

PURE CHABLIS

*One grape
One region
One of a kind*

A wave of younger winemakers ripples through Chablis

25% of winery leaders and co-leaders in Chablis are under the age for 40. Chablis wines are clearly an attractive agricultural opportunity for a lot of young people in this part of France.

So what are these younger, newer faces in Chablis up to? Many of them have a wealth of ideas and practices enabling them to truly make a mark, whether within their own domaine, or at a regional level. With issues concerning the climate at the forefront of this next generation's mind, many of their interests are focused on methods to combat, or at least adapt to, these changes.



(From left to right) Philippe Charbois, Marine Descombe and Kevin Jandard

Marine Descombe, head of Domaine Passy le Clou since 2018, is an example of this. Led by a conviction that her generation needs to act on sustainability, she is moving her family winery towards the HVE certification¹, and working on converting it to organic viticulture. She is helped on all these points by a large team, including her husband Kevin Jandard. In a recent interview Jandard discussed the estate's move towards planting fruit trees throughout their vineyards.

Jandard explained that doing so will not only protect the vineyard from harsher seasons – frost in winter and the sun in the summer – but they also provided a much needed habitat for insects and birds, providing a boost for the local biodiversity.

Often this impulse to bring in fresh ideas is prompted by life experiences found outside of Chablis: not only is this generation of winemakers more educated than their forebears (in 2016

¹ 'Haute Valeur Environnementale', a French certification recognising an agricultural body who is respectful of the environment to a high degree.

in the Yonne 73% of winery managers under 40 had obtained qualifications to the level of the baccalaureat or higher, compared to 41% of those aged 40-50) but there is in general a trend of younger winemakers having spent time abroad.

One good example of this trend can be found at domaine de Chaudes Ecuilles, currently run by siblings Guillaume, Marie-France and Marianne. Whilst Guillaume joined the family estate very shortly after graduating high school, the two sisters each originally took their own, very distinct, paths.

Marianne chose audio visual studies at Paris, before spending time in New York for a year. Returning to France she would often spend her weekends in the vines, returning to Paris during the week to get back to film sets. Until one day, she stayed in Chablis. Her sister also went down a very artistic path before returning to the family winery: she studied drama, joined a theatre troop, and travelled to Australia, before taking up the mantle with her siblings in 2015.

All of these innovative younger winemakers are making sure to leave their mark throughout Chablis. There is a clear trend of the new generation of winemakers breaking away from family traditions – in general with the consent of their parents.



(from left to right) Claire, Marie-France, Guillaume and Marianne



Maxime and Mathieu Savary

Mathieu and Maxime Savary joined their family's estate in 2015, from two very different backgrounds. Maxime had followed the path of furthering his knowledge of wine and the viticultural environment, obtaining a diploma in viticulture and oenology. He focuses on the work in the vines, ensuring that the environment is cared for and protected: 'everything we do in the vines is thoroughly thought through, we leave nothing up to chance'. Mathieu on the other hand studied International Trade, graduating in 2015, and has since then been working on the estate's marketing and communications strategies.

They both agree that they don't want to increase the land the estate uses, but rather focus on 'working harder and harder to improve the quality of our wines, to gain the recognition we deserve'². Their hard work proving themselves amongst the previous generation has paid off: in 2022 the

² Mathieu Savary

Estate's name was changed to 'Famille Savary', with the agreement of their parents, a sign of approval of the younger generation's hard work.

With the 2023 harvest in full swing, all of the winemakers, both the previous generation and the next, will be hard at work ensuring the grapes are all collected and to the quality they should be. What is clear is that the future of Chablis is in excellent hands.

- Ends -

PURE CHABLIS

Notes to Editors:

Contact:

For more information or imagery please contact Lucy Purkis Charters at Sopexa: lpurkis-charters@sopexa.com

Or Françoise Roure, Marketing Communication Manager, BIVB Chablis (+33 3 86 42 42 22/
francoise.roure@bivb.com)

About the Chablis Commission:

The Chablis Commission of the Bourgogne Wine Board manages the worldwide promotion of the wines of Chablis. Located only two hours from Paris, Chablis is the most northern of the five wine-producing regions in Bourgogne, Chardonnay's birthplace. Chablis' vineyards are composed of 14,390 acres spread-out in 417 maisons and domaines. Divided into four appellations (Petit Chablis, Chablis, Chablis Premier Cru and Chablis Grand Cru) these 100% Chardonnay based called for an invite to purity and minerality. With between 35 and 40 million bottles produced each year, Chablis wines represent a third of white Bourgogne offerings and export annually over 67%.

www.chablis-wines.com / Twitter: @PureChablis #PureChablis / Instagram @VinsdeChablis

www.chablis-wines.com

Françoise Roure - BIVB
Marketing Communication Manager
T: +33 3 86 42 42 22
E: francoise.roure@bivb.com

Twitter : @purechablis - #purechablis
Instagram : @VinsdeChablis


VINS DE
BOURGOGNE