellation, the major part of which is located in the south; with **gamay noir à jus blanc** as a recurring theme. Extended across the departments of the Rhône and Saone-et-Loire, the diversity of the hilly vineyards boasts forests, plains and winding roads. The decor is green, varied, lush and inspiring, with nature galore, mountains to the north and Tuscany-like vistas in the south where countless variants of light reflect off the golden stone bathed in sunlight.

Of course, there's surprising diversity in its wines that are also full of subtlety. So much so that everyone can find the Beaujolais to suit their taste, whether red, white or rosé. Beaujolais 'single-variety' wines are mostly red (95% of the production); gamay noir, which is the iconic Beaujolais variety, is also used to produce Beaujolais and Beaujolais-Villages rosés. **Chardonnay** grapes also flourish on the chalky and marly Beaujolais soil to produce Beaujolais and Beaujolais-Villages whites.

It's an emblematic vineyard in the national landscape, still teeming with secrets to be unearthed. Here, there is a constant sense of welcome and sharing. The Beaujolais, sculpted over centuries by generations of men and women day after day, is personified by its **12 AOCs** (Appellations d'Origine Contrôlée).





## DID YOU KNOW?

From 2009 to 2018, at the Inter Beaujolais council's request, a **terroir characterisation** survey was conducted by the SIGALES soil mapping agency. After more than 15,000 soil surveys, nearly 1,000 soil pits and 50 field visits, the analyses made it possible to map the Beaujolais vineyard. Winegrowers and négociants are now taking advantage of the soil characterisation to highlight the terroirs in plot-by-plot cuvées. In April 2018, recognition of the outstanding geology led to the **"UNESCO Global Geopark"** label. Consequently, the Beaujolais vineyard became the 7<sup>th</sup> Geopark in France.



“**TERROIR...** A NOTION THAT CONVEYS A SENSE OF QUALITY WINES, WELL-ROOTED IN THEIR REGION AND IN THEIR SOILS.

Although the Beaujolais wine region is not very extensive geographically speaking, it encompasses a **multitude of different soils** in a highly surprising way: **over 300 variants** have been identified and described. The soils form on bedrock or on the parent material that supports them. As such, our vineyard is quite outstanding, since it bears witness to over 500 million years of geological history for which all the traces

can easily be found. At the interface of all the major geological events in history, located on the eastern edge of the Massif Central and impacted by the Alpine phenomenon of the Tertiary period but spared by the glaciers, the Beaujolais wine region has inherited one of the richest and most complex geologies in France. Covering a small area, the vineyard brings together a very wide variety of rocks!"

**Nicolas Basset**

Oenology/winegrowing advisor  
with the Rhône Chamber of Agriculture





## BEAUJOLAIS: A HARMONY OF COLOURS

In January 2017, Inter Beaujolais entitled its ten-year roadmap **"Beaujolais Nouvelle Génération"** and set the objective of gradually repositioning the wines that its vineyards had to offer.

First of all, by communicating about three distinct, complementary worlds:

 **FESTIVE BEAUJOLAIS:**  
a heritage to be strengthened and boosted

 **EXPRESSIVE BEAUJOLAIS:**  
our new positioning base

 **EXCEPTIONAL BEAUJOLAIS:**  
our new big challenge

Secondly, by calling for the **diversification of the Beaujolais production** (over 95% red) within each of those three worlds, via the development of **Festive and Expressive Beaujolais Rosés** (short-term challenge), as well as **Expressive and Exceptional Beaujolais whites** (mid- and long-term challenge).





## A TRIBUTE TO GAMAY

Planted in the territory since the early 17<sup>th</sup> century, the gamay variety and the Beaujolais vineyard share a common history. This area has proven to be the perfect setting for the variety to develop all its finesse and diverse expression. Visually, its thin, delicate purple-black skinned grapes are cylindrical and compact, surrounded by flat, fairly even-edged leaves. Although granite soils seem to be its soil of choice, the variety is good at adapting. Historically, before the phylloxera epidemic, the variety was widespread in France and is estimated to have covered over 160,000 hectares. Nowadays, half of the 30,000 hectares of gamay planted worldwide are in the Beaujolais region, where it covers 98% of the areas that produce Beaujolais wine. A natural cross between pinot noir and gouais blanc, the **gamay noir à jus blanc** variety makes it possible to produce wines with **multifaceted fruitiness**: from "cheerful fruitiness" for Festive Beaujolais wines – and hence "Beaujolais Nouveau" – to "complex fruitiness" for the Exceptional Beaujolais, and including "racy fruitiness" for the Expressive Beaujolais.

With its great breadth, it can be used to produce hugely elegant wines that can be consumed young as well as cellar ageing wines. Resolutely modern, it allows the elaboration of supple, fruity wines that are low in alcohol content. The early-ripening variety produces wines with a pretty red-coloured robe, often lively and bright, with aromas that are predominantly fruity (raspberry, wild strawberry, blackberry and black cherry) or occasionally peppery and floral. The gamay variety requires meticulous care and attention. Well aware of that fact, Beaujolais winemakers have developed undeniable knowledge over the years, allowing them to tame the variety's natural exuberance and bring out its best qualities.

Since 2010, Inter Beaujolais, the Beaujolais Wine Council, has promoted the gamay variety by organising the International Gamay Competition. An event aimed at boosting the image and reputation of the variety among consumers and producers worldwide.







## DID YOU KNOW?

**C**hâteau de l'Éclair, an estate owned by **SICAREX Beaujolais** (technical support service), is the open-air lab for the Beaujolais region. Covering nearly 20 hectares, the site at the forefront of research, is carrying on in the footsteps of Victor Vermorel (more details below). Since 2003, SICAREX has been conducting a vast survey, aimed at collecting and protecting the widest range of the gamay variety worldwide. The Conservatoire National du Gamay currently includes over 1000 accessions.

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+ LEARN MORE:

[www.chateaudeleclair.com](http://www.chateaudeleclair.com)

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## A GLIMPSE OF ROSÉS AND WHITES: **A WIDER RANGE**

**O**n average, every year, nearly 1,000 winemakers produce white and rosé wines in Beaujolais, in other words, half of the vineyard. Produced on clayey-limestone or marly soils, the Beaujolais and Beaujolais-Villages whites and rosés are directly influenced by the Beaujolais terroir that has its own, specific characteristics with different soil types depending on the grape varieties. Although the region is more known for the production of its red wine, whites and rosés have already been produced on the region's land for several years. Now, the estates and trading houses also have their heart set on presenting and sharing their know-how about these two colours, offering wine lovers from all over the world plenty of new moments and opportunities for tasting. The winegrowers who have embarked on this adventure personify the "Beaujolais Nouvelle Génération" project.



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That's the strength of Beaujolais: a vineyard that comes in **3 colours** from ancestral grape varieties. Something to delight every palate!

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**B**eaujolais rosé is an AOC (Appellation d'Origine Contrôlée) in its own right and is produced in the Beaujolais and Beaujolais-Villages areas. They benefit from a **wide range of terroirs**. The northern climate is conducive to their production and provides very refreshing, easy-to-drink rosés. They are obtained using the gamay noir à jus blanc, either with direct pressing or after macerating for a few hours. The alcoholic fermentation process allows a nice range of aromas to develop. Winemakers then have two options: conducting malolactic fermentation or not. The choice is made based on the profile sought, the vintage balance and the final blend. The colour of **Beaujolais and Beaujolais-Villages rosés** is between pomelo and peach (based on the Centre du Rosé colour chart) and they offer tangy red fruit aromas. The sales volume of rosés has increased 35% over the past 4 years with 1.7 million bottles sold in 2015 compared to nearly 2.3 million in 2019. According to Inter Beaujolais, the sales **potential** for Beaujolais rosé will reach 10 million bottles within 5 to 7 years.

*"Currently, in Beaujolais, the gamay variety harvested at optimal ripeness makes it possible for us to meet the expectations of rosé consumers who want a fruity, refreshing wine without too much alcohol content,"* said Thierry Letortu, Managing Director of Alliance Vignerons Bourgogne Beaujolais.

In technical and human terms, skills as well as specific equipment exist in the vineyard's leading estates and cooperatives.

François Roth, director of the Agamy cooperative winery, added: *"Over the past ten years, the Beaujolais vineyard has earned legitimacy on the rosé market by managing to show the potential of gamay for rosés. Now, it offers an easy-to-drink alternative to wine enthusiasts and retailers of this type of wine. At Agamy, we have worked hard on our winemaking techniques. Our Beaujolais rosés now meet expectations, providing complete satisfaction."*

Frédéric Berne, a Lantignié winegrower, concluded: *"After making an initial fruity and delicate rosé, with the 'gamay noir' indication on its label, I now plan on moving upmarket by producing rosés from different terroirs (pink granite, blue stone, siliceous soils, etc.)."*

In Spring 2019, Inter Beaujolais commissioned a study by IPSOS on the sales potential of Beaujolais rosés. The study showed that developing the Beaujolais rosé offer in France could contribute to additional sales for both Beaujolais and the rosé market in general:

 **29%**

of French people said they were willing to drink Beaujolais rosé, and 71% said it would be in addition to their usual Beaujolais consumption.

 **46%**

of French rosé consumers said they were interested in Beaujolais rosé, and 70% of them said it would be in addition to their usual rosé consumption. Better still, 85% of rosé consumers consider that Beaujolais rosé wines should be more widely available for sale.

As for **chardonnay** grapes, they reveal **striking expressions** in the Beaujolais territory. The variety grows in the far north of the vineyard, bordering the Mâconnais and to the southwest of Villefranche-sur-Saône. It enjoys a triangle-shaped setting between Liergues, Le Bois-d'Oingt and Bully. In the heart of the Beaujolais appellations, chardonnay now accounts for 2% of the vineyard. More and more winegrowers produce white wines given how much they please the taste buds. The bunches are made up of small, round berries that turn golden when ripe. The vineyard's wide range of soils provides the variety with the capacity to express all its wealth and complexity. At the winery, chardonnay grapes are pressed upon arrival and then ferment for about two weeks in vats, barrels or casks. Ageing on lees is frequent. **Beaujolais and Beaujolais-Villages whites** offer balanced wines that are **refreshing, round and full of finesse**. Beaujolais whites are a pretty golden colour, full-bodied with aromas of citrus and white flesh fruits, and a pleasant finish. Beaujolais-Villages whites stand out thanks to their floral and mineral notes as well as their nice aromatic intensity. Some wines can be cellared a few years to express their complexity and intensity.



**“ALTHOUGH THE REPUTATION OF BEAUJOLAIS WINES WAS BUILT ON REDS – STILL THE MAJORITY OF THE PRODUCTION AND EVEN EXCLUSIVE FOR THE 10 BEAUJOLAIS CRUS – THE PRODUCTION OF WHITE AND ROSÉ WINES IN THE BEAUJOLAIS REGION DATES BACK JUST AS FAR.**

*The move towards more whites and rosés for the Beaujolais is in line with the path taken by other vineyards in response to consumer demand. Curious, innovative Beaujolais winegrowers ever attentive to their customers, have been developing direct sales and are widening their range with different, complementary wines.*

*However, in addition to adapting to markets, they must take up the challenge of modernising their vineyards to adapt to climate change and the agro-ecological transition,"*



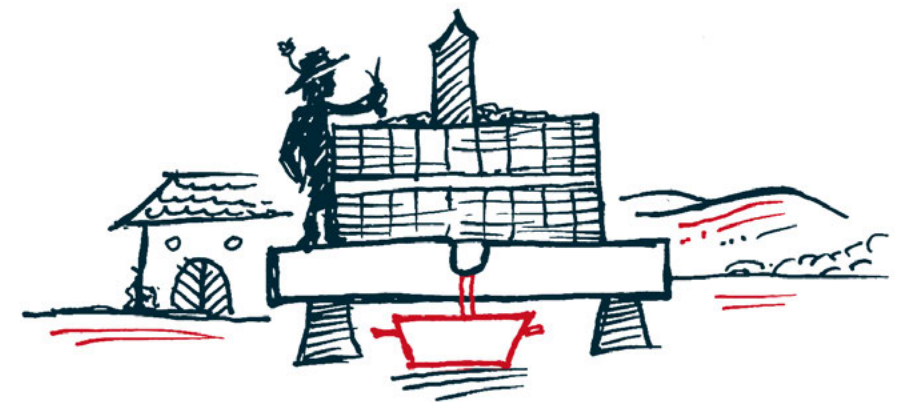
**Bertrand Chatelet**  
Director of SICAREX Beaujolais





## DID YOU KNOW?

"**Paradise**" can definitely be found in Beaujolais! Paradise is the name given to the first press juice from whole grapes, an intensely fruity juice with little tannin that is celebrated in style every year in early October. The "Fête du Paradis" is an opportunity for winegrowers to share their know-how with wine enthusiasts who can taste the specialty in a friendly, festive atmosphere in the autumn sunshine.





## SPRING: THE VINES AWAKEN

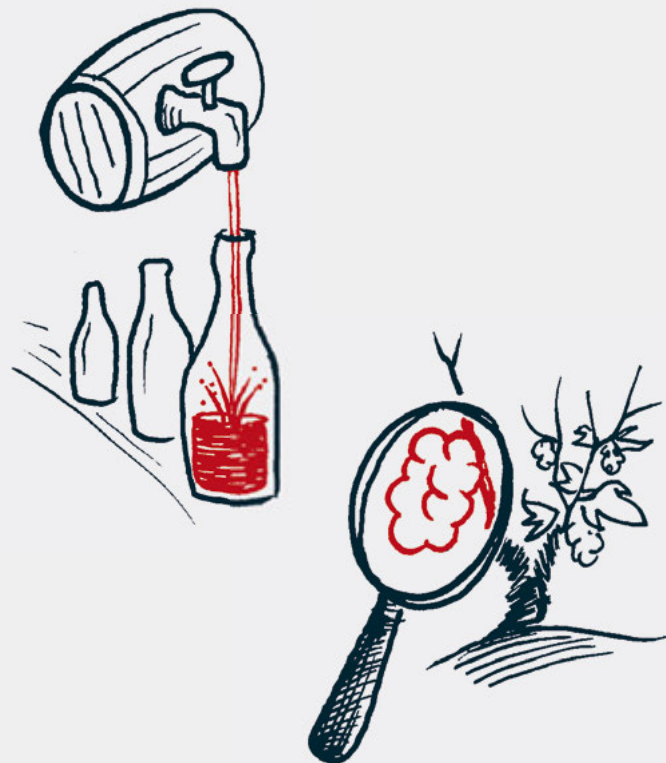


### VINE GROWING CYCLE

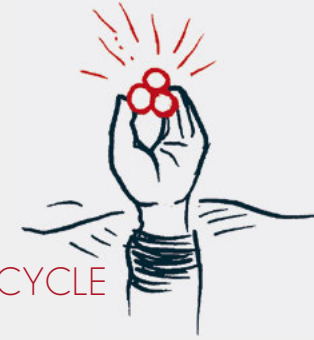
- ✦ **When the vines awaken:**  
a new growth cycle begins.
- ✦ **Bud break:**  
the buds come out and begin to swell.
- ✦ **Vegetative growth:**  
small green tips made up of young shoots begin to appear, bearing leaves that spread and gradually get bigger. The future bunches are already visible at the base of the fruiting canes. They are called inflorescences.
- ✦ **Flowering:**  
is the blossoming of the flower at the end of spring. This period lasts 10 to 15 days. Each inflorescence bud transforms into a grape berry.

### THE GROWER'S WORK

- ✦ **Disbudding**  
consists of removing some buds or young shoots, which helps to decrease the foliage and redirect the sap to the fruiting canes bearing the future grapes.
- ✦ **Meanwhile in the cellars,**  
the wine is being matured in casks, vats or oak barrels.
- ✦ **Bottling**  
of the previous vintage can also take place just before summer.
- ✦ **From spring to harvesting,**  
a magnifying glass is the growers' best friend! The growers monitor their vines carefully to predict the occurrence of disease or insects harmful to vine growth. To do so, they rely on beneficial fauna whose development is encouraged by the growers.



## SUMMER: THE BUNCHES FLOURISH



### VINE GROWING CYCLE

- ✦ **At the end of flowering,**  
the pollinated flowers turn into small green berries: that is fruit set. Little by little, the berries – future grapes – swell up to a size big enough to touch each other: that is called 'bunch closure'.
- ✦ **Summer comes to an end.**  
The grapes change colours and the fruiting canes also go from green to brown. This marks the beginning of veraison and grape ripening, as well as cold hardening, or lignification, for the fruiting canes that have now become vine shoots (to get ready for winter).

### THE GROWER'S WORK

- ✦ **From ploughing to mowing,**  
the grower is busy preparing the soil.
- ✦ **Some canopy management tasks**  
that growers carry out include 'tipping', which consists of cutting the excess vegetation to induce fructification and input. By improving the sun exposure and the compactness of the bunches, tipping allows the grapes to ripen nicely. Trellising, or tying up, consists of raising the vine foliage to expose as much of its surface as possible to the sun and protect the bunches from soil humidity.
- ✦ **Meanwhile in the cellars,**  
everyone is busy making sure the vat room is ready to handle the arrival of the next harvest: the vinification equipment, from vats to press, is cleaned and checked.
- ✦ **Harvesting:**  
for 10 days or more, with baskets on their backs, clippers in one hand and a bucket in the other, grape pickers roam the Beaujolais vineyard plots to harvest the precious grape bunches that will make the next red, rosé and white wines!
- ✦ **Winemaking:**  
throughout the harvest, the grapes picked a little earlier in the day arrive in the cellars. Then comes the vinification process whose methods depend on choices made by the winemaker. The grapes will then be put into vats for the maceration stage.

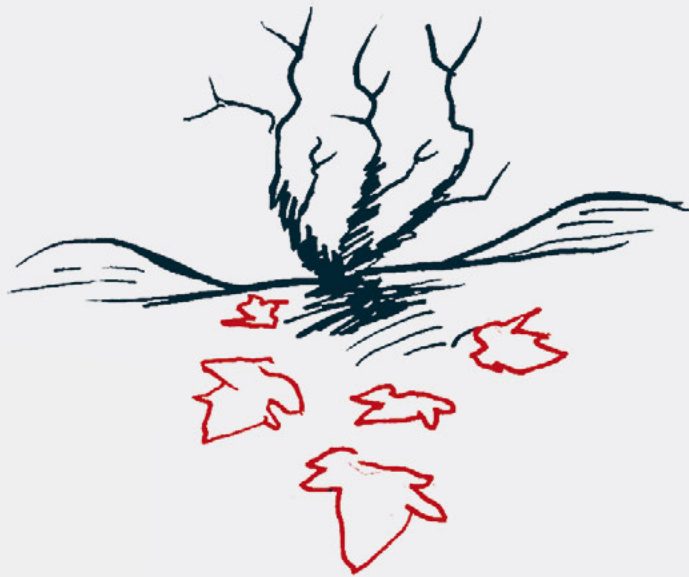


- ✦ **Alcoholic fermentation**  
comes next – a phase that gets the growers full attention. The growers accompany the fermentation process by pumping over, punching down the cap and pressing. All of the techniques are aimed at promoting the extraction of tannins, which provide the wines with structure and ageing capacity. Afterwards, the juice accumulated at the bottom of the vat is drawn off. It is called 'free-run juice', then the bunches are pressed, resulting in press juice. Both are combined and finish fermenting together. Next comes the maturing phase during which the wine will reach maturity. Ageing conditions also depend on choices made by the winemaker (vats in inert materials or wood).





## AUTUMN: A LOVELY SEASON IN BEAUJOLAIS!



### VINE GROWING CYCLE

- ✦ **The leaves**  
on gamay and chardonnay grapevines are decked out in their best golden finery.
- ✦ **Before dormancy,**  
the plant gets its fill of energy by transforming the chlorophyll absorbed through the vine leaves into starch, amino acids and mineral elements.
- ✦ **Mid-season,**  
the lovely leaves fall and the vine enters into its vegetative resting phase, known as dormancy.



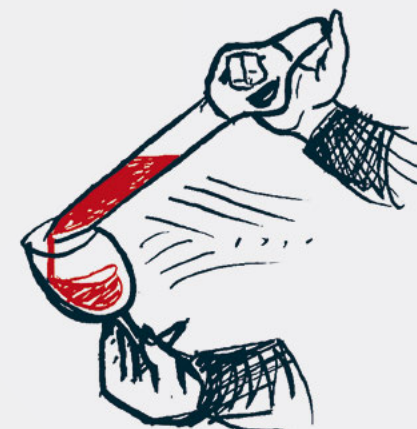
### THE GROWER'S WORK

- ✦ **Take delight!**  
In the vineyards, the work has been completed and the winemaking process is underway. The vintage is evaluated and planning begins for the next one.
- ✦ **Vine replantation**  
known as *rebrochage* in the Beaujolais region, consists of removing the dead vine stocks in a plot, and replacing them with young seedlings planted alongside the remaining productive ones.

## WINTER: THE VINES REST

### VINE GROWING CYCLE

- ✦ **The grapevines**  
are in a phase of vegetative dormancy.



### THE GROWER'S WORK

- ✦ **Pruning,**  
done between November and March, helps to control the quality and quantity of the fruit produced by each plant. In the Beaujolais region, *gobelet* pruning is the most commonly used system. The vine stocks are pruned short and given a crown shape. In the vineyards, single cordon pruning is becoming increasingly popular as a means to adapt more effectively to climate change and environmental standards. This is also the time of year when plot maintenance is done (replacement of broken wires and stakes).
- ✦ **Meanwhile in the cellars,**  
the wines continue to mature and will have to wait patiently, at least until spring. Growers may also opt to mature their wines longer to allow them to reveal their full potential.





## THE SOIL, THE VINES, **THE WOMEN AND MEN**

**T**he region's landscape bears witness to the passage of time. Subject to transformations, it is a place where local conditions (soil, climate, flora and fauna) have come together and been sculptured by men and women, who see it as a succession of multiple conquests.

The landscape takes shape in the wide fertile Saône valley beginning with crops and livestock, then gives way to rows of vines stretching out over gentle slopes and ends with the foothills of the Beaujolais mountains.





## A BENEFICIAL CLIMATE

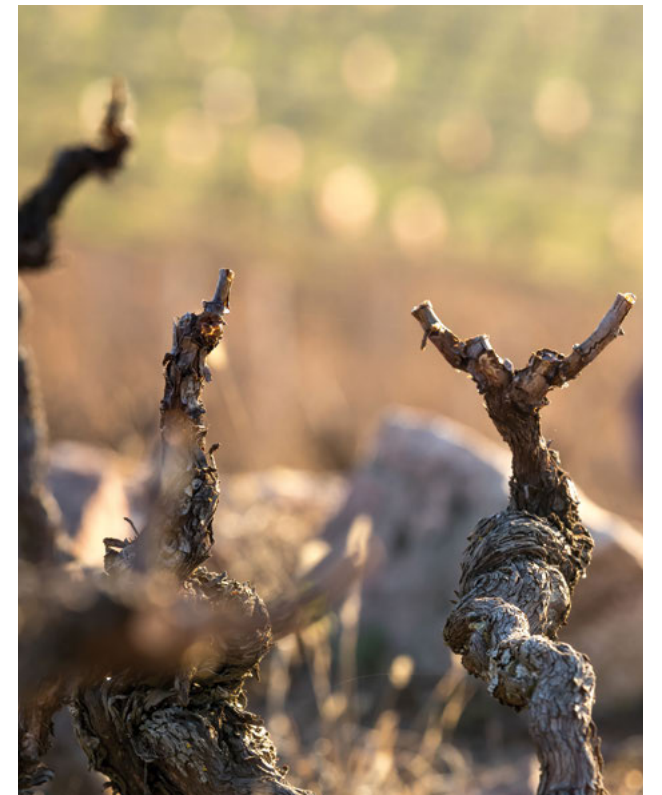
Beaujolais is subject to France's three main climatic influences: continental currents, oceanic air movements and Mediterranean winds. The climate is temperate (11.5°C on average) with significant differences from summer to winter. The Haut-Beaujolais mountain range, culminating at 1000 metres in altitude, plays a protective role by sheltering the vineyard while the Saône river regulates the temperature differences. Rainfall is average (750 mm/year) while the sunshine on the hillsides, mainly facing east and south, provides the vines with optimal luminosity.



## VINEYARD MANAGEMENT

The way the vineyards are managed was completely overhauled about fifteen years ago, an initiative driven by the Beaujolais Winegrowers Union (Union des Vignerons du Beaujolais) and achieved in 2009 with the accreditation of new specifications, which replaced the existing decrees. The aim was to make more environmentally friendly winemaking practices possible, reduce production costs, assert wine quality and facilitate the transmission of businesses to future generations.

The goblet pruning system is no longer ever-present. Pruning done using methods such as fan, single cordon, double-Guyot or Charmet are on the rise. The minimum plant density authorised is 5,000 vine stocks for Beaujolais and Beaujolais-Villages, and 6,000 vine stocks for Beaujolais crus.



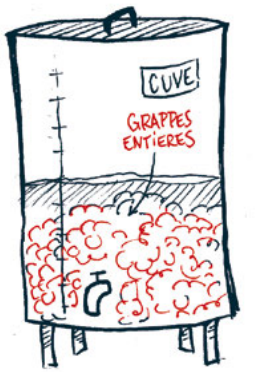




## ABOUT HARVESTING

**Manual harvesting** still accounts for the **most** harvesting since it is adapted to traditional vineyard management, the numerous slopes, friendliness and Beaujolais winemaking methods. Mechanical harvesting, which is possible in less hilly areas, provides more flexibility as far as organising the work is concerned.

Beaujolais is a 'single grape variety' region: rosé and red wines are made using gamay grapes and whites are made using chardonnay. The harvesting date must take into account the sugar content as well as the phenolic and aromatic maturity of each plot. Premature harvesting leads to wines with dominant vegetal aromas, whereas harvesting too late produces wines that lack freshness and are too alcoholic.



## WINEMAKING SECRETS

Traditional "Beaujolais" winemaking is unique and emblematic of the region, offering fruity, aromatic and crisp wines. It consists of semi-carbonic maceration. The bunches are hand-picked then placed in vats whole without prior de-stemming to preserve the integrity of the berries, which releases colour and tannins. At the bottom of the vat, the settling of the bunches brings about the release of juice and a yeast-induced alcoholic fermentation is either triggered spontaneously or supervised. The alcoholic fermentation releases carbonic dioxide responsible for hypoxia in the atmosphere, which induces an anaerobic process in the intact berries at the top of the vat (intracellular fermentation that gives the wines their fruitiness). At the end of maceration, the juice is run off.

The fermented grapes are pressed. Combined in the vat, the press juice and free-run juice finish off the alcoholic fermentation. A second fermentation, known as malolactic fermentation, transforms the malic acid into lactic acid, reducing the acidity. The vatting time ranges from a few days for Beaujolais and Beaujolais-Villages Nouveaux wines, to several weeks for wines intended for cellaring, including some that are aged in casks or barrels.

Although still traditional, whole bunch maceration is no longer the one and only method used in Beaujolais. There are alternative methods as can be seen by the rise in integral or partial de-stemming, changes regarding maceration time, vinification temperature or other extraction techniques. There are as many ways to undertake winemaking as there are winemakers.







## THE BEAUJOLAIS VINEYARD: **COMMITTED** TO ENVIRONMENTAL INITIATIVES

**A**s a pioneer, the Beaujolais winegrowing region did not wait for the various government initiatives to define sustainable environmental practices. As early as 1989, the first groups of enthusiastic winegrowers got together to study their vines and determine the most sustainable way to protect them.

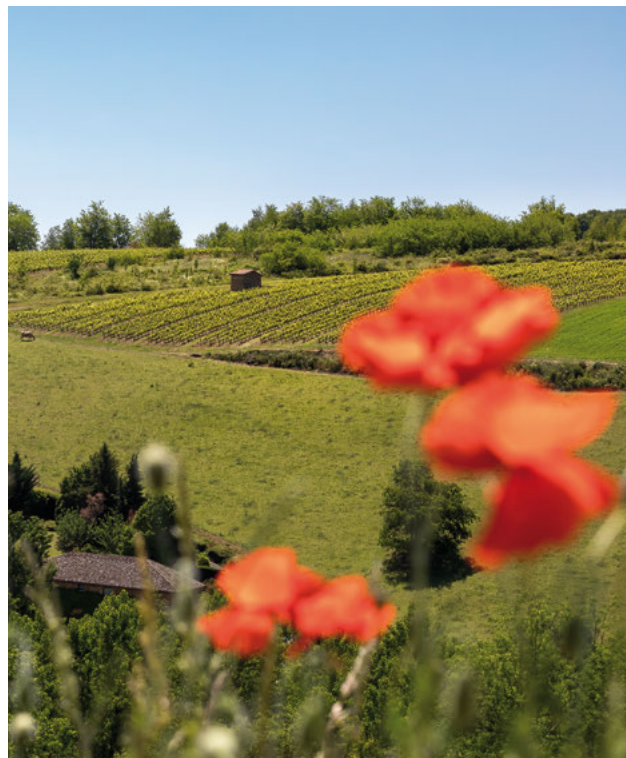
Winegrowers now work collectively on a new vision of agriculture: **agroecology**, aimed at achieving a high-performance production system with respect to environmental, economic and social aspects, while preserving natural resources. That means maintaining or reintroducing biodiversity throughout an estate, limiting inputs, preserving soil life and water quality, and restoring a diverse natural landscape.







The **High Environmental Value** (HVE) certification system is the result of the French Environment Round Table (Grenelle de l'Environnement). The voluntary commitment to the initiative leads to an estate being accredited. It identifies and promotes environmentally-friendly practices and focuses on four key topics: biodiversity, use of phytosanitary products, management of fertilisation and water resources. In 2020, there are over 200 **HVE-certified** vineyards in Beaujolais, making it one of the most active winegrowing regions for the accreditation.



Beaujolais is the region where **Terra Vitis** came into being back in 1998. It is an organisation that groups together winegrowers with high standards, motivated by their respect for nature and Mankind. In 2020, it counts a hundred or so members working in the Beaujolais vineyard, ranging from recently-established growers to major traditional estates, united around their choice for healthy, sustainable winegrowing. Terra Vitis is a low-input, integrated viticulture approach, currently recognised in France with a Level 2 environmental certification. As of 2020, the Terra Vitis specifications also encompass all the Level 3 environmental certification criteria equal to HVE.



About ten Beaujolais growers have made a commitment to Demeter-certified **biodynamic approaches**. The Demeter certification advocates the use of biodynamic products that contribute energetically to the ecosystem balance in tune with cosmic cycles.



In early 2020, there were over 150 wine estates in Beaujolais being managed **organically** or converted over. The European certification process promotes ecosystem balance in order to interfere as little as possible with nature. It prohibits the use of synthetic chemicals.



**Corporate Social Responsibility** (CSR) is the response of companies committed to and acting in favour of sustainable development. It is defined by an international standard (ISO 26 000): the responsibility of a company with respect to its impacts and decisions on the environment and society expressed through ethical and transparent behaviour. CSR takes into account environmental issues as well as social (health and safety of employees, consumers and residents, etc.) and economic aspects (company sustainability, relations with suppliers and customers, links to the territory). A socially-responsible company knows its stakeholders and acts with them to ensure sustainable development. In Beaujolais, several companies have made commitments. Some, like Château de l'Eclair, received recognition for their approach from an independent, external assessor, and have been awarded the CSR commitment label (Engagé RSE, in French).





“ALONE YOU GO FASTER,  
TOGETHER YOU GO FARTHER

*That's the message passed on by the Beaujolais growers and négociants, concerned about their environment and the future of their vineyards. They are now grouped together as a collective to experiment and develop agroecological practices in their vineyards aimed at making their estates sustainable, efficient and eco-friendly.*

*Being in a group allows them to meet other growers from the region and around France who are using agroecological practices, and then adapt those practices within their estates, based on their specific issues and objectives. Their goal is to conduct trials and share their findings throughout the Beaujolais region so agroecology can develop and the vineyard can prepare for climate and societal changes.”*

**Florence Hertaut**

Oenology/winegrowing advisor  
with the Rhône Chamber of Agriculture



DID  
YOU KNOW?

BEAUJOLAIS IS A  
**HEROIC VINEYARD**

**T**he hillside rows of vines cover the Beaujolais mountains at an average altitude of 300 metres, with peaks culminating at over 600 metres. The Beaujolais vineyard is a member of CERVIM (Centre for Research, Environmental Sustainability and Advancement of Mountain Viticulture), alongside other vineyards in the Auvergne Rhône-Alpes Region like Côte-Rôtie as well as the Banyuls-Collioure, Aosta Valley, Piedmont, Douro and other wine regions around the world.

This type of winegrowing, practised at over 500 metres in altitude or on inclines over 30% (thresholds defined by CERVIM) is characterised as 'heroic' viticulture due to the human involvement and effort imposed by the difficulty of the mountain environment. The challenges are threefold: cultural, ecological and geographical. Here, the grower's work is glorified. There are 8,900 plots on 'extreme slopes' (over 30%), which account for nearly 3,000 hectares in all. Quincié-en-Beaujolais is the steepest village where more than 90 hectares are on slopes with inclines over 30%, and Chiroubles which produces crus, has nearly 60 hectares on steep inclines.







# "BEAUJOLAIS NOUVELLE GÉNÉRATION"

VINEYARDS WITH SOUL



Beaujolais is a terroir and two unique varieties to work with, and at affordable prices to boot. It is like an unlimited playground for **'new generation winegrowers'**. They are forward-looking and their hopes are pinned on the Beaujolais terroirs that they intend to protect and enhance as much as possible, by dint of involvement and hard work. Beaujolais is resolutely a **land of the future**. Major French and foreign trading houses are buying land to develop and betting on the vineyard's potential. A new history is in the making with people from the profession – some already here and ready to expand, others a generation of newcomers ready to put energy into it. In the years to come, many estates are sure to change hands. A new history is in the making with estate owners – whether large or small – who are personally committed to making the most of the Beaujolais terroir.



# HISTORICAL

## OVERVIEW VIA THE VINEYARD'S MILESTONES

These vineyards are rich in history and have been marked by emblematic personalities. The Romans were the first to develop viticulture and the name cru Juliéna, in all likelihood a reference to Julius Caesar, is often mentioned as the historical origin of the vineyard. In the Middle Ages, the village of Beaujeu, nestled amidst the hills and stronghold of the local lords by the same name (the third largest in the 13<sup>th</sup> century), lent its name to the Beaujolais region.

Nowadays, Beaujeu still remains the historical capital of the vineyard, although Villefranche-sur-Saône now holds the official title. The Counts of Mâcon, Archbishops of Lyon and Abbots of Cluny all owned land in the vineyards here and contributed to their growth.

Learn more from the overview of the vineyard's milestones and eight key figures having marked its history.

### 10<sup>th</sup> century

Near Villié-Morgon, Beraud, the first Lord of Beaujeu and his wife Vandelmode are said to have donated a plot of vines. Unfortunately, for almost 450 years, the Lords of Beaujeu, incessantly in conflict with their neighbours, were incapable of creating the atmosphere of peace and quiet that vines require for growing.

### 17<sup>th</sup> century

Winegrowing develops. This period marks the boom in the region's vineyards. The proximity of the Saone and Rhone rivers promotes urban growth and the winemaking business takes off, turning to Lyon for its market. **Beaujolais becomes the leading supplier of Lyon's famous 'bouchons' and taverns.** Served in 'pots', wine takes centre stage on every table.

### 16<sup>th</sup> century

Wine production is still minimal compared to other agricultural produce and its consumption continues to be purely local.

### 13<sup>th</sup> century

**The seigneurie of Beaujeu leaves its mark on the history of France,** giving the name Beaujolais to the vineyards located north of Lyon, the historical capital of this winegrowing area.

### 1938

Creation of AOCs: Brouilly, Côte de Brouilly and Juliéna.

### 1937

Creation of AOC Beaujolais.

### 1936

Creation of AOCs: Chiroubles, Chénas, Fleurie, Morgon and Moulin-à-Vent.

### 1927

**The first Beaujolais wine cooperative opens its doors in Beaujolais:** the 'Cave des Producteurs des Grands Vins de Fleurie'.

### 1950

Creation of AOC Beaujolais-Villages.

### 15 November 1951

This is the year **Beaujolais Nouveau** wines are first commercialised.

### 1946

Creation of AOC Saint-Amour.

### 11 July 1955

The Beaujolais Wine Route is inaugurated.

### 1953

**The first wine cellar devoted to tasting and selling Beaujolais wines opens in Morgon.** Located in the Château de Foncenne cellars, the avant-garde idea, makes the venue a showcase for the entire appellation.

### 1985

To simplify the distribution and sale of the 500,000 hectolitres of Beaujolais Nouveaux produced each year, **a decree sets the third Thursday of November as their release date.**

### 1988

Creation of AOC Régnié.

### 2009

The charter "**Beaujolais, one land, many wines, a warm welcome**" is introduced to certify all the wine tasting cellars open for the sale of wine.

**A survey to characterise the Beaujolais terroirs is undertaken throughout the region.**

### 2010

**The Beaujolais Wine Routes are revamped to reflect the structure of the vineyards.**

### 15 June 2017

The survey aimed at characterising the Beaujolais terroirs was conducted over an 8-year period: the first 'auger sample' was taken on October 19, 2009 and the last on June 15, 2017. Some 32,073 potentially plant-able hectares were sampled and analysed (40,687 polygons drawn on maps). Hundreds of maps, reports and summaries are now available, providing very in-depth knowledge on the 'soil' component of the Beaujolais terroir.

### 17 April 2018

UNESCO officially certifies the Beaujolais region with the "**UNESCO Global Geopark**" label. Although the region is above all famous worldwide for the quality of its wines, from now on it will be famous for its rich, complex and exceptional geological heritage as well. Not only does the label recognise the remarkable character of the Beaujolais geology but it also takes into account the territory's plan focused on conserving and enhancing its geological heritage (landscapes, biodiversity, architecture, etc.).



# A WINE IN SYNC WITH THE TIMES

Great historical figures from Beaujolais

## ◆ BENOÎT RACLET

(1780 Roanne - 1844 Saint-Germain-en-Brionnais)  
He is the inventor of vine scalding. A bailiff and vineyard owner in Romanèche-Thorins, he discovered the remedy for getting rid of a mischievous worm, the *pyrale* caterpillar that devastated the vines in the first half of the 19<sup>th</sup> century. In the hamlet of La Pierre, the Raclet family cook would toss warm dishwater onto the vine on a daily basis and it continued to flourish. Based on that observation, Raclet developed the Raclet method, which came to be considered the most economical and efficient for treating the pest. Grateful to Benoît Raclet, the Beaujolais winegrowers honour his memory every year by organising the Fête Raclet in late October.

## ◆ CLAUDE BERNARD

(1813 Saint-Julien-sous-Montmelas - 1878 Paris)  
He is one of the founding fathers of experimental medicine, notably accredited with discovering the liver's glycogenic function.

## ◆ VICTOR PULLIAT

(1827-1896 - Chiroubles)  
He was an ampelographer whose research, using American rootstocks, contributed to reviving the vineyards after the phylloxera epidemic.

## ◆ VICTOR VERMOREL

(1848 Beauregard - 1927 Villefranche-sur-Saône)  
He set up an experimental winegrowing station of worldwide scope in the machinery workshop on his family's farm in Villefranche-sur-Saône. His inventions (injector and sprayer) helped fight powdery mildew in the late 19<sup>th</sup> century.



## ◆ MARGUERITE CHABERT

(1899-1992 - Fleurie)  
She immersed herself at an early age in the winegrowing culture by driving her father, elected president of the Fleurie wine cooperative in 1932, to the various meetings he needed to attend. It was only natural for her to promise him to take charge of the cooperative's future when he died. She took over in 1946. Highly skilled, Marguerite worked unfailingly for nearly 40 years to develop the organisation to which she was fully committed. As the first and only female president of a wine cooperative in France, her strong personality allowed her to impose her ideas in a predominantly male setting. In 1975, she was awarded the medal of the Legion of Honour, testifying to the recognition on behalf of her Beaujolais homeland.

## ◆ LOUIS BRÉCHARD

(1904-2000 - Chamelet)  
Sometimes known as "Papa Bréchard", Louis Bréchard, was a grower and fervent winegrowing union member. In particular, he chaired the *Union Viticole Beaujolaise* for 20 years and is considered by some as one of the fathers of Beaujolais Nouveau.

## ◆ JULES CHAUVET

(1907-1989 - Chapelle-de-Guinchay)  
Jules Chauvet was a winemaker and négociant, based in La Chapelle-de-Guinchay. In addition to his expertise as a winegrower and taster, he was also a skilled chemist. He worked on yeasts, malolactic fermentation and carbonic maceration. A witty man who was good at explaining and driven by a great strength of conviction, he is now considered the father of the natural wine movement. He has left a unique legacy of scientific work on wine chemistry and tasting.

## ◆ GEORGES DUBOËUF

(1933 Crêches-sur-Saône - 2020 Romanèche-Thorins)  
Sometimes nicknamed the "pope" or the "king" of Beaujolais, Georges Dubœuf came from a long line of winegrowers. He settled in 1964 in Romanèche-Thorins to establish his Beaujolais and Mâconnais wine trade. A discerning taster, he had his heart set on revealing the talent of the winegrowers and enhancing the great terroirs. A tireless ambassador for the region, he travelled the world to promote his wines alongside renowned chefs such as Paul Bocuse, Pierre Troisgros and Guy Savoy. He contributed greatly to the reputation of Beaujolais Nouveau by organising major international events. A forerunner in terms of communication, in 1993 he founded the Hameau Dubœuf, a museum dedicated to the vineyards and wine.



## WHAT THE BEAUJOLAIS VINEYARD HAS TO OFFER

**B**eaujolais wines, whether red, white or rosé, can be enjoyed as an aperitif or with a meal. The rosés and reds pair just as nicely with Lyonnais specialties as they do with fish or world cuisine, with dishes from Asia for example. Beaujolais whites accompany a whole meal nicely, from appetisers to Dombes carp, not to mention fresh goat cheese.











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The Beaujolais vineyard's new strategy has been implemented since January 2018

## “l'esprit de partage by Beaujolais”

(the spirit of sharing by Beaujolais)  
acting as a brand umbrella.

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There are **Festive Beaujolais**. These are the Beaujolais Nouveaux that arouse consumer interest by conveying a mind-set of celebration, the one on the third Thursday of each November. The Beaujolais vineyard is perpetuating its original DNA here: the DNA of celebration targets new consumers who are younger without any biases and then move up market via new price-quality-packaging ratios. Beaujolais and Beaujolais-Villages Nouveaux account for over 20 million bottles.





Then, there are **Expressive Beaujolais**. These are the Beaujolais wines that are now especially aimed at trendy restaurants (wine bars, *cave à manger* deli-style wine shops, bistronomy). This is when we talk about Beaujonomie: traditional dishes with a twist, to be shared with Expressive Beaujolais, in a laid-back, chic bistronomic atmosphere. They have a potential for 30 to 50 million bottles. These Beaujolais are characterised by excellent price-quality-story ratios.

**Beaujonomie** is more than a concept, it's a philosophy, a mind-set, that advocates the spirit of sharing, exchanging, discovering and rediscovering the vineyard. Associated with Beaujolais, the values of Beaujonomie are universal and now especially resonate with contemporaries, who are seeking real, concrete sociability, beyond the virtual world.

## Beaujonomie BY BEAUJOLAIS



New bistronomy,  
a true taste for **sharing**.



### SHARING THE TABLE:

Large get-togethers or *table d'hôte* in a setting that is simple yet chic.

### SHARING THE WINE:

Expressive Beaujolais served in magnums and accompanied by a story about the winemaker.



### SHARING THE DISH:

Dishes to be shared with guests, first served by the host whose guests can then help themselves.





Lastly, there are **Exceptional Beaujolais**. These are Beaujolais wines that aspire to the status of great terroir wines. Their production already accounts for several million bottles. For generations, Beaujolais winemakers have been making great vintages from their best localities. Exceptional plots now acknowledged thanks to the outstanding terroir characterisation survey conducted by SIGALES. As a result, Exceptional Beaujolais have come into being, thanks to the very in-depth knowledge about the Beaujolais 'soil' component and the prize winemakers who enhance the specificities of each terroir, providing top-of-the-line vintages. Fruity, complex and endowed with great aptitude for ageing, these Exceptional Beaujolais are for sharing with close friends. Consequently, the development of exceptional wines is now underway and projects for complementary geographic denominations are emerging.



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For each of these Beaujolais wines, a positioning strategy has been designed and will be led over the next ten years, with a common goal: the gradual move **upmarket** for the Beaujolais range – whether festive, expressive or exceptional.

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## 12 BEAUJOLAIS APPELLATIONS: FACT SHEETS

**B**eaujolais covers a vast area, from the south of Mâcon to north of Lyon, accounting for 14,500 hectares of vines claimed in the 12 Beaujolais AOCs, practically all planted with gamay (98%). The regional AOCs are generally located in the southern part of the vineyard, while the communal AOCs (Beaujolais crus) are in the north. Beaujolais vines flourish on a diversity of terroirs: in the south, the soil is often clayey, sometimes chalky, and the landscape is characterised by a series of rolling hills, while in the north, the soil is often sandy, half granitic in origin. Characterising the Beaujolais soil helped bring to light over 300 soil profiles that have been described and commented on by geologists with the winegrowers, based on soil maps drawn for each of the 12 appellations. The renown, the uses, the wine quality, the sensory aspect, and what differentiates one locality from another, are all components demonstrating the wealth of the Beaujolais terroirs. Vineyard stakeholders now know more about the soils that surround them, the soils they shape on a daily basis, and consequently they can protect them better to highlight them on their labels.

**Discover the 12 AOCs from south to north with Festive, Expressive and Exceptional Beaujolais wines.**







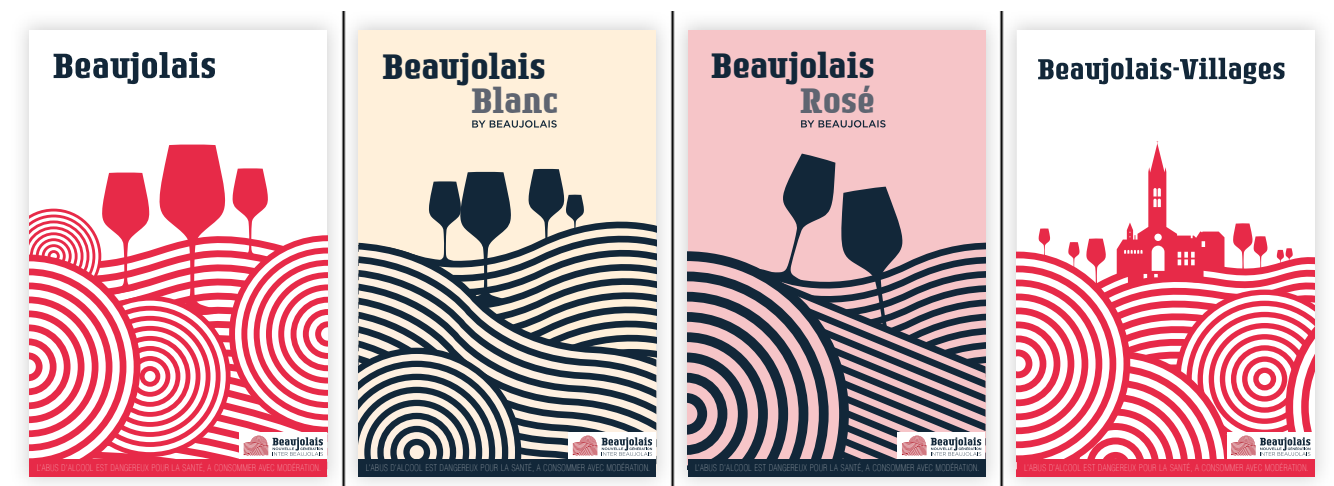
# BEAUJOLAIS AND BEAUJOLAIS-VILLAGES:

A RANGE IN THREE COLOURS



**B**eaujolais-Villages are located in the centre of the vineyard and surround the hillsides of 10 crus. As for Beaujolais wines, they can go up to the far north-eastern part of the vineyard but are mainly located in the south, whose area of appellation extends not far from Lyon.

Easy-to-drink, the Beaujolais and Beaujolais-Villages reds, whites and rosés offer immediate tasting mouthfeel and intense aromatic expression. They can also be long-keeping wines and cellared when they originate on the slopes, for example.





# FACT SHEET: AOC BEAUJOLAIS

## A REGIONAL GEM IN THREE COLOURS

**DEPARTMENTS:** Rhône and Saône-et-Loire

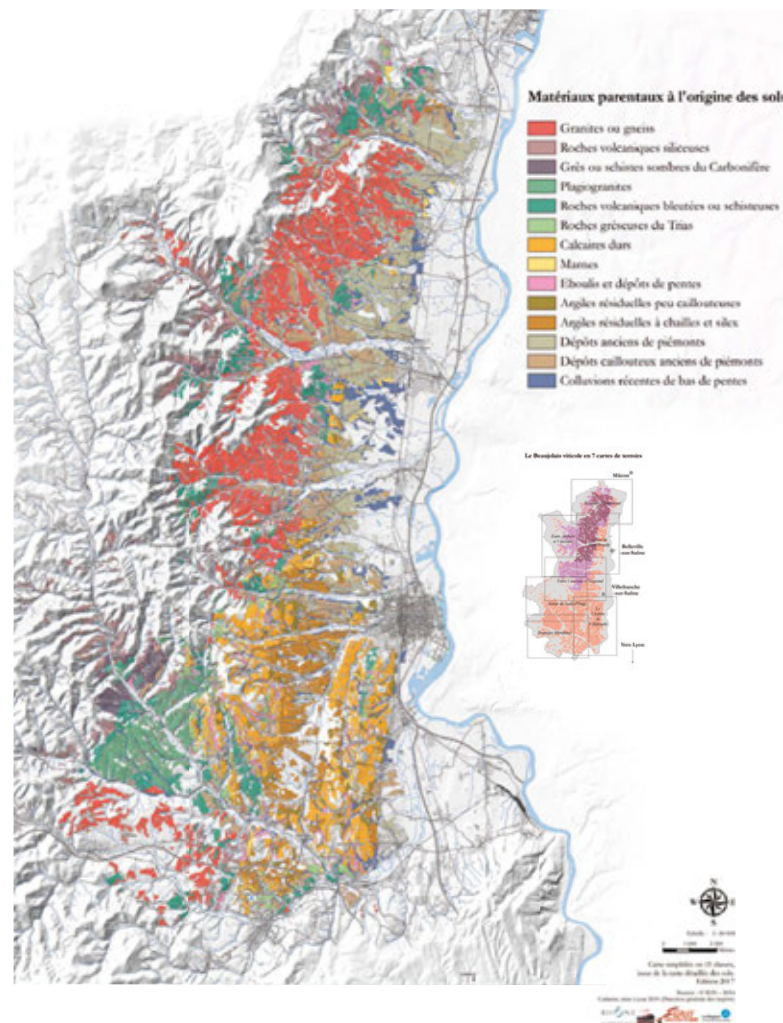
**POTENTIAL SURFACE:** 4800 hectares

**AVERAGE ALTITUDE:** 318 metres

**GRAPE VARIETY:** gamay & chardonnay

**TERROIR:** in the southern part of the largest Beaujolais AOCs, we find typical soils of marl or hard limestone from the Mesozoic Era (sandstone, white limestone, fossiliferous limestone, golden stone). Farther east, there are a few large outcrops of shale and volcanic rock. On the eastern edge of the entire string of crus and up to the limit of the Mâcon region, the soil is made up of ancient rock formations from the piedmont plains lowest in altitude. Practically all types of parent material (parent rocks) are found in the AOC Beaujolais. On average, the soils are deeper than those for the crus or Beaujolais-Villages, but there are nevertheless about 2000 hectares of thin or very thin soil.

**DISTINGUISHING FEATURES:**  
Attractive. Refreshing. Crisp.



This is a **regional appellation** whose production zone covers all 96 communes of the Beaujolais vineyards, making it **the largest of the Beaujolais AOCs**. Located mainly in the south of the vineyard, between Arbresle and Belleville, it also includes a few plots along the eastern slopes of Beaujolais crus, almost as far as Saint-Amour. Over 300 hectares are devoted to producing AOC Beaujolais white. The chardonnay plots are mainly located in the far north of the vineyard and in the south, around the communes of Liergues, Le Bois-d'Oingt and Bully.

### REDS

As classic as they are enticing, crisp and aromatic, they are crimson red in colour. The aromas bring to mind red berries and spices, are easy-to-drink, accessible and lively. Red wines make up the bulk of the production in AOC Beaujolais. Their aromatic power and full-bodied bouquet with floral, fruity notes make them wines that can be drunk year-round and on any occasion.

### ROSÉS

Charming, delicate and lively, the rosés reveal a lovely glistening colour. On the nose, they offer intensity with a wide range of red fruit and citrus aromas. These are refreshing wines of pure enjoyment.

### WHITES

Fruity and saline, the whites change colour over time from a pale crystalline yellow to golden. Their nose expresses lovely white flesh fruit aromas and citrus flavours like pomelos. They are mouth-filling with a pleasant finish. Totally refreshing and as easy-to-drink as can be.



### DID YOU KNOW?

The **Territoire des Pierres Dorées** literally meaning "Territory of Golden Stones", is also often called "**Little French Tuscany**" due to its similarities with the Val d'Orcia (province of Siena) for its clayey limestone hills. The territory is striving to become a geographic denomination complementary to the Beaujolais appellation. The indication "Pierres Dorées" would then be added to the existing appellation. Forty-five communes could use the "Pierres Dorées" indication, referring to an area of 1,500 to 2,000 hectares (between a fourth and a third of the AOC Beaujolais), stretching between Rivolet in the west, the Saône in the east, L'Arbresle in the south and Saint-Julien in the north. The application for recognition filed with France's INAO (National Institute of Origin and Quality), defining the production conditions and areas, is currently being processed. "Beaujolais Pierres Dorées" can already be recognised as many Beaujolais estates and trading houses include "Pierres Dorées" on their labels.

The "Beaujolais Pierres Dorées" project came into being about fifteen years ago motivated by a small group of winegrowers established in the "Pierres Dorées" area determined to highlight the identity of their territory and its wines. At present, nearly 100 growers claim the "Pierres Dorées" indication. Here, the hilly relief is clearly marked since the altitudes of the vines range from 170 to 700 metres.

Bringing together 45 communes in the Beaujolais appellation, the Pierres Dorées geographic area is made up of four major geological sectors. In the southwest, grainy rocks produce fairly homogeneous soils with predominantly coarse sand, which is granite (emblematic of Beaujolais crus) dating back 320 million years and gneiss, the oldest Beaujolais rocks (over 500 million years old). In the Azergues valley, a band of varied magmatic and metamorphic rocks yields equally diverse soils: sandier when from plagiogranites, more silty-sand on bluish volcanic rocks. Further upstream in the valley, the formations give way to sandstone, dark shale and volcanic tuffs from the Carboniferous period. The sedimentary rock of the Mesozoic Era (Triassic and Early Jurassic) occupy half of Pierres Dorées. Limestone with gryphae, Cancellophycus (the golden stones), Ciret and oolites (Lucenay stone) is interspersed with marl and sandstone. The wide plateaus to the west of the chalky secondary range of Pommiers are covered with residual clay soils with cherts (resulting from the slow weathering of limestone) or, to a lesser extent, soils having evolved from ancient alluvial deposits. The complexity of the Pierres Dorées terroirs provides the opportunity to taste reds, whites and rosés with a wide range of aromas. These wines are definitely meant for cellar ageing.



# FACT SHEET: AOC BEAUJOLAIS-VILLAGES

## FROM DIVERSE TERROIRS, MULTIPLE WINES

**DEPARTMENTS:** Rhône and Saône-et-Loire

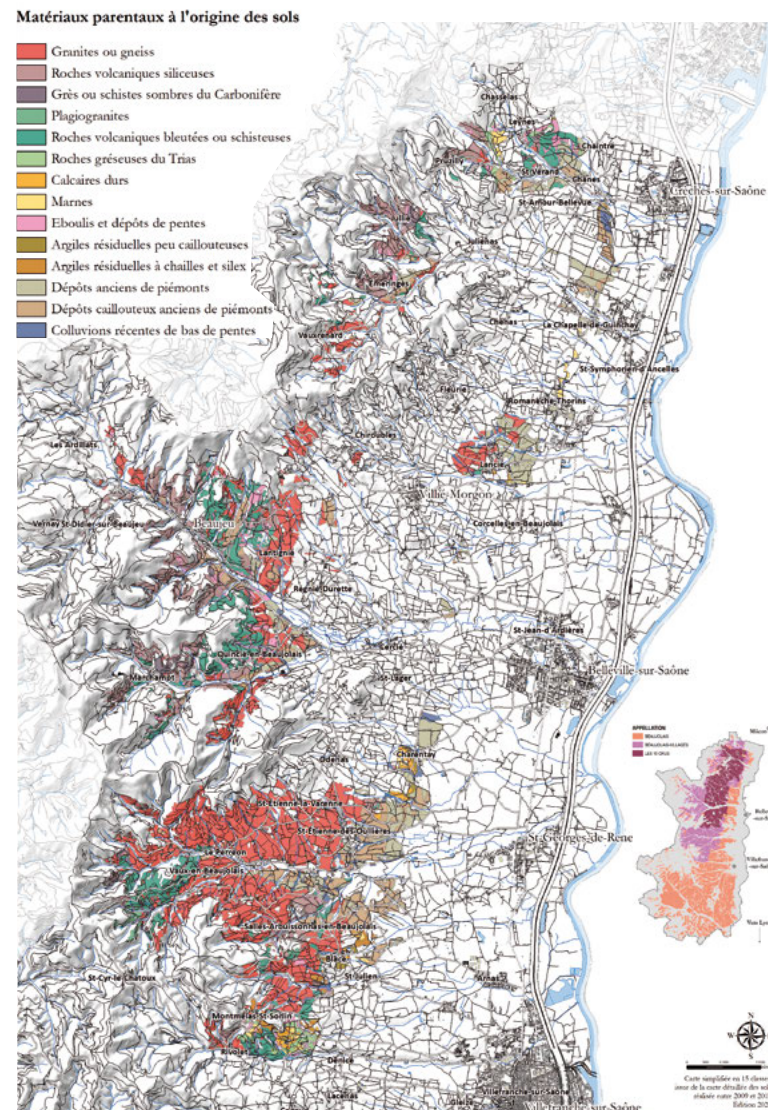
**POTENTIAL SURFACE:** 3900 hectares

**AVERAGE ALTITUDE:** 332 metres

**GRAPE VARIETY:** gamay & chardonnay

**TERROIR:** the terrain on the hillsides is steep (sometimes with inclines up to 50%). The slopes face east-south-east, on granite, sandy soils with some volcanic sedimentary rock. This appellation is the one that has the steepest slopes on average. Geographically speaking, most of the communes in AOC Beaujolais-Villages are located fairly far to the west and in altitude. Due to that location, the terrain is mainly primary in origin (gneiss, band of blue stones, sandstone or dark shale of the Carboniferous period, granite, etc.). This appellation has very little limestone, marl, ancient alluvial formations or recent colluviums.

**DISTINGUISHING FEATURES:**  
**Three areas** (south - central - sector of crus).  
Easy-to-drink. Structured. Round.



The Beaujolais-Villages appellation is located in the northern part of the vineyard and includes 38 villages. The **steep vineyards**, facing east-south-east between 200 and 500 metres in altitude, surround the 10 Beaujolais crus of the northern half of the vineyard, where there are as many terroirs as there are villages. As the vineyard's mid-range wines, between the AOC Beaujolais and the crus, they can be enjoyed young or after a few years cellar ageing. The wines produced in the southern part of the Beaujolais-Villages appellation are easy-to-drink and fruity; those from the central area, they are richer and structured; and in the area of crus, the wines are more robust and round.

### ROSÉS

Lively, sapid and fleshy, the rosés are limpid with highlights that shine. On the palate, they are expressive and fruit driven. Intense, fruity and fragrant, they offer roundness, freshness and smoothness.

### REDS

The "Villages" reds offer a wide range of fruity wines with more complexity and structure than the AOC Beaujolais. They are harmonious and focused on the palate, with expressive red fruit aromas. They can be enjoyed young but also have good ageing potential.

### WHITES

The whites offer nice aromatic intensity with floral and mineral notes. Some of the more intense, more complex vintages can be cellared a few years.



### (ON ANOTHER NOTE...)

### DID YOU KNOW?

This was the **first appellation in France to use the term "villages"**. There are **Beaujolais-Villages wines that indicate the commune** where the grapes originated, such as: Beaujolais Quincié, Beaujolais Lantignié, Beaujolais Leynes, Beaujolais Le Perréon, Beaujolais Blacé and Beaujolais Lancié.

The mixture of pink granite and blue stones, characteristic of the terroirs classified as crus in the north of the Beaujolais region, is the geological signature of Lantignié. In 2015, Frédéric Berne, a winegrower in Lantignié, promoted the idea of bringing together winegrowers eager to enhance the beauty of their terroirs, based on environmentally-friendly practices. The non-profit "**Vignerons et Terroirs de Lantignié**" was created in 2017. It is open to all the local growers who want to fly the Beaujolais flag higher. A "cru" application is being processed by the Beaujolais and Beaujolais-Villages management office, in hopes that in the long term the "Lantignié" appellation will become a reality. The Lantignié group has several goals: enhance the land and provide the growers with a tool worthy of their wines, allowing them to express their full potential, and pave the way for generalising good agroecological practices that benefit the terroirs.



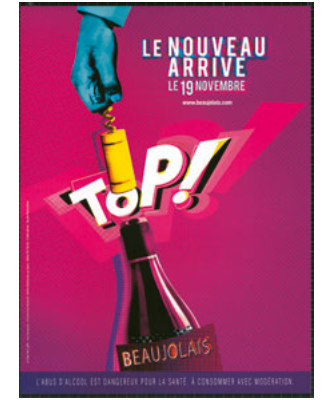
# THE SAGA OF BEAUJOLAIS NOUVEAU

For almost 70 years now, the Beaujolais vineyards have been upholding the original festive DNA of Beaujolais Nouveau, elevating Beaujolais to the rank of the most famous as well as the most **hedonistic and unifying** wines of all times. The spirit of the third Thursday of each November also has its roots in Saint Martin's Day, a festival celebrating the end of the winegrowing year and the release of the "new wine" in European countries.

Since the 1950s, this wine-related "happy day" has become modern and gone global, thanks to the Beaujolais vineyards. It was not until a French decree in 1985 that the expression "3<sup>rd</sup> Thursday of November" became the market release date for the "Nouveau", solely produced by the Beaujolais and Beaujolais-Villages appellations. After Western Europe and North America, Beaujolais Nouveau went on to conquer Japan starting in the 80s, then Eastern Europe after the fall of the Berlin Wall, Southeast Asia in the 1990s and more recently China.

Beaujolais Nouveau is still a big hit around the world and now accounts for over 20% of the vineyard's production. Every year, over 160,000 hectolitres are drunk. Thanks to its cheery fruitiness, tens of millions of people get together every year to celebrate their taste for *the good life*, turning the 3<sup>rd</sup> Thursday of November into a "happy day" worldwide.

Making "Beaujolais nouveau" relies on the talent and know-how of the winegrowers and négociants. If the maceration vat is run off too soon, the wine will be too lightweight and colourless. On the other hand, if it is done too late, the tannins will be too harsh (for the most part, harvesting by hand, whole-bunch vinification mainly to preserve the aromas and fruitiness). Goal: achieve a **pure pleasure** wine, without astringency; make a wine that is delicate, refreshing and fruit driven. For years, Beaujolais estates and trading houses have been striving to move upmarket, diversify and offer attractive and innovative packaging. As for influencers, they have decided to put this festive event and pleasure wine back in the spotlight. The third Thursday of November is gradually turning into a **third week of November** for all Beaujolais wines. The wine shops and wine venues are taking the opportunity to let customers taste and buy the whole range, with "Beaujolais nouveau" remaining the trigger and leading ambassador for the new vintage each year.





## DID YOU KNOW?

**B**eaujolais & Beaujolais-Villages Nouveaux vineyards cover nearly 8,000 hectares. The Beaujolais appellation includes 96 communes in the southern and eastern part of the vineyard. Planted on clayey limestone and granitic soils, over 50% of the appellation is sold as Beaujolais Nouveau reds and rosés. Beaujolais-Villages are located in 38 communes with granitic soils on steep slopes. They make up 40% of the wines sold as Beaujolais Nouveau reds and rosés.

The volume sold reaches over 160,000 hectolitres, i.e. over 20 million bottles a year. French hyper- and supermarkets account for over 6 million bottles and the traditional distribution channel sells over 5 million bottles. Nearly half of the volume of Beaujolais Nouveau is exported to over 100 countries around the world.

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## (ON ANOTHER **NOTE...**)

**M**ade from gamay grapes, the first vintages of **Beaujolais & Beaujolais-Villages Nouveaux rosés** given media coverage were sold in Japan in 2006. In 2007, the Beaujolais Nouveau rosés appeared on French shelves. Although still produced in small quantities, these refreshing, fruity, expressive and tangy wines are growing in number, from one vintage to the next: from over 2,500 hl in 2007 to almost 14,000 hl in 2019 divided among the two appellations, Beaujolais & Beaujolais-Villages, in other words, a total of approximately 2 million bottles.





FROM NORTH TO SOUTH:  
**GETTING TO KNOW  
THE 10 BEAUJOLAIS  
CRUS**

**T**he 10 Beaujolais crus follow the course of the Saône river. First comes Brouilly, Côte de Brouilly, then Régnié, Morgon, Chiroubles, Fleurie, Moulin-à-Vent, Chénas, Juliéas and finally Saint-Amour in the north, bordering the Mâcon region. Appellations offering red wines synonymous with enjoyment and diversity.







## (ON ANOTHER **NOTE...**)

**T**erre des Brouilly: an association of winegrowers of Brouilly and Côte de Brouilly crus. These winegrowers have joined forces to promote their territory and characterise its terroirs. Terre des Brouilly encourages the AOC's estates and trading houses to come together around a charter committed to environmental issues (HVE) with the aim of uniting their grapes and producing two appellation wines. As such, the first Brouilly and Côte de Brouilly bottles were marketed in the Spring of 2020 under the brand "**484 un vin, ses vigneron**s" with 484 referring to the metres in altitude of Mont Brouilly, which overlooks the slopes of Côte de Brouilly and the unique Brouilly terroirs. A committed, human initiative of solidarity reflecting the soul of wine at its best!





# FACT SHEET: AOC BROUILLY

## WINE WITH THAT TYPICAL FRENCH CHARM



**DEPARTMENT:** Rhône

**POTENTIAL SURFACE:** 1250 hectares

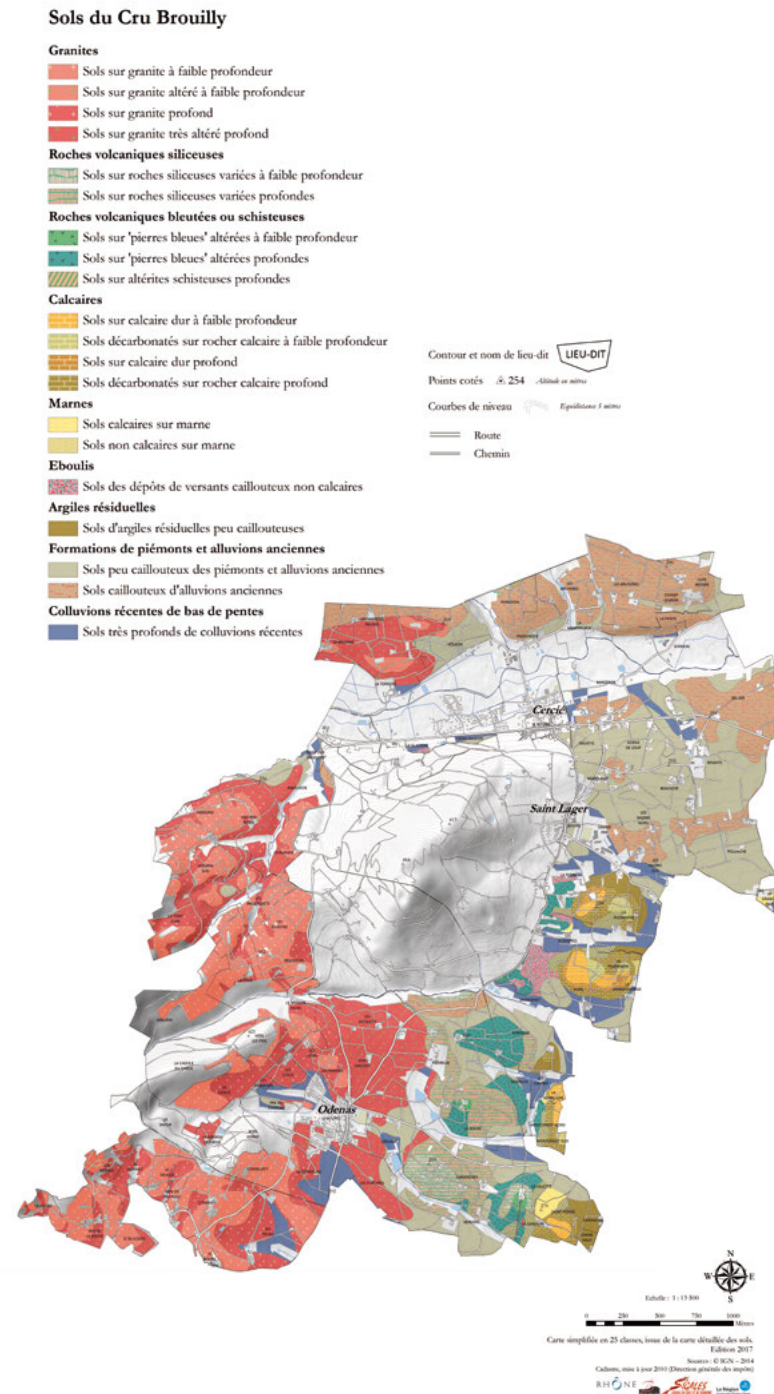
**AVERAGE ALTITUDE:** 290 metres

**GRAPE VARIETY:** 100% gamay noir à jus blanc

**TERROIR:** the Brouilly appellation is the largest and most diverse. All the crus are represented in the complex soils. Granite is the main substratum in the vines. The soils have moderate slopes. There are 4 or 5 limestone hills from the Jurassic period on the eastern side of the AOC between "La Pilonnière" and "La Garenne", a fault zone related to the collapse of the Bressan rift. Very calcareous marls can also be found with relatively recent (Oligocene: around 25-30 million years ago) or Quaternary calcareous lacustrine deposits, as well as pink and green pelites (colourful schists). The vines cover a limited area but this type of rock is fairly rare in the Beaujolais vineyard.

**DISTINGUISHING FEATURES:**  
Fruity. Round. Smooth.

**LIEUX-DITS:**  
Saburin, Pissevieille, Briante, Pierreux, Combiaty, Les Platures, Les Nazins, La Roche, Les Bruyères, La Terrière...



**B**rouilly, the southernmost and most extensive of the Beaujolais crus, stretches out over the communes of Quincié-en-Beaujolais, Odenas, Saint-Etienne-la-Varenne, Charentay, Saint-Lager and Cercié. The vines grow on slopes from 195 metres to 525 metres in altitude. The appellation winds around Mont Brouilly, climbing quite a way up to the granite hills.

Visually, Brouilly wines are dazzling due to their ruby red colour, more purplish when from the granitic terroirs and darker when from the eastern alluvial area. Their fruit aromas, dominated by strawberry and raspberry, are subtly present on the palate. Smooth and round, the Brouilly cru encompasses a mosaic of fruity, easy-to-drink, friendly wines. They are pleasant wines that pair well with a variety of dishes and can be enjoyed as early as the Spring just after the harvest.



## DID YOU KNOW?

**F**rom Antiquity, this small isolated, independent mountain belonging to the Beaujolais mountain range appears to have served as a place of worship for pagans. In 100 AD, the Romans were already growing vines here. A man named Brulius, a lieutenant in the Roman army, is said to have received the hill as a reward for winning many battles during the war. After settling here, he gave the hill his name. As an officer of the imperial legion under Julius Caesar, Brulius lived on the hill and decided to make the most of its outstanding sunshine to plant vines there in quantity. That was the start of a long history of grape growing on **Mont Brouilly**.

Home to a chapel and the statue *Notre-Dame au Raisin*, Mont Brouilly is undeniably like a lighthouse known to all. From atop its 484 metres in altitude, it overlooks the vines of the famous Brouilly and Côte de Brouilly appellations. Labelled as a geo-site within the framework of the "UNESCO Global Geopark" network, a panoramic viewpoint has been set up at the top of Mont Brouilly as a showcase of the region's diverse geology. Worth a note: Mont Brouilly owes its specific character to erosion and is not a former volcano!



# FACT SHEET: AOC CÔTE DE BROUILLY

## GREAT WINES FROM THE HEIGHTS



**DEPARTMENT:** Rhône

**POTENTIAL SURFACE:** 320 hectares

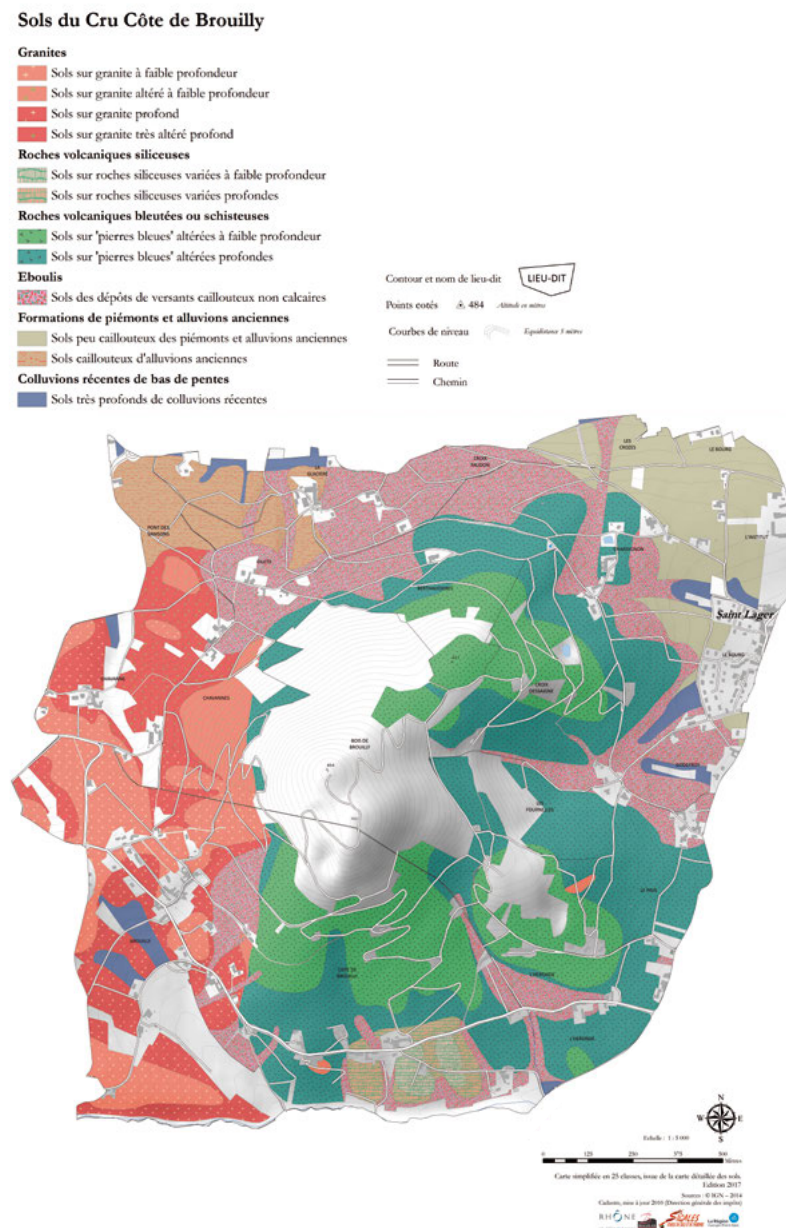
**AVERAGE ALTITUDE:** 300 metres

**GRAPE VARIETY:** 100% gamay noir à jus blanc

**TERROIR:** mainly a product of bluish rock from ancient underwater volcanism, called green horns or, on the surface, blue stones. The Côte de Brouilly appellation is the kingdom of Blue Stone. The hard rock, full of cracks, allows the roots of the vines to go down deep into the heart of the geological terroir. Nearly two-thirds of this cru's vineyard are on very steep, stony slopes. The AOC has the highest proportion of vines on its north-facing slopes.

**DISTINGUISHING FEATURES:**  
Expressive. Delicate. Spirited.

**LIEUX-DITS:**  
Chardignon, L'Héronde, Croix Dessaigne, Brouilly, Chavannes, Le Pavé, Godefroy, Berthaudières, Gilets, Côte de Brouilly...



At the summit and on the slopes of Mont Brouilly – the veritable emblem of the appellation – the Côte de Brouilly cru covers a small area in four communes: Saint-Lager, Odenas, Quincié-en-Beaujolais and Cercié. The appellation **only pertains to the Mont Brouilly slopes**, right at the boundary of the Brouilly appellation.

Intense garnet red in colour, Côte de Brouilly wines offer a complex range: aromas of red fruit as well as lovely notes of fresh plums, floral fragrances, mineral and peppery notes. On the palate, the wines are vibrant and structured: the blue stones and sunshine are conducive to the development of tannins and endow the wines with a powerful, mineral and spicy character. After a few years of cellar ageing, Côte de Brouilly wines age deliciously well, becoming rounder and fuller on the palate.



## DID YOU KNOW?

For centuries, men have continued to grow grapes in the Beaujolais region, especially on the slopes of Mont Brouilly, which has produced recognised, renowned wines. In the 19<sup>th</sup> century, viticulture, which was rapidly expanding, was regularly subjected to crises that slowed its development and financially ruined the growers. In an attempt to fight those hazards, the inhabitants near the Brouilly hill decided to build a chapel on the hilltop to protect their vines. Hail, frost and powdery mildew are said to have devastated the surrounding vineyards substantially from 1850 to 1852, inspiring the growers to seek a heavenly solution to their misfortune.



# FACT SHEET: AOC RÉGNIÉ

## INSPIRING WINES FOR THE CRU WITH TWO SPIRES



**DEPARTMENT:** Rhône

**POTENTIAL SURFACE:** 390 hectares

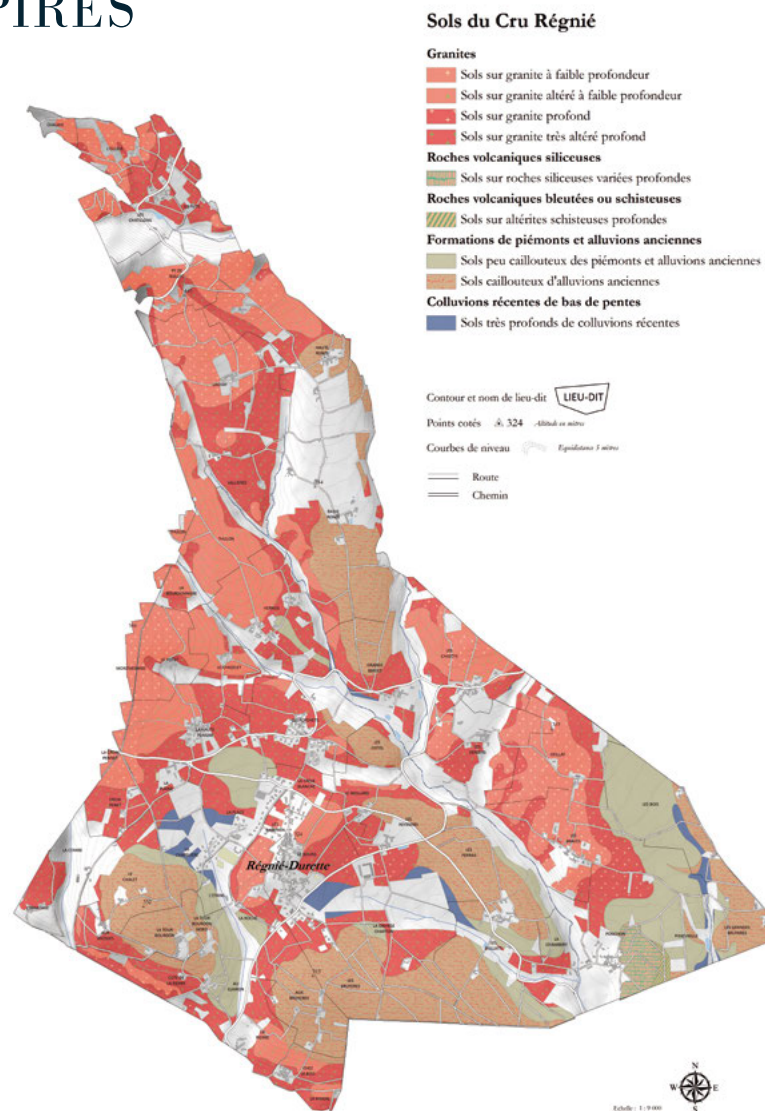
**AVERAGE ALTITUDE:** 320 metres

**GRAPE VARIETY:** 100% gamay noir à jus blanc

**TERROIR:** one of the most granitic crus. Slopes vary in incline, giving rise to soils at different stages of evolution. Several of the hills are topped with ancient pebble deposits on the surface whereas underneath, the soils are more clayey. The geological structure here is mainly made up of two large families: granitic rock and highly-varied piedmont formations. There are a few noteworthy geological features, such as ancient pebbly formations with "giant" blocks of sandstone: **Tour Bourdon** and Les Bruyères are curiosities and evidence of a few glacial tongues originating from the glaciation of the Beaujolais mountains during the Quaternary glacial periods. There are also micaceous hornfels and granitic facies along the edges, evidence of contact between the granitic magma and the already-existent schist (especially bright colours strewn with fine, silvery mica flakes) in the south of the appellation.

**DISTINGUISHING FEATURES:**  
Refreshing. Brilliant. Structured.

**LIEUX-DITS:**  
Basse Ronze, La Haute Plaigne, Les Chastys, Vallières, La Pierre, Les Reyssières, Aux Bruyères, Oeillat, Croix Penet, Les Bois...



The AOC Régnié mainly stretches over the commune of Régnié-Durette, but also has a few hectares in Lantignié. The village of Régnié is especially noteworthy for its church that has two spires (built in 1867 following the plans by Pierre Bossan, the architect who later built the Basilica of Notre-Dame de Fourvière in Lyon).

Régnié wines are bright red, like a perfectly ripe cherry. They are easy-to-drink, very aromatic and appreciated for their long finish.



## DID YOU KNOW?

Vines have grown on the slopes of Régnié-Durette since Antiquity. The Romans were the ones who planted them in Gaul, in Beaujolais and especially in Régnié, as confirmed by the discovery of the remains of a Gallo-Roman villa, which belonged to Reginus, a Roman nobleman who bestowed his name on the commune.



# FACT SHEET: AOC MORGON

## THE STRENGTH OF SOLID VALUES



**DEPARTMENT:** Rhône

**POTENTIAL SURFACE:** 1100 hectares

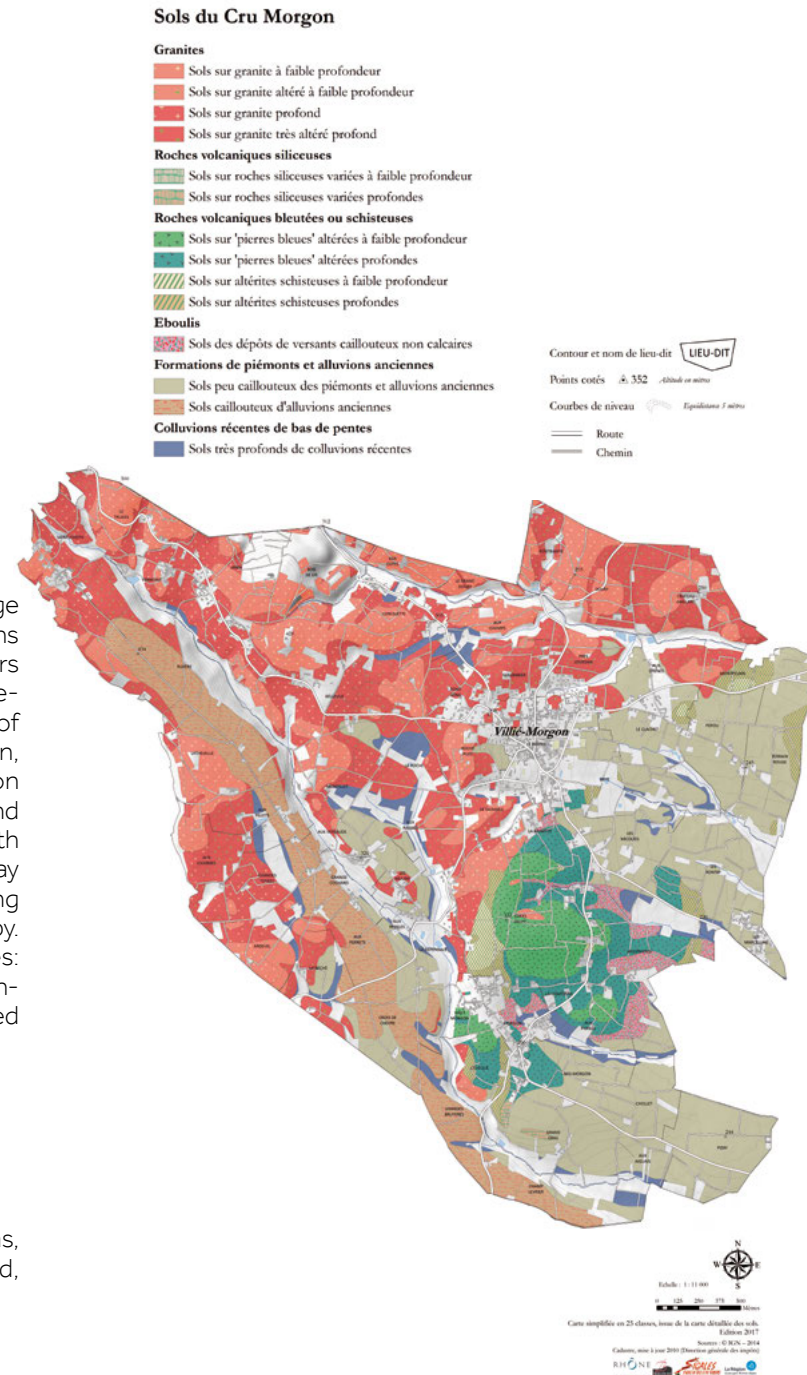
**AVERAGE ALTITUDE:** 310 metres

**GRAPE VARIETY:** 100% gamay noir à jus blanc

**TERROIR:** Morgon is a cru that extends over a large area, second only in size to Brouilly, which explains why its soils are so diverse. Its three main terroirs are distinct in structure and location. First, granite-based soils cover all the hillsides from the centre of Villié-Morgon to Corcelette and St. Joseph. Then, soils from the band of blue stones are located on the summit and the eastern slope of Côte du Py and going eastwards gradually give way to foothills with ancient alluvial soils. Finally, an intriguing 'path' of clay blocks hides the granite and snakes its way along the ridgeway, perched between Morcille and Douby. There are also a few noteworthy geological features: pelitic schist, very old clays transformed into purplish-fractured rock that is called "Terrain Rouge" (red terrain).

**DISTINGUISHING FEATURES:**  
Fleshy. Dense. Powerful.

**LIEUX-DITS:**  
Côte du Py, Aux Charmes, Corcelette, Grands Cras, Douby, Aux Chênes, Javernières, Château Gaillard, Bellevue, Fontriante...



The Morgon cru, overlooked by **Mont du Py**, is located in the largest winegrowing commune of the Beaujolais region: Villié-Morgon.

The originality of Morgon wines lies in their aromas of kirsch, ripe stone fruit (cherry, plum, peach, apricot) and unique spices. Sometimes, a few characteristic mineral notes round out their wealth of aromas. Morgon wines can be enjoyed in their youth but they are luscious, fleshy and powerful wines that improve over time. It is the waiting that gives them the ability **"to Morgon"** (i.e. to achieve the Morgon personality).



## DID YOU KNOW?





**F**élix Marmonier is the inventor of the first screw press for which a patent was filed in 1874. Since then, Marmonier has practically become a household name when it comes to describing a wine press. His family donated the bust of the Gaul to the Morgon cru, which has now become the emblem of the appellation.




# FACT SHEET: AOC CHIROUBLES

## A TERROIR IN ALTITUDE

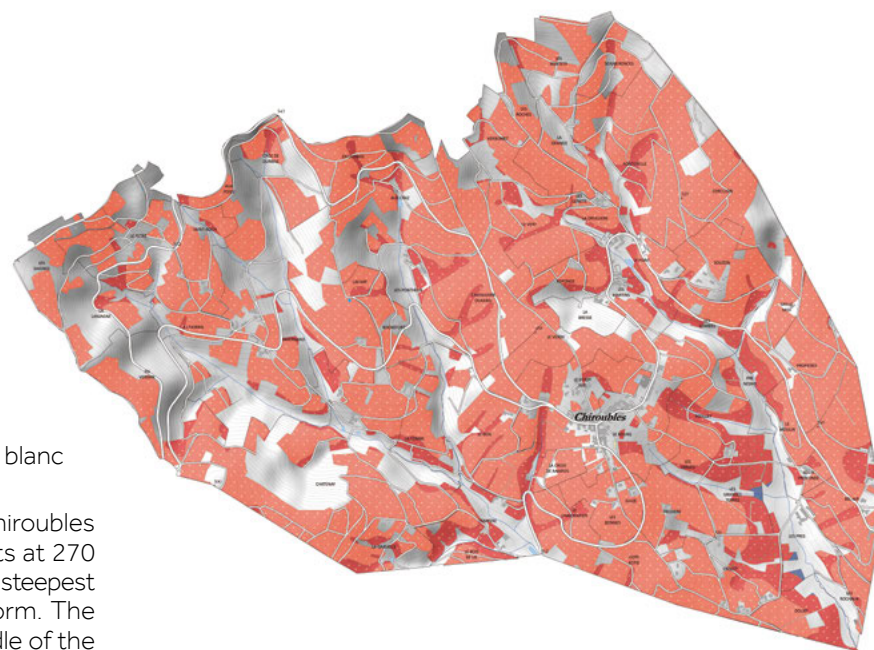


-  **DEPARTMENT:** Rhône
-  **POTENTIAL SURFACE:** 320 hectares
-  **AVERAGE ALTITUDE:** 410 metres
-  **GRAPE VARIETY:** 100% gamay noir à jus blanc





 **TERROIR:** the altitude gradient of the Chiroubles vineyards is very steep, with the lowest plots at 270 metres and the highest at 600 metres. It is the steepest of the 10 crus. The AOC is especially uniform. The whole commune is located right in the middle of the granitic axis in northern Beaujolais. It is extremely rare for an appellation to be so uniform in terms of rock substratum and soil depth. This 100%-granitic cru has numerous veins (microgranite, lamprophyre) that traverse the granite, leading the AOC soils to be frequently covered in small boulders, unlike other granitic crus. The 350-million-year-old granite has gradually weathered into friable saprolite, locally called 'gore'. This is where the soils are the thinnest and sandiest.






 **DISTINGUISHING FEATURES:**  
Fresh. Generous. Expressive.

 **LIEUX-DITS:**  
Javernand, Bel-Air, Les Pontheux, Chatenay, Les Roches, Tempère, Fontenelle, Rochefort, Grille Midi, Les Bonnes...



### Sols du Cru Chiroubles

- Granites**
-  Sols sur granite à faible profondeur
  -  Sols sur granite altéré à faible profondeur
  -  Sols sur granite très altéré profond
- Colluvions récentes de bas de pentes**
-  Sols très profonds de colluvions récentes

- Contour et nom de lieu-dit 
- Points cotés  à 520 Altitude en mètres
- Courbes de niveau  Espacement 5 mètres
-  Route
-  Chemin



The Chiroubles cru is located north of the Rhône, in the heart of the village by the same name. The AOC is nestled on hillsides arranged in **granite cirques** whose series of amphitheatre-like valleys provide the vines with optimal exposure. These are the **highest vines in Beaujolais** (often on slopes with inclines over 30%), a guarantee of cool temperatures in the face of the current climate change. The Chiroubles growers are often considered "heroic", given how physically demanding and meticulous the work is on the rugged hillsides.

Both fruit-driven, delicate on the palate and elegant, Chiroubles wines are bright red in colour with a sumptuous nose where floral aromas blend together, evoking small red fruit, offering **freshness** and delicacy on the palate.



## DID YOU KNOW?

Chiroubles owes almost everything to granite – the hard rock worn away by the weather. Generation after generation, the village inhabitants have piled up the stones resulting from the deterioration of the subsoil. In the local dialect, the piles of sharp-edged stones are called 'piarris'. In old French, they are known as 'chirats'. From chirat to Chiroubles, it's just a bit of a stretch to explain where the name of this Beaujolais commune came from. However, that etymological theory has yet to be confirmed.



# FACT SHEET: AOC FLEURIE

## HEAVENLY LANDSCAPES, HOME TO FRAGRANT WINES



**CRU FLEURIE**

**DEPARTMENT:** Rhône

**POTENTIAL SURFACE:** 830 hectares

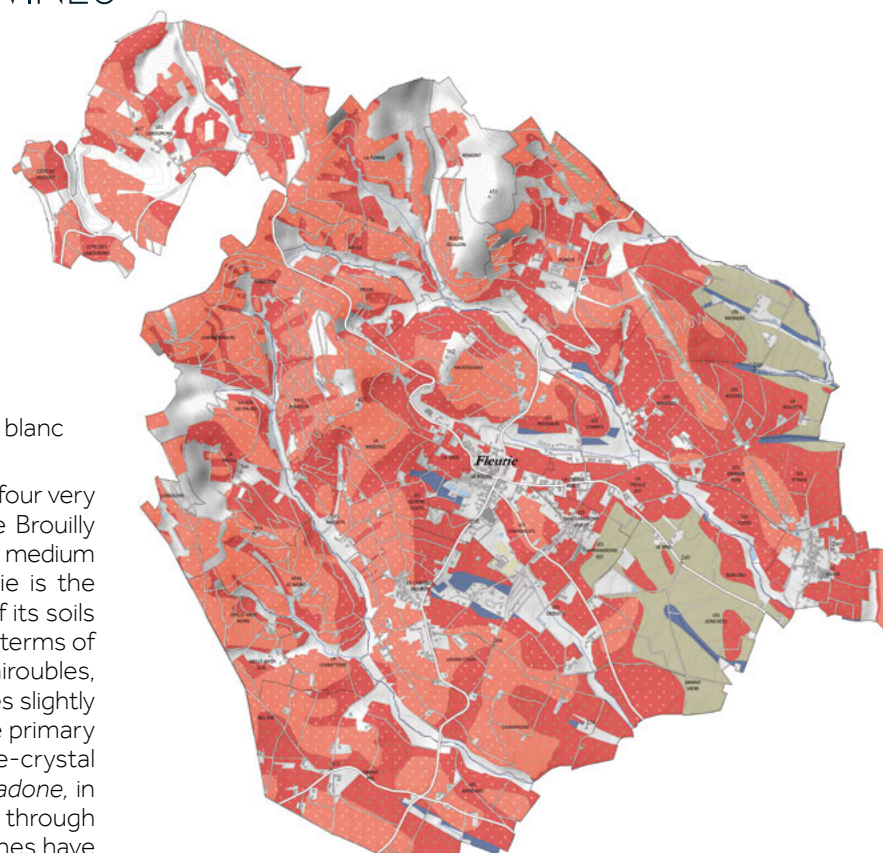
**AVERAGE ALTITUDE:** 340 metres

**GRAPE VARIETY:** 100% gamay noir à jus blanc

**TERROIR:** Fleurie belongs to the group of four very steep crus, along with Chiroubles, Côte de Brouilly and Juliéas. The slopes range from steep to medium for three-fourths of the appellation. Fleurie is the archetype of a granitic cru with over 90% of its soils originating from pink granite (it ranks first in terms of absolute surface area, and second after Chiroubles, proportionately). The soil homogeneity varies slightly regarding its depth and the evolution of the primary rock. The Fleurie massif is made up of large-crystal granite. At the foot of the *Chapelle de la Madone*, in the high sloping areas, a soil skeleton peeks through the weathered parent rocks, in which the vines have to cling, inserting their roots into the slightest fault. Here, the arenitic soil – poor and acidic – is dry. Over the village, to the east, the soils enriched by rain alluvium from above are deeper because they contain more clay.

**DISTINGUISHING FEATURES:**  
Luminous. Fruity. Delicate.

**LIEUX-DITS:**  
La Madone, Grille-Midi, Les Labourons, Les Moriers, Les Garants, La Presle, La Chapelle des Bois, Grand Pré, La Roilette, Champagne...



### Sols du Cru Fleurie

#### Granites

- Sols sur granite à faible profondeur
- Sols sur granite altéré à faible profondeur
- Sols sur granite profond
- Sols sur granite très altéré profond

#### Roches volcaniques siliceuses

- Sols sur roches siliceuses variées à faible profondeur

#### Formations de piémonts et alluvions anciennes

- Sols peu caillouteux des piémonts et alluvions anciennes

#### Colluvions récentes de bas de pentes

- Sols très profonds de colluvions récentes

Contour et nom de lieu-dit

Points cotés 284 Altitude en mètres

Courbes de niveau Équidistance 5 mètres

Route

Chemin



The Fleurie appellation, located only in the commune by the same name, owes its name to a Roman legionary. Facing southeast and northeast, it has the geographical particularity of sloping down from a range of peaks: the Fût d'Avenas, Col de Durbize, Col des Labourons and Pic Reymont. The hill, called **La Madone**, towers over the appellation, offering a breath-taking panorama of all the vineyards. Around the village and its Madonna, the vineyards span across **several small valleys and hills**. After descending the steep inclines of a few peaks, the AOC slopes gently east and south towards the Saône plains. Slipping between Le Puy and the Pic Reymont, the rows of vine stocks creep through the Labourons Pass, then sprawl out towards the Val de la Mauvaise whose tributary flows into the Saône river a few kilometres further on.

The terroir runs the gamut: wines from the higher areas with poor soils are very delicate and aromatic, while the lower slopes – with deeper, clayey terrain – produce more structured wines, very suitable for ageing. Fleurie wines are immediately delightful by virtue of their plush texture, elegance and fruity, floral aromas. With their lovely carmine red colour, Fleurie wines are often considered the most **feminine** of the Beaujolais crus. Perhaps due to the Madonna of Fleurie that stands over and protectively beholds the landscape and the vines?



## DID YOU KNOW?

The **Chapel of the Madonna** on one of the hills overlooking Fleurie was built during the Franco-Prussian War of 1870. According to one version, the chapel was built in 1866 after the inhabitants prayed for the Virgin to fight against powdery mildew – the disease attacking the vines. But the most likely theory is that the chapel came into being after 1870, following a prayer that the Prussians not invade Fleurie.



# FACT SHEET: AOC MOULIN-À-VENT

## STRUCTURE & ELEGANCE



**DEPARTMENTS:** Rhône and Saône-et-Loire

**POTENTIAL SURFACE:** 640 hectares

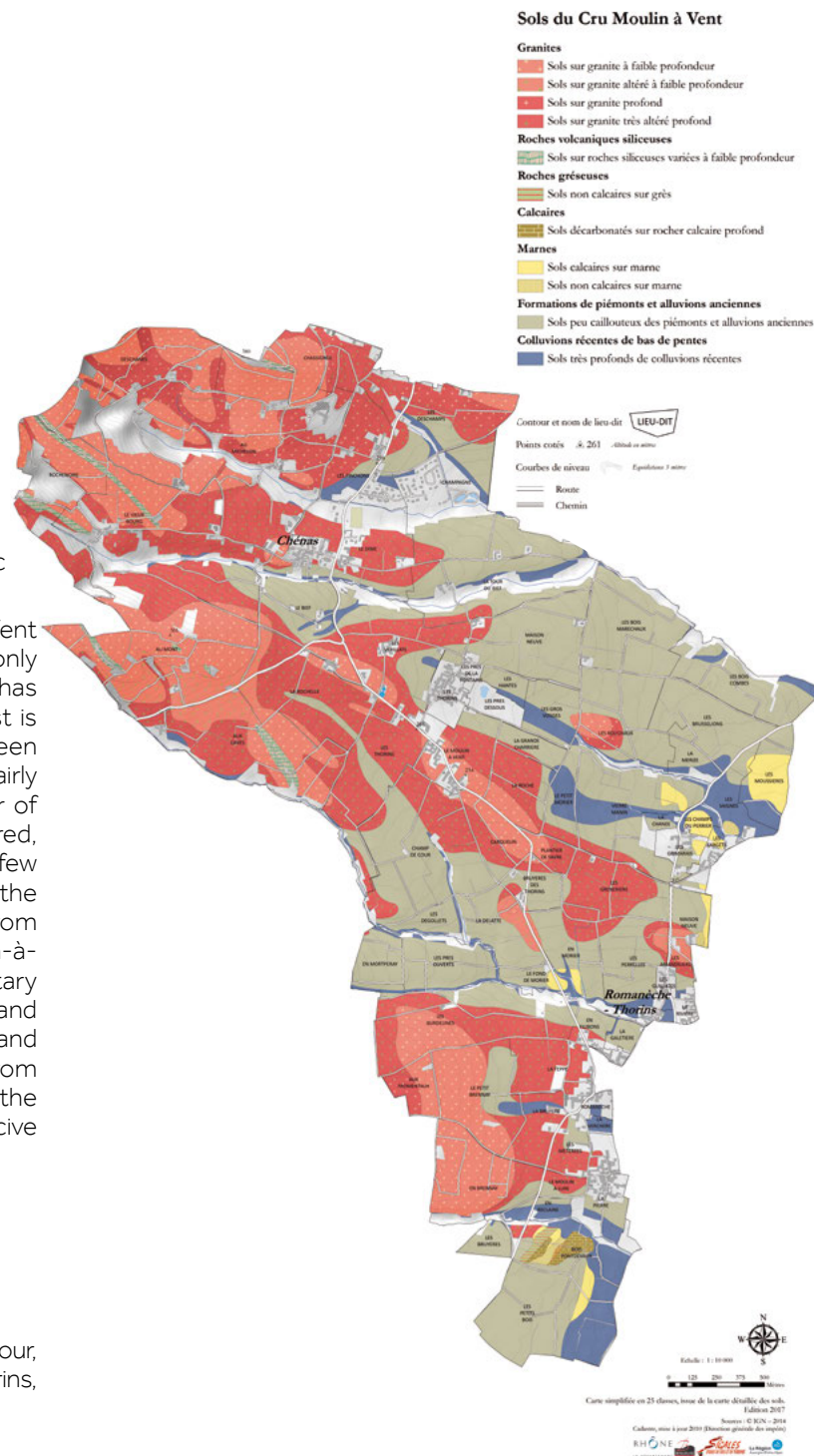
**AVERAGE ALTITUDE:** 255 metres

**GRAPE VARIETY:** 100% gamay noir à jus blanc

**TERROIR:** in the land registry, the Moulin-à-Vent appellation lists 71 'lieux-dits', more commonly known as terroirs. A major part of the appellation has relatively fine sandy granite slopes while the rest is covered with foothills that are more clayey. Between the two, there are large transitional areas with fairly weathered granite. In the whole western border of the cru, and especially on the high slopes, pinkish-red, large-crystal granite is predominant. There are a few noteworthy geological features: in the east of the appellation, there are limestone soils resulting from marl. In the south, there are the renowned Moulin-à-Vent 'horses' (écailles), in other words, a sedimentary fault plane composed of sandstone, limestone and marl. With some of the most moderate altitudes and slopes of the 10 crus, this AOC also benefits from mainly south-east exposure. The presence of the windmill testifies to regular, powerful winds conducive to an optimal state of health for the vines.

**DISTINGUISHING FEATURES:**  
Elegant. Complex. Powerful.

**LIEUX-DITS:**  
Aux Caves, Au Michelon, Les Verillats, Champ de Cour, La Rochelle, Rochenoire, Le Moulin à Vent, Les Thorins, La Tour du Bief, Le Dime...



Standing at 278 metres, the windmill (moulin) – surrounded by vineyards – dates back to the 15<sup>th</sup> century and is classified as a historical monument. It exemplifies the prestige and pride of the small appellation, which straddles two communes: Romanèche-Thorins (71) and Chénas (69).

On April 17, 1924, the Moulin-à-Vent cru became the first appellation in order to protect itself against frauds linked to its growing reputation. Its geographical area was demarcated and it became the **first Beaujolais cru**, 12 years before its recognition as an "Appellation d'Origine Contrôlée" in 1936. That fame is partially due to their great potential for laying down (up to 10 years or more depending on the vintage). After a few years, Moulin-à-Vent wines develop floral, spice and ripe fruit aromas with notes of undergrowth, providing complex, structured wines. When younger, they are floral and fruity, with violet and cherry aromas.



## (ANECDOTE)

In 1932, Henri Mommessin, at the head of one of the largest Beaujolais trading houses, ran into one of his friends: "You sure seem upset, Henri, what's the matter? – I just came back from Beaune, where an auction was being held. I had my sights set on a plot of Moulin-à-Vent that I wanted to buy very badly, but the prices shot up too high and the deal slipped through my fingers. – So, what did you do? – Since I couldn't buy that vineyard, I used the

money I'd brought to buy Le Clos de Tart which was on sale at the same auction." Eighty-five years later, 1 hectare of Moulin-à-Vent sells for around €100,000, whereas slightly less than 8 hectares of Le Clos de Tart just sold for over €280 million! Up until right before World War II, a bottle of Moulin-à-Vent sold for the same price as a Vosne-Romanée premier cru, yet today that difference is multiplied by 10.



# FACT SHEET: AOC CHÉNAS

## GREAT WINES WITH A WELL-KEPT SECRET



ENTREZ DANS LA CONFIDENCE

**DEPARTMENTS:** Rhône and Saône-et-Loire

**POTENTIAL SURFACE:** 250 hectares

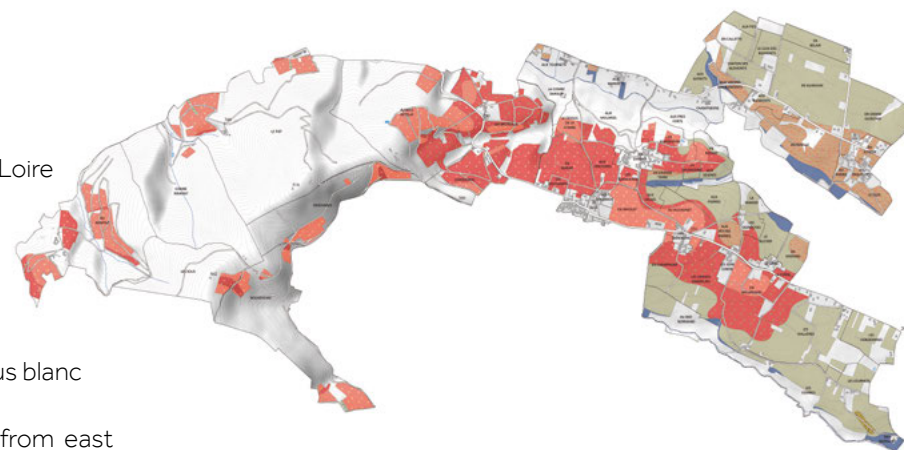
**AVERAGE ALTITUDE:** 260 metres

**GRAPE VARIETY:** 100% gamay noir à jus blanc

**TERROIR:** this cru varies substantially from east to west. In the west are very steep, high granite hills whereas in the east, ancient alluvial soils with pebble deposits give rise to gentler slopes. The cru's soil profile is fairly similar to Moulin-à-Vent's: soil from granite is found in almost equal amounts as soil from ancient piedmont deposits. This appellation has one of the highest proportions of soil from piedmont deposits, ranking just behind Saint-Amour.

**DISTINGUISHING FEATURES:**  
Generous. Structured. Silky.

**LIEUX-DITS:**  
Au Bois Retour, Les Bureaux, En Rémont, Les Journets, Les Gandelins, En Melardière, Les Daroux, En Perelle, En Nervat, Aux Blémonts...



### Sols du Cru Chénas

- Granites**
- Soils sur granite à faible profondeur
  - Soils sur granite altéré à faible profondeur
  - Soils sur granite profond
  - Soils sur granite très altéré profond
- Calcaires**
- Soils décarbonatés sur rocher calcaire profond
- Formations de piémonts et alluvions anciennes**
- Soils peu caillouteux des piémonts et alluvions anciennes
  - Soils caillouteux d'alluvions anciennes
- Colluvions récentes de bas de pentes**
- Soils très profonds de colluvions récentes

Contour et nom de lieu-dit

Points cotés de 256

Coarbes de niveau

Route

Chemin



Carte simplifiée en 25 classes, issue de la carte détaillée des sols  
Édition 2017  
Sources: © IGN - 2014  
Cartes, mise à jour 2010 (Direction générale des sols)  
IGN - SAÛNE-ET-LOIRE

Chénas is **the smallest appellation in Beaujolais** in terms of **surface area**. It is located in the communes of La Chapelle-de-Guinchay (71) and Chénas (69), surrounding a large part of the Moulin-à-Vent appellation. It is named after the ancient oak forests formerly covering the commune, cleared by the Gallo-Romans then by the local monks by order of Philip V of France, known as The Tall. The vines stretch across rolling hills and valleys.

Highly sought-after, the **'rarest'** of the Beaujolais crus asserts itself as a generous wine, tender on the palate, intended for laying down. These gamay grapes express notes of small black fruit, peony and spices highlighted by mellow tannins.



## DID YOU KNOW?

It has often been said that the name Chénas came from: "a place formerly planted with oaks" since the old Gaul name for oak was 'cassanus'. However, the name could also have come from a Roman gens (family) named 'Canus'. Whatever the case, the old-growth, primeval forest did indeed exist in Chénas before the Gallo-Romans, the first to systematically clear it. Philip V of France, The Tall, is also said to have ordered the oaks be uprooted in 1316 to make way for the vines. A few years later, King Louis 13<sup>th</sup>'s wine cellar was stocked up with Chénas wine. It is said to have been the only wine he accepted on his table.

In the 18<sup>th</sup> century, in 1722 to be exact, Chénas was one of the three Beaujolais parishes known to export its wines to Paris at great expense. That success gave rise to considerable envy over a very long period of time, and eventually led to a long trial (1616-1625) pitting the aldermen of Villefranche-sur-Saône against the ones from Mâcon, determined to prohibit extending gamay planting onto the granite slopes in the south of the Mâcon region. That battle was permanently lost in 1642 when the opening of the Briare Canal made it possible to supply Chénas wine – renowned for its quality – to the capital and other large towns at a better price.



# FACT SHEET: AOC JULIÉNAS

## A PLACE & A WINE FULL OF CHARACTER

*Juliéнас*

**DEPARTMENTS:** Rhône and Saône-et-Loire

**POTENTIAL SURFACE:** 570 hectares

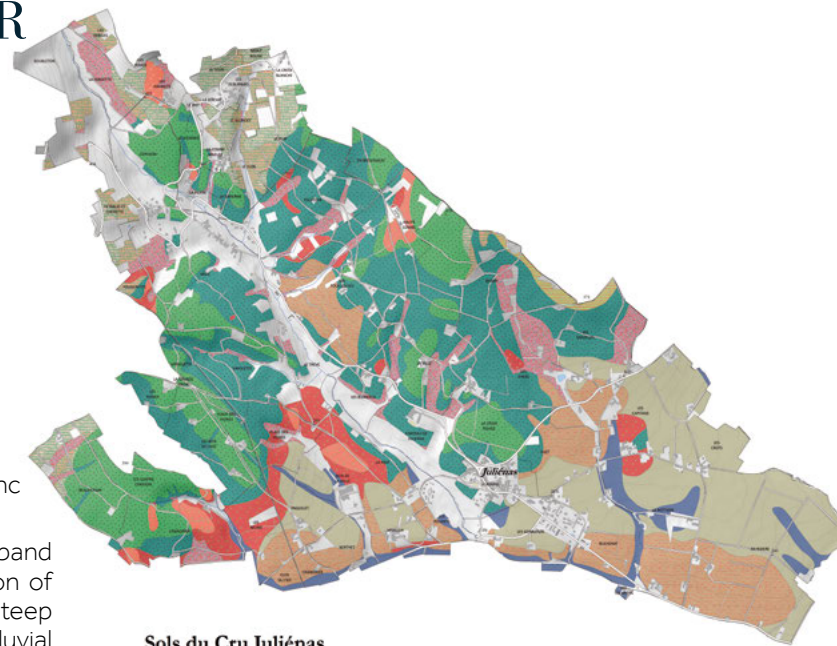
**AVERAGE ALTITUDE:** 330 metres

**GRAPE VARIETY:** 100% gamay noir à jus blanc

**TERROIR:** most of the soil comes from the band of blue stones, resulting from an amalgamation of slate and diorites. The slopes are extremely steep and mostly facing south, giving way to ancient alluvial plains, ledges and clayey subsoils to the east. Juliéнас is the least granitic of the 10 crus. Unlike all the other crus, the main parent materials in the appellation's soil are diorites, bluish hard rocks with clearly visible crystals, finer grained microdiorites, and dark formations that are more schistose (slaty).

**DISTINGUISHING FEATURES:**  
Expressive. Fresh. Fleshy.

**LIEUX-DITS:**  
Les Capitans, Les Fouillouses, Les Mouilles, La Bottière, Vayollette, Bessay, En Rizière, Beauvernay, Bois de la Salle, Cotoyon...



### Sols du Cru Juliéнас

#### Granites

- Sols sur granite à faible profondeur
- Sols sur granite altéré à faible profondeur
- Sols sur granite profond
- Sols sur granite très altéré profond

#### Roches volcaniques siliceuses

- Sols sur roches siliceuses variées à faible profondeur
- Sols sur roches siliceuses variées profondes

#### Roches volcaniques bleutées ou schisteuses

- Sols sur 'pierres bleues' altérées à faible profondeur
- Sols sur 'pierres bleues' altérées profondes

#### Roches gréseuses

- Sols non calcaires sur grès

#### Eboulis

- Sols des dépôts de versants caillouteux non calcaires

#### Formations de piémonts et alluvions anciennes

- Sols peu caillouteux des piémonts et alluvions anciennes
- Sols caillouteux d'alluvions anciennes

#### Colluvions récentes de bas de pentes

- Sols très profonds de colluvions récentes

Contour et nom de lieu-dit LIEU-DIT

Points cotés 263 Altitude en mètres

Courbes de niveau Epaississement 1 mètre

Route

Chemin



Echelle: 1:7 500

Carte simplifiée en 25 classes, issue de la carte détaillée des sols

Édition 2017

Source: IGN, 2014

Cartes, mise à jour 2010 (Données gratuites des sols)

RHÔNE

SAÛNE-ET-LOIRE

SAÛNE

LA BOURGOGNE

Stretching across four communes (Juliéнас, Jullié, Pruzilly and Emeringes) mainly in the Rhône with a small part in the Saône-et-Loire, the Juliéнас cru benefits from excellent sunshine exposure. The altitude varies, starting at 230 metres and reaching 430 metres in the far northwest. The AOC definitely has one of the most diverse soils in the Beaujolais: schist, diorite and sandstone as well as clay.

Juliéнас wines reveal a pleasant bouquet of peach, red fruit and floral aromas. They can be enjoyed young as well as after a few years of bottle-ageing.



DID  
YOU KNOW?

The name Juliéнас is said to have come from Julius Caesar and his Roman legions who made a stopover here to quench their thirst during the Gallic Wars. However, Juliéнас might just as well be a hamlet of Jullié, which developed independently from its original parish. In fact, etymologically, Juliéнас is composed of "Jullié" and "as", which meant "property of". So the debate is open: did Julius Caesar, who mentions the region in his *Commentaries on the Gallic Wars*, give his name to Jullié, a neighbouring village, or to Juliéнас?



# FACT SHEET: AOC SAINT-AMOUR

## THE WARMTH OF INTENSE REDS



**DEPARTMENT:** Saône-et-Loire

**POTENTIAL SURFACE:** 330 hectares

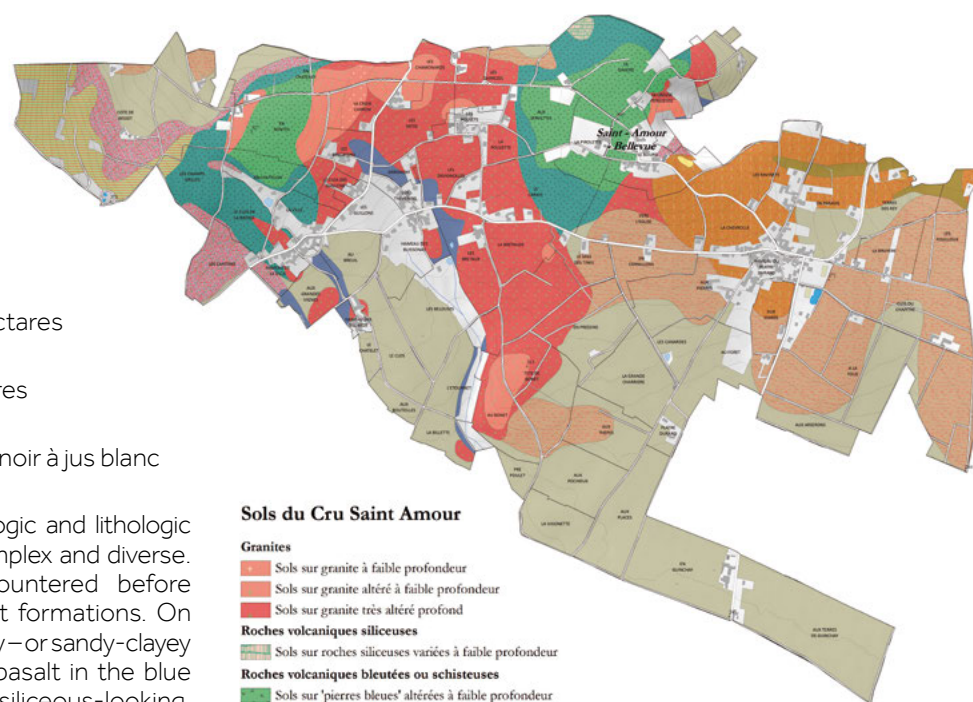
**AVERAGE ALTITUDE:** 335 metres

**GRAPE VARIETY:** 100% gamay noir à jus blanc

**TERROIR:** From both a morphologic and lithologic point of view, the appellation is complex and diverse. Several geologic units are encountered before reaching the alluvial and piedmont formations. On either side of the granite and its sandy – or sandy-clayey – soils, the metadiorite and metabasalt in the blue stones blend with other more siliceous-looking, pinkish-grey rocks. This very heterogeneous terrain is nevertheless highly typical. Saint-Amour is the cru where the ancient alluvial deposits and piedmont formations are highest in proportion, making up a little more than half of the vineyard surface areas, which are extremely diverse and often very pebbly.

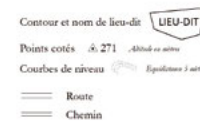
**DISTINGUISHING FEATURES:**  
Fruity. Tender. Harmonious.

**LIEUX-DITS:**  
En Paradis, À la Folie, Côte de Besset, Les Ravinets, Hameau des Billards, Vers l'Église, Aux Terres de Guinchay, Clos du Chapitre, La Pirolette, Au Breuil...



### Sols du Cru Saint Amour

- Granites**
  - Sols sur granite à faible profondeur
  - Sols sur granite altéré à faible profondeur
  - Sols sur granite très altéré profond
- Roches volcaniques siliceuses**
  - Sols sur roches siliceuses variées à faible profondeur
- Roches volcaniques bleutées ou schisteuses**
  - Sols sur 'pierres bleues' altérées à faible profondeur
  - Sols sur 'pierres bleues' altérées profondes
- Roches gréseuses**
  - Sols non calcaires sur grès
- Calcaires**
  - Sols sur calcaire dur profond
  - Sols décarbonatés sur rocher calcaire profond
- Marnes**
  - Sols calcaires sur marnes
- Eboullis**
  - Sols des dépôts de versants caillouteux non calcaires
- Argiles résiduelles**
  - Sols d'argiles résiduelles peu caillouteuses
  - Sols d'argiles résiduelles à chailles et silex
- Formations de piémonts et alluvions anciennes**
  - Sols peu caillouteux des piémonts et alluvions anciennes
  - Sols caillouteux d'alluvions anciennes
- Colluvions récentes de bas de pentes**
  - Sols très profonds de colluvions récentes



Saint-Amour, **the northernmost of the Beaujolais crus**, is located in the commune by the same name, entirely in Saône-et-Loire (71). The altitude ranges from 240 to 320 metres with medium, moderate slopes.

Its heterogeneous soil includes granite, schist and clay, producing two types of wine. One type is light and easy-to-drink, with aromas of iris or violet and even raspberry. The other is powerful and complex, offering aromas of kirsch and spice. Strong point: tender, harmonious weight and texture.



## DID YOU KNOW?

The highly suggestive name of Saint-Amour was inherited from the Roman soldier, Amor, who converted to Christianity and fled the massacres in the Swiss Valais, taking refuge in Gaul. There, he founded a monastery on a peak overlooking the Saône river valley. Growing grapes for winemaking dates back to the Middle Ages and the religious order, the Chapter of Saint-Vincent of Mâcon. At the time of the French Revolution, in 1793 to be exact, the name Saint-Amour disappeared and the commune was called Bellevue. That only lasted 3 years. Then the commune got its name back, and became Saint-Amour-Bellevue.





## A BEAUJOLAIS WINE AND BISTROT BEAUJOLAIS FOR EVERY OCCASION



Thanks to their wide range in three colours, Beaujolais wines lend themselves to every occasion. A well-rounded offer allowing consumers to imagine an infinite number of wine moments. From an impromptu aperitif with friends to a Sunday meal with the family, and on special occasions, too: there's a Beaujolais for everyone!

The chefs in the Bistrots Beaujolais network – **fervent defenders of Beaujolais wines in France and abroad** – offer a wide variety of pairings with the region's wines setting the pace in their venues.

The contest "Coupe des Meilleurs Pots", initiated in the 1950s in Lyon, is at the origin of the Bistrots Beaujolais network. The contest awarded bistros for their friendliness and the quality of their selection of Beaujolais wines. Transferred and adapted to Paris, the contest became Parisian; a winner was selected every year by the Académie Rabelais. As early as 1986, along the same lines, the association "Tradition du Vin" crowned a winner on a yearly basis. In 1995, the concept returned to its roots, in Lyon, with the creation of "La Coupe Lyonnaise des Étonnants Beaujolais", awarding bistros that promote the Beaujolais vineyards. The winners are selected after a jury makes an anonymous visit, checking specific criteria: friendliness, setting, food and wine list. In 2004, the principle was extended to Villefranche-sur-Saône, then throughout the Beaujolais region in 2007.

Since then, the Bistrots Beaujolais network, created and managed by Inter Beaujolais, has been expanded, structured and rejuvenated; it now includes **over 300 establishments worldwide**. These bistros – whether **'classic'**, **'beaujonomic'** or **'gastronomic'** – are genuine Beaujolais ambassadors, a showcase for the region's wines in France and around the world. Their mission? Share their attachment to the region, allow people to discover their finest vintages and arouse interest and a desire to know more about Beaujolais wines.

In the vineyards, in Lyon, Paris or Brussels, chefs and establishments in the network, each in their own way, are raising the Beaujolais profile around the world. A variety of venues, atmospheres and cuisines reflecting the diversity of the region's vineyards, can be discovered on the Bistrots Beaujolais tables. The Bistrots Beaujolais network is also the pledge to (re)discover or introduce the Beaujolais region, its wines, its artisan growers and its values, the world over, at traditional restaurants with local specialties or dishes from afar. The bonus: a wine list that's always carefully chosen and events dedicated to Beaujolais wines. An international network that attracts wine lovers in France and abroad, and pairs well with a wide array of tastes!





## A FEW BISTROTS BEAUJOLAIS FIGURES:

🍷 Over **300** establishments  
worldwide

🍷 In over **10** countries

🍷 Everyone has a favourite:  
"classic", "beaujonomic"  
& "gastronomic"

🍷 **New winners**  
every year



FOLLOW THE BISTROTS BEAUJOLAIS:

📷 @Les Bistrots Beaujolais

📘 @Bistrots Beaujolais

#bistrotsbeaujolais



LOCATE THE BISTROTS BEAUJOLAIS

based on this sticker  
at the establishment entrance







# BEAUJOLAIS GETAWAYS: THE VINEYARD OF A THOUSAND HILLS

Take the **Beaujolais Wine Route** to admire the **landscapes** and stop along the way, whenever you feel like it. From the outskirts of Lyon to the south of Burgundy, there's a lovely common theme in the Beaujolais vineyard, welcoming discoveries galore. The Beaujolais region is a haven – a home away from home – with nearly **300 châteaux and mansions**, including many wine estates. Drop by to tour a winery, to taste and learn about the wines. Here, combining the region's wine with the natural and cultural wealth of the territory is self-evident.

The Beaujolais region stretches out over fifty or so kilometres along the Saône river, between Lyon and Mâcon, and about thirty kilometres from east to west. Starting from Civrieux d'Azergues, in the south of the vineyards, the Beaujolais Wine Route covers 140 kilometres and crosses 39 communes. Like a backbone to the vineyard, it leads to the main tourist sites, in the heart of the 12 appellations. There are countless trips to choose from and personalising them is definitely an option.



- 1 Bagnols, la maison naît du sol
- 2 Tour Bourdon, **Régnié-Durette**
- 3 Carrières de **Lucenay**
- 4 Carrières de Glay, **Saint-Germain Nuelles**
- 5 Château de Montmelas, **Montmelas Saint-Sorlin**
- 6 Vieil Anse & Château des Tours, **Anse**
- 7 Circuit des Trésors Cachés, **Villefranche-sur-Saône**
- 8 Musée le Prieuré (cloître clunisien), **Salles-Arbuissonnas en Beaujolais**
- 9 Crêts de Remont\*, **Ville-sur-Jarinioux**
- 10 Ecomusée du Haut-Beaujolais\*, **Thizy-les-Bourg**
- 11 Espace Pierres Folles, **Saint-Jean des Vignes**
- 12 Gravière du Pré de Joux\*, **Arnas**
- 13 Hameau Dubœuf, **Romanèche-Thorins**
- 14 La Roche d'Ajoux, géosite des 3 roches, **Poule-les-Echarmeaux**
- 15 Lac des Sapins, **Cublize**
- 16 Landes du Beaujolais, **Quincé-en-Beaujolais**
- 17 Le Balcon du Morgon, **Gleizé**
- 18 Maison du Terroir Beaujolais, **Beaujeu**
- 19 Marais de Boistray, **Saint-Georges de Reneins**
- 20 Sentier des Mines de Chessy, **Chessy-les-Mines**
- 21 Mont Brouilly, **Saint-Lager**
- 22 Mont Saint-Rigaud, **Monsols**
- 23 Mont Tourvéon, **Chênelette**
- 24 Orgus rhyolitiques, **Saint-Victor sur Rhins**
- 25 Quartier Déchelette, **Amplepuis**
- 26 Sentier découverte de la forêt de Longeval, **Chambost-Allières**
- 27 Sentier géologique de Pierre Folles, **Saint-Jean des Vignes**
- 28 Sentier géologique des Monts d'Or, **Chasselay**
- 29 Sentier nature du Val de Saône\*, **Belleville-en-Beaujolais**
- 30 **Tarare** au fil de l'eau\*
- 31 Terrasse de **Chiroubles**
- 32 Vallon du Sornin\*, **Propières**
- 33 Village médiéval de **Ternand**
- 34 Zone humide des Monneries, **Poule-les-Echarmeaux**

\*Accès restreint ou aménagement en cours



# MUST-SEE PLACES

## THROUGHOUT THE REGION

Recently awarded the “**Pays d’art et d’histoire**” label, the Beaujolais region has plenty of heritage treasures for the curious at heart to discover.

The medieval villages of **Pierres Dorées** look a little like Tuscany, where the narrow winding streets boast various shades of gold throughout the day. Historically, each village had a quarry extracting stones from the ferrous, chalky soil. Those stones are omnipresent, on the walls of the houses and the châteaux alike. Out of all the villages, it’s a good idea to linger in Oingt, ranked among France’s most beautiful villages (Beaux Villages de France). The fortified village, perched up high, is like a journey to a place untouched by time. Lots of artists as well as craftsmen and women have chosen Oingt to open up their studios, workshops and boutiques. Other places to visit include Lacenas and its incredible vat house, the châteaux in Jarnioux and Bagnols, the Ville-sur-Jarnioux spring, the reddish cobblestone streets in the village of Pommiers and the village ramparts in Ternand.

Along the Saône Valley, **Villefranche-sur-Saône**, the first town in the Beaujolais region, is home to many hidden treasures to be discovered by touring the outstanding homes and courtyards, nestled on either side of the Rue Nationale.

Take advantage of the stopover to do some shopping in the open-air mall and enter the bustling covered market, a real treat for the eyes and taste buds.

Perched up high in the heart of the vineyards, **Clochemerle** (whose official name is Vaux-en-Beaujolais) plunges its visitors into the folkloric universe of Gabriel Chevallier’s novel. Anecdotes about the village can be discovered via the mural paintings, musical theatre, public urinal, talking window boxes or the climb up to Bal de la Saint-Roch.

To comprehend the “**UNESCO Global Geopark**” label awarded to the Beaujolais region in 2018, a climb up Mont Brouilly is a prerequisite. The remarkable summit offers an amazing panorama that allows visitors to grasp the scope of the territory’s contrasting landscapes as well as its geological diversity. In the heart of the crus, tourists fall under the spell of the winegrowing village of Fleurie. Its walking tour through the vineyards reveals secrets about the flora and fauna, and the work done by growers, leading up to the Chapel of the Madonna with its remarkable view overlooking the hillsides, the Saône Valley, and even Mont Blanc on a clear day.





## DID YOU KNOW ?

The **“Vignobles & Découvertes”** label makes it easier to plan your weekends and short stays in the Beaujolais vineyards thanks to the carefully selected services and facilities. All the local partners that display the Vignobles & Découvertes label are committed to meeting several requirements: a quality welcome in French and/or in a foreign language, special awareness of the world of wine, a taste for passing on knowledge, authenticity, openness to natural, cultural and human heritage. Consequently, it is easier to find accommodations in the heart of the vineyards, a restaurant offering wine and food pairings, a menu giving preference to local produce, or wine cellars and wineries open to guests. Remarkable heritage sites, activities and events are also selected and recommended for a pleasant change of pace and a way to discover all the local know-how and treasures.





# 5 GEO-SITES

## NOT TO BE MISSED

Famous the world over for its wines, the Beaujolais region also has one of the richest and most complex geological heritages in France. The vineyard was certified with the **"UNESCO Global Geopark"** label in order to enhance its outstanding heritage. The diversity of the Beaujolais subsoil and its landscapes is a result of the convergence of several geological structures and phenomena that have left a noticeable mark on the area's living environment. That history, dating back several hundred million years, joins forces here, with the present, in human activity and the region's past as well as its heritage, culture and daily life.

A major part of its identity, both past and future, is derived from its stone: golden, red, green, white, grey or black – masterfully highlighted in traditional architecture. The geological and hydraulic resources were, and still are, the mainstay of the region's industry and craftsmanship, just as they determine the vocation of the soil. Granite, schist, limestone and clay for the vines and wines, siliceous volcanic rock for the pastures and forests, fertile alluvial deposits for the crops on the plains. The Beaujolais region and its everyday life are definitely rooted in the heart of the land.



### CARRIÈRES DE GLAY (GLAY QUARRY)

Visitors are immersed in the past life of stone cutters and sculptors, who supplied the stones for building throughout the southern Beaujolais region all the way to Lyon. The limestone came from the seabed of the Jurassic period, dating back 175 million years. The old quarry is located in a natural setting, where certain plant and animal species are protected.

**THE BONUS:** sculptors are on site Monday and Thursday afternoon.

### MONT BROUILLY

The hill rises majestically up in the middle of the Beaujolais vineyards, thanks in large part to its geology. The blue stone, that makes up the hill, is one of the oldest stones in the area. Extremely hard and resistant to erosion, it conditions the morphology of the hill planted with vines. At the top, a 'geoscope' presents the region's long history and geological diversity. Two panoramic viewpoints allow visitors to grasp the scope of the territory's contrasting landscapes.

**THE BONUS:** after visiting the Mount, go down to the 'Espace des Brouilly' and enjoy a special, personable tasting.



### TERRASSE DE CHIROUBLES

The terrace offers superb panoramic views overlooking the vine-covered hillsides and the Beaujolais crus. The Chiroubles appellation is special since 100% of its vines grow in granitic soil. The granite came from the 'bowels' of a gigantic mountain range that has since disappeared. From the Terrace, a path lets visitors walk to discover some geological curiosities in the granite massif.

**THE BONUS:** a trailbike circuit on site. Wine tastings and local terroir produce at the Chiroubles chalet. Panoramic restaurant.



### ESPACE PIERRES FOLLES

The museum provides a wonderful introduction to geology in the Beaujolais and Pierres Dorées (Golden Stones) area. With an impressive collection of fossils, the museum takes visitors back to the Jurassic period, when the Beaujolais region still had its head under water, so to speak. Life in the ocean was very developed back in the Jurassic period. The geological trail illustrates the different coastal and marine environments that came into being one after another over time.

**THE BONUS:** introductory fossil workshops to attend as a family.

### MASSIF DU SAINT-RIGAUD

The Haut-Beaujolais has the highest peaks in the Beaujolais region. The area is characterised by a highland relief and dense forest cover. Thanks to its geological context, Mont Saint-Rigaud acts as a natural water supply, giving rise to many streams, and is home to environmentally sensitive wetlands.

**THE BONUS:** a mountain range located on a long-distance hiking path (GR7) and on the Camino de Santiago (Way of St. James) path. Watch the sunset from the Roche d'Ajoux.





# WHAT'S ON IN BEAUJOLAIS:

## DATES FOR THE DIARY



### 2<sup>ND</sup> WEEKEND OF JUNE WELCOME TO BEAUJONOMIE

For a whole weekend of festivities, the Bienvenue en Beaujonomie festival, organised by Inter Beaujolais, invites enthusiasts and connoisseurs of wine and gastronomy to (re)discover Expressive and Exceptional Beaujolais wines, available in red, white and rosé. The concept: at the wine estate or winery of your choice, spend time together at the same table, sharing a chic, laid-back bistronomic meal. There will be warm and friendly opportunities to meet new people, hear great stories, taste delicious wines and cuisine, and learn more about the vineyards. The estates and wineries all design their own programme by inviting a chef into the kitchen (or by whipping up the meal themselves if they're true gourmet cooks) and planning activities that'll give you a glimpse of daily life on the estate. Bienvenue en Beaujonomie also means lots of side events in the heart of the Beaujolais appellations over the whole weekend.

[www.bienvenue-en-beaujonomie.fr](http://www.bienvenue-en-beaujonomie.fr)

### JUNE TO SEPTEMBER EXCLUSIVE 'VISITES PRIVILÈGE' TOURS

From the most intimate wine cellars to the most stunning châteaux, these tours set out to visit Beaujolais wine estates and trading houses so you can (re)discover their wines. During exclusive tours of their estates, winemakers and connoisseurs share their passion for this unique terroir and invite you to awaken your inner winemaker. There is also a guided wine tasting, accompanied by a mâchon beaujolais, a genuine Lyonnais gastronomical tradition. A privileged moment to be savoured all summer long, in the heart of the Beaujolais vineyard

[www.visitesprivilege.com](http://www.visitesprivilege.com)



### JULY & AUGUST BEAUJOLEZ VOUS!

"Beaujolez Vous!" is a selection of suggestions for free outings every week throughout the summer (every Tuesday thru Saturday), where a festive atmosphere with entertainment and local products are sure to be plentiful. On the agenda: every Tuesday, Les Temps Danse at the harbour; every Wednesday, Les Estivales on the Terrasse de Chiroubles; every Thursday, night market on the grounds of the Fleurie town hall; every Friday, Quizz de l'Espace at Espace des Brouilly in Saint-Lager; every Saturday, Guinguette Village on the square at the Beaujeu town hall.

[www.beaujolezvous.com](http://www.beaujolezvous.com)



### AUGUST DEZING FESTIVAL

An eclectic line-up for the Beaujolais-style 'Woodstock' which is held in August at the Pizay aerodrome, ranging from reggae and hip-hop to electro, and including popular French music and brass band tunes. No American soft drinks or commercial beers to be found here. The organisers put the spotlight on regional producers including winemaking partners offering tastings of their wines and local chefs whipping up flavourful dishes.

[www.festival-dezing.com](http://www.festival-dezing.com)



### JULY & AUGUST ROSÉ: SUMMER NIGHTS

In July and August, the crowds swing to the beat of events combining the discovery of rosé wines and local produce, performances of all kinds in villages full of character. Some Beaujolais communes deck themselves out in pink, while monuments, châteaux and churches light up at nightfall. A programme packed with entertainment awaits fans of great festivities: on Thursdays, aperitifs with winegrowers; Fridays, cultural evenings; Saturdays, festive evenings and night markets; Sunday, wine & heritage walks. Tastings, food & wine pairings, discovery of the terroir and its heritage or open-air cinema, night markets, concerts and other shows are all on the agenda.

[www.destination-beaujonais.com](http://www.destination-beaujonais.com)







### 3<sup>RD</sup> WEEKEND OF SEPTEMBER MUSICAL HARVESTS

With its line-up of eclectic music, the Vendanges Musicales is a festival that mixes established and up-and-coming performers with a focus on young local talent. In the heart of the Pierres Dorées in the village of Charnay, the festival is also an opportunity to (re)discover the region and partake in a friendly, relaxed atmosphere on the château esplanade, with a glass of Beaujolais in hand, of course!

[www.lesvendangesmusicales.fr](http://www.lesvendangesmusicales.fr)

### END OF HARVESTING CELEBRATING PARADISE

In Beaujolais, 'paradis' refers to the sweet ruby-coloured juice that flows when the grapes are first pressed. Every year in October, the village of Odenas, located in the Brouilly appellation, celebrates the end of harvesting, all day (and night, too) by paying tribute to the Beaujolais traditions to the sound of brass bands. On the agenda: old-fashioned pressing, sausage cooked *au gene* (in grape pomace), a country-style meal and a chance to get a taste of 'paradis' as well as some lovely Beaujolais vintages.

[www.feteduparadis.com](http://www.feteduparadis.com)



### 3<sup>RD</sup> WEEKEND OF OCTOBER FASCINATING 'VIGNOBLES & DÉCOUVERTES' WEEKEND

For four days, certified "Vignobles & Découvertes" partners from the Auvergne Rhône-Alpes Region offer a rich and varied programme of events, with a combination of out-of-the-ordinary activities for food and wine enthusiasts: rides in a vintage 2CV, Beaujolais cuisine workshops for beginners, scavenger hunts with riddles, wine & food pairings and more... The aim is to discover the 12 Beaujolais appellations and their wonders, a chance to take part in fun, original and funky activities! To kick off the big weekend, Destination Beaujolais organises a prestigious gathering in an exceptional venue. At the unique, one-time event, guests will delight in 100% Beaujolais produce, whipped up by restaurant chefs and winemakers.

[www.destination-beaujolais.com](http://www.destination-beaujolais.com)

### NOVEMBER KEY EVENTS FOR BEAUJOLAIS NOUVEAU

Every year, Beaujolais Days includes eight major festivals: so meet up in the Beaujolais region for the Beaujolais International Marathon, Les Sarmantelles in Beaujeu, the Beaujolais Nouveau barrel tapping in Villefranche-sur-Saône, the Nouvelles Voix en Beaujolais festival on stage at the Villefranche theatre, Beaujolais Gourmand in Tarare, Nect'Art Nouveau in Belleville, the Fête des Saveurs in Gleizé, and in Lyon for the Beaujol'en Scène festival. One thing is sure, Beaujolais Days is a great 5-day celebration with a wide range of culture, tourism, gastronomy, festivities or sports to choose from, and there's something for everyone!

Find out more at:

[www.beaujolaisdays.com](http://www.beaujolaisdays.com)

Official website: [www.beaujolaisnouveau.fr](http://www.beaujolaisnouveau.fr)



NEED ADVICE ABOUT VISITING THE BEAUJOLAIS REGION?

**Destination Beaujolais (Beaujolais Tourist Office)**

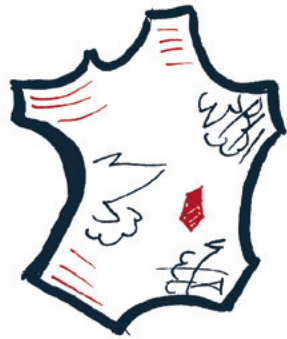
+33(0)4 74 07 27 40 - [contact@destination-beaujolais.com](mailto:contact@destination-beaujolais.com)

[www.destination-beaujolais.com](http://www.destination-beaujolais.com)



# KEY FIGURES

## FOR THE BEAUJOLAIS VINEYARD - 2019



### LOCATION

Located a stone's throw from Lyon in the south; Pays Mâconnais in the north; between the Rhône and Saône-et-Loire departments; and along the Saône river in the east

### GETTING TO THE BEAUJOLAIS REGION: EASY ACCESS & GREAT TRANSPORT LINKS!

- By high-speed train, get off at Mâcon Loché (1 hr 40 from Paris) or Lyon (2 hr from Paris)
- By plane, arrive at the Lyon-Saint-Exupéry airport (40 minutes from Villefranche-sur-Saône)
- By car, A6 motorway, exits from south to north: N° 34 Tarare centre; N° 32 Anse; N° 31.2 Villefranche-sur-Saône; N° 31.1 Arnas; N° 30 Belleville; N° 29 Mâcon Sud

### APPELLATIONS

The **12** Beaujolais appellations stand out thanks to the expression of their wines whether festive, expressive or exceptional: Beaujolais and Beaujolais-Villages in the south produced in all three colours and in *vin nouveau* as well as the 100%-red crus in the north: Brouilly, Chénas, Chiroubles, Côte de Brouilly, Fleurie, Juliéna, Morgon, Moulin-à-Vent, Régnié, Saint-Amour.



### VINEYARD SURFACE AREA

**14,200 hectares** of vines claimed in the **12 AOC** of the Beaujolais region, in **96 communes** (over half of the French surface area planted with gamay noir à jus blanc in the Beaujolais region).



### PLANTATION DENSITY

**5000 - 10,000** vine stocks per hectare



### VOLUMES PRODUCED IN 2019

France remains the main market for Beaujolais wines, **60%** of the wines are sold here. However, they are also sold in **nearly 150 countries worldwide**, with exports now accounting for over **40%** of sales.



- Reds: **3990** ha; **120,000** hl, i.e. **16** million bottles
- Rosés: **360** ha; **10 300** hl, i.e. approx. **1.4** million bottles
- Whites: **300** ha; **7 800** hl, i.e. over **1** million bottles



- Reds: **3 500** ha; **125,000** hl, i.e. **16.5** million bottles
- Rosés: **70** ha; **2 800** hl, i.e. over **350,000** bottles
- Whites: **110** ha; **3 700** hl, i.e. approx. **500,000** bottles



- Saint-Amour: **325** ha; **16,000** hl, i.e. over **2.1** million bottles
- Juliéna: **565** ha; **25,400** hl, i.e. approx. **3.4** million bottles
- Chénas: **225** ha; **8 000** hl, i.e. over **1** million bottles
- Moulin-à-Vent: **630** ha; **22,700** hl, i.e. over **3** million bottles
- Fleurie: **790** ha; **34,000** hl, i.e. over **4.5** million bottles
- Chiroubles: **280** ha; **13,000** hl, i.e. **1.7** million bottles
- Morgon: **1 100** ha; **55,000** hl, i.e. **7.3** million bottles
- Régnié: **350** ha; **5 230** hl, i.e. over **2** million bottles
- Côte de Brouilly: **310** ha; **15,100** hl, i.e. over **2** million bottles
- Brouilly: **1 245** ha; **55,170** hl, i.e. **7.3** million bottles

### TOP COUNTRIES FOR EXPORT (TARGET COUNTRY)



USA: **49,500** hectolitres, i.e. **6.6** million bottles exported

UNITED KINGDOM: **43,400** hectolitres, i.e. **5.8** million bottles exported

JAPAN: **39,000** hectolitres, i.e. **5.2** million bottles exported

CANADA: **24,250** hectolitres, i.e. over **3.2** million bottles exported

BELGIUM: **13,700** hectolitres, i.e. approx. **1.9** million bottles exported

CHINA + HONG KONG: **4 000** hectolitres, i.e. **535,000** million bottles exported

### PRUNING METHODS

Gobelet, fan, single cordon, charmet, double-guyot



### AVERAGE ESTATE SIZE



### NUMBER OF BEAUJOLAIS ESTATES & TRADING HOUSES

- Over **2000** estates
- 9** wine cooperatives
- 200** négociants, including estates with a trading house



### BREAKDOWN OF GRAPE VARIETIES

- 98%** gamay noir à jus blanc for reds and rosés
- 2%** chardonnay for whites



### YEARLY PRODUCTION ALL AOP BEAUJOLAIS & ALL COLOURS COMBINED

In **2019**, the Beaujolais region produced nearly **530,000 hectolitres** of wine, i.e. over **70** million bottles



### BREAKDOWN BY COLOUR IN VOLUME

- 2%** whites
- 95%** reds
- 3%** rosés



## INTER BEAUJOLAIS MISSION STAFF ORGANISATION

Inter Beaujolais, the Beaujolais wine council, was created at the request of viticulture and trade associations by French decree of 25 September 1959. Interprofessional councils are private organisations recognised by the French government, bringing together partners from the same industry, upstream and down. The scope of Inter Beaujolais activities covers wines produced within the perimeter of the AOC Beaujolais area. The Council's roles and missions contribute to the harmonious development of the Beaujolais wine industry. Its main missions are: promoting wines on markets via collective initiatives; conducting research work and trials; providing and transmitting transparent economic data; organising and standardising professional relations and practices in use.

- Managing Director:** Cécile Bossan-Redon, +33(0)474 022 211, cbossan@beaujolais.com
- Media (print, audiovisual & web):** Laura Pillot, +33(0)474 022 216, lpillot@beaujolais.com
- Promotion, event planning, Bistrotts Beaujolais & wine tourism:** Marie-Stéphane Courcier, +33(0)474 022 213, mscourcier@beaujolais.com
- Export:** Anne-Laure Ferroir and Anaëlle Joret, +33(0)474 022 210, export@beaujolais.com
- Digital:** Thibault Bertrand, +33(0)474 026 381, tbertrand@beaujolais.com

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