



## **Maison Louis Latour**

Masterclass  
Twelve innovative Wines

*« 100 years of innovation and leadership at  
Maison Louis Latour »*





# Maison Louis Latour

In a few words



Tradition

Innovation

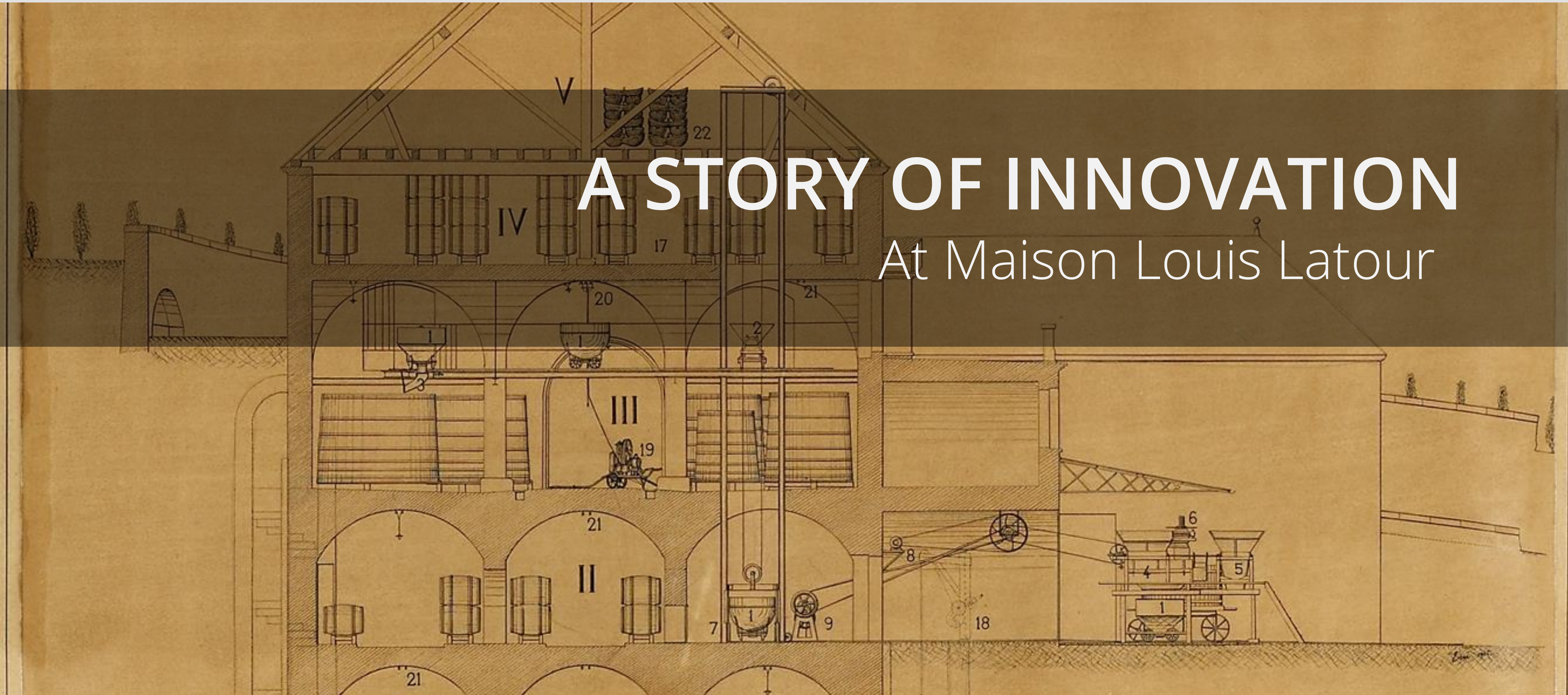
Perfection





# A STORY OF INNOVATION

At Maison Louis Latour





## Pioneer since 1797

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- From the very beginning a **pioneering spirit** has always been at the heart of **Maison Louis Latour's strategy**.
- Innovation along side family tradition and the quality of our wines is part of the equation that means **Maison Louis Latour can stand the test of time**.
- Latour has made a major contribution to the progress of the vine and wine in Burgundy through their work and investment. The most important contribution started during the phylloxera crisis when in 1890 **Louis Latour found a way to grow vines under American rootstock, resistant to this devastating aphid pest**.
- During the same period he bought the "Cuverie" of Corton-Grancey and restored the building and created **the most modern winery of his time**, whose revolutionary design was presented at the World Exhibition in Paris in 1900.







## Pioneer since 1797

- Installation of the **first pneumatic press** in 1955
- **Pioneered varietal wines** in France with the investment in the Ardèche in 1979
- **Sustainable farming** since 1995, credited ISO14001
- **Leadership role for greater Burgundy** with the acquisition of Maison Simonnet-Febvre in Chablis, in 2003 and Henry Fessy in Beaujolais in 2008
- Current initiatives such as "**Paysages de Corton**" or the fine **Pinot Noir nursery** are directly aligned with the culture of innovation that has always accompanied the development of Maison Louis Latour
- Louis Latour has traditionally taken a leadership role in **local and national institutions** (FEVS, BIVB)



Maison Louis Latour

Masterclass Twelve Innovative Wines



# TWELVE INNOVATIVE WINES

100 years of innovation





# Maison Louis Latour

## Masterclass Twelve Innovative Wines



1900

1926

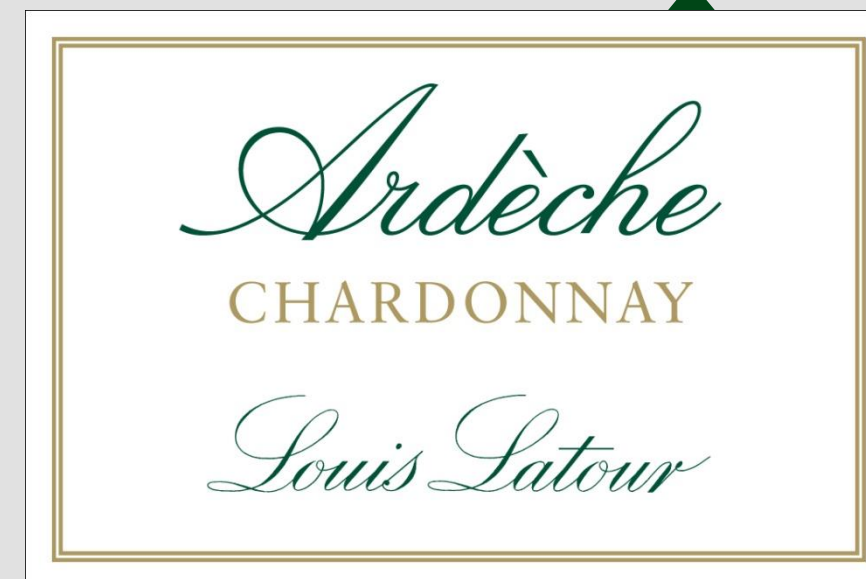
AOC  
1937

1956

1979

1980

1989





# Maison Louis Latour

Masterclass 12 wines / 100 years



1993

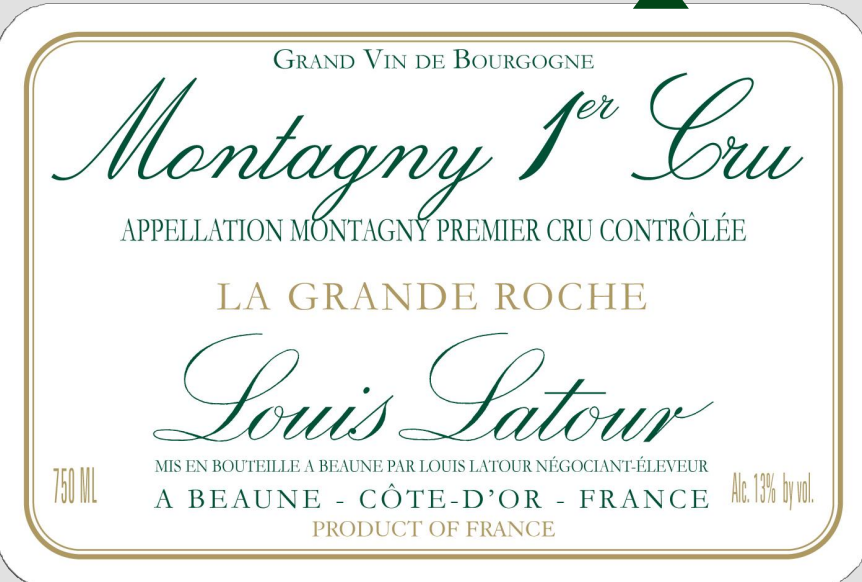
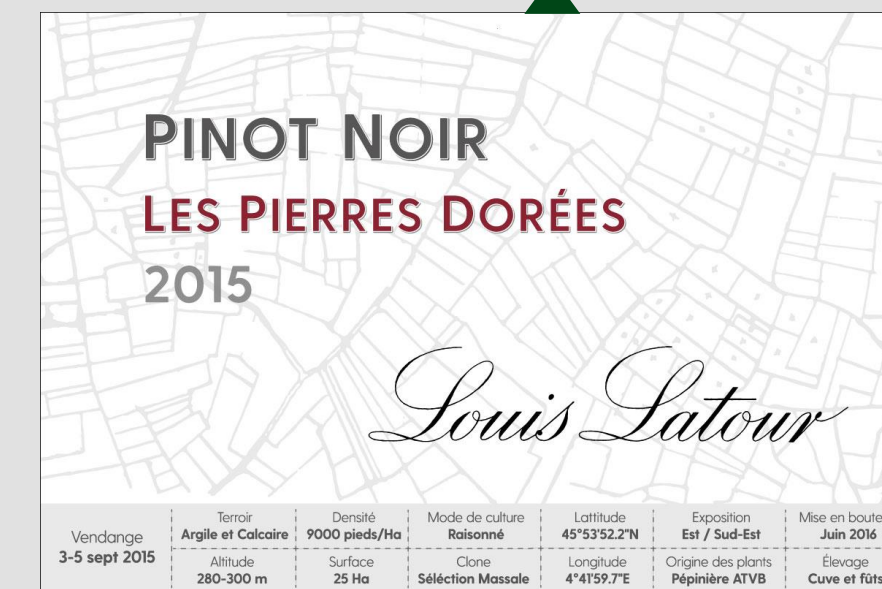
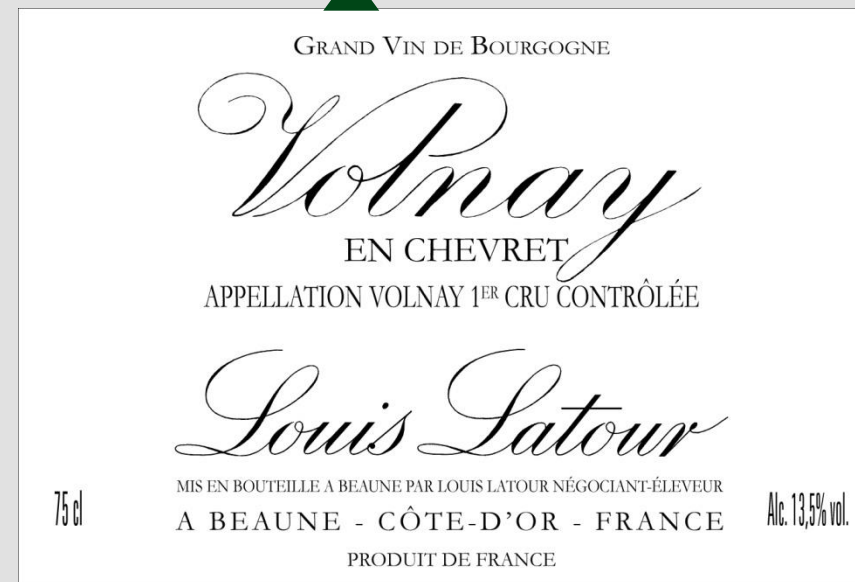
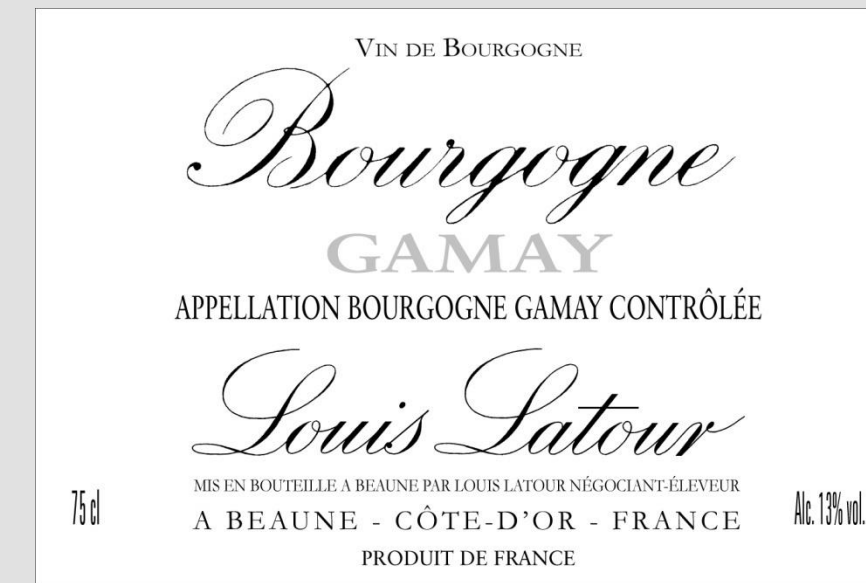
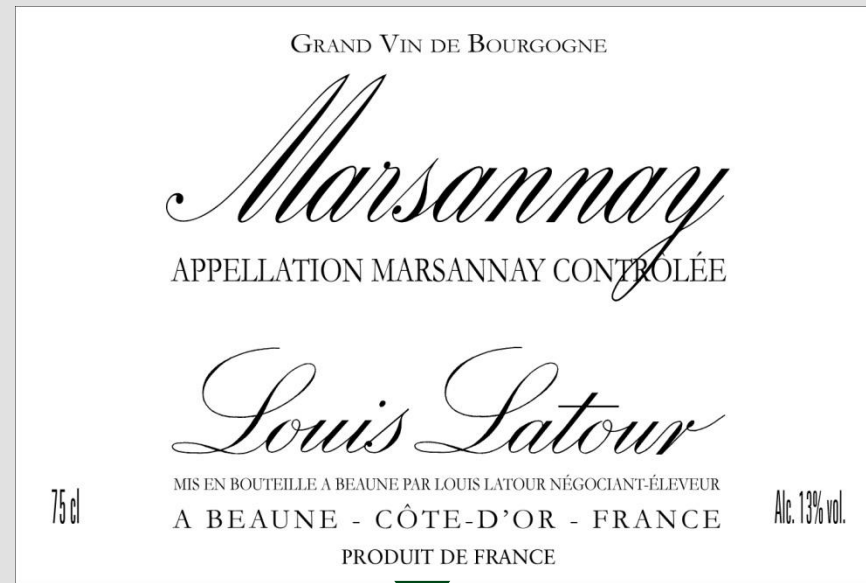
1996

2000

2011

2015

2016





# Maison Louis Latour's Vineyard Sites

Chablis

Côte d'Or

(Côte de Nuits & Côte de Beaune)

Côte Chalonnaise

Mâconnais

Beaujolais

Ardèche

Var





# HOW WE EVOLVE TO SURVIVE

Tasting





*“Innovation and investment are important but always in the respect of history and traditions, this respect is our way to remain ourselves and keep true with our predecessors.”*

*“We have always been traditional while innovating at the same time, we usually adopt new techniques very early when it represents a progress to quality. No revolution but evolution, with two aims in mind: precision and consistency.”*

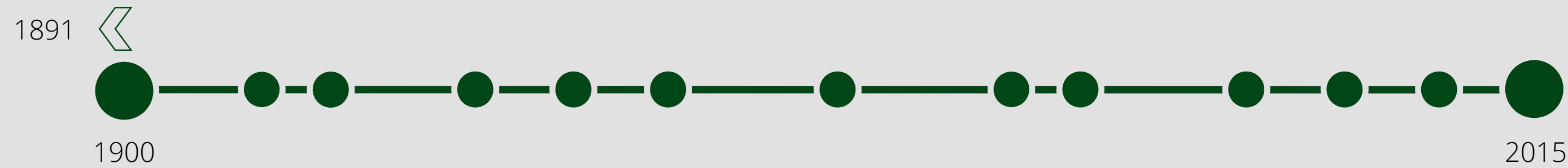
***“We might be the keepers of our Burgundy legacy, but we are also dynamic entrepreneurs, a family name is just not enough... We want to convince everyone and we don’t want to be prisoners of the past; we put a lot of efforts in proving that we are a company of-our-time.”***

*Louis-Fabrice Latour*



# Château Corton Grancey

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**Reason :** "Grancey" was the name of the last owners of the château, situated on the Corton road, before the Latour family bought it in 1891. Following our family's purchase of the domaine we continued to produce the domaine's flagship wine. Château Corton Grancey is a wine exclusively produced by Maison Louis Latour. It is the sum of four climats of Corton Grand Cru from Domaine Latour: Les Bressandes, Les Perrières, Les Grèves and Clos du Roi, the proportions vary depending on the vintage.

**Domaine :** We own 17 hectares of Corton which allow us to vinify separately each terroir and then to blend the best barrels.

**Brand Development:** This is a unique wine and our flagship. We put a lot of effort in developing the "Corton Grancey" as the signature wine of Maison Louis Latour.

→ **Origin of the project :** 1891

**Style :** Aged in oak, 30 to 50% new. Our Corton Grancey is the sum of the Cortons, it shows notes of black cherry, coffee and cloves, it's ample with aromas of blackcurrant and always a beautiful persistence and mellow tannins on the finish



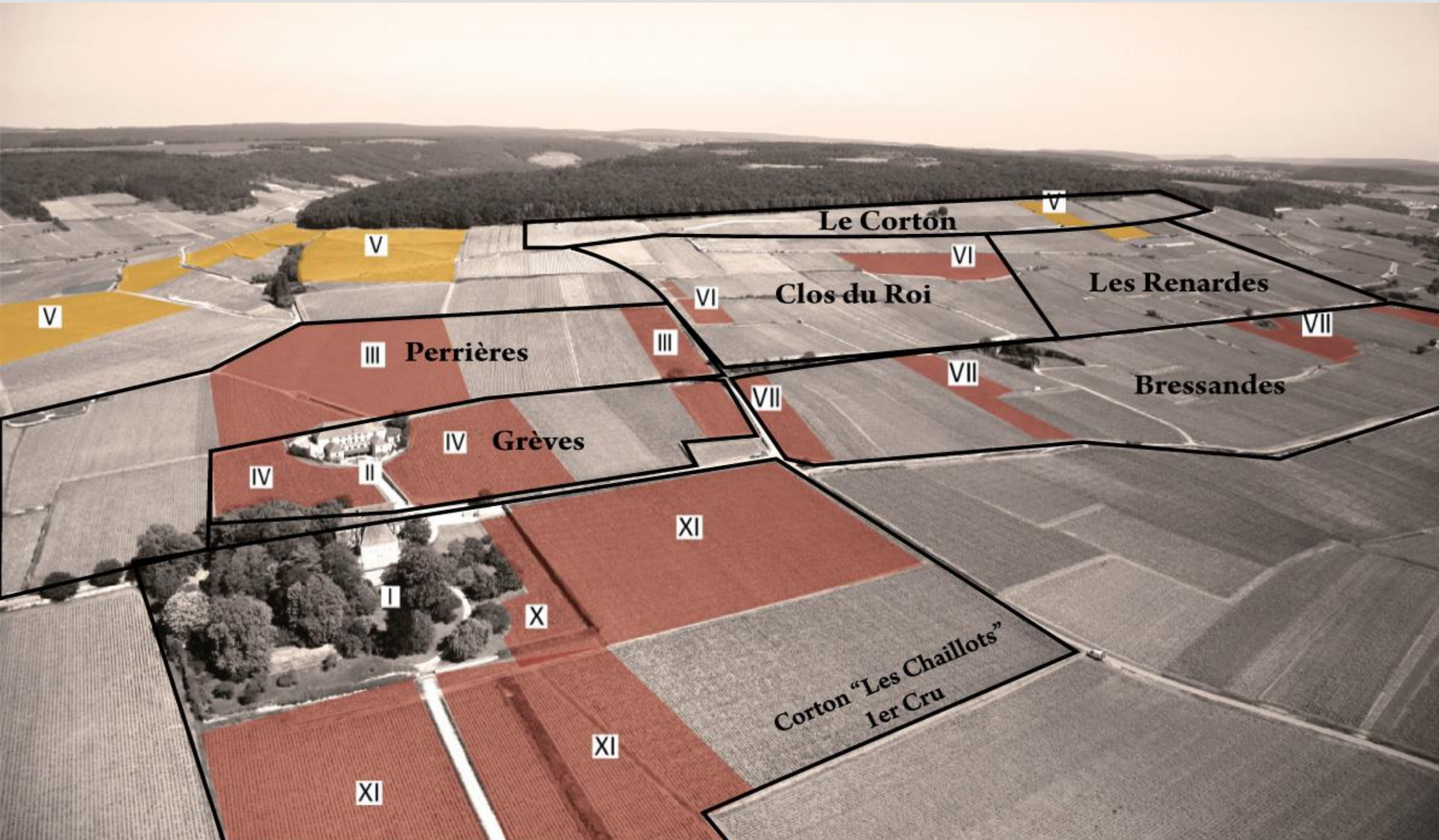
**Climate :** South-East facing. Typical Burgundy climate, continental influence. Seasons are well defined: sunny summers and cold winters.

**Terroir :** The soil is made of clay and limestone, the clay contains a good proportion of iron that gives it a reddish color.

**Harvest :** Hand harvested. The choice of the date of picking is crucial for the balance of the wine.

→ **Farming :** Sustainable+++ ISO 1400.





## Hill of Corton

View from East



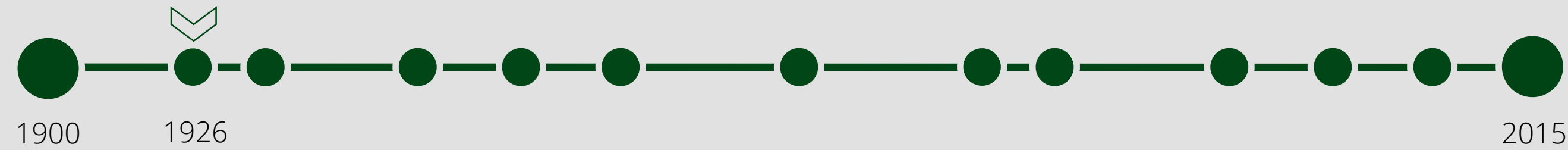
Maison Louis Latour

- I** Château de Corton-Grancey
- II** Cuvierie de Corton-Grancey
- III** Corton Perrières (5 ha)
- IV** Corton Grèves (1,2 ha)
- V** Corton Charlemagne (10,49 ha)
- VI** Corton Clos du Roi (1,75 ha)
- VII** Corton Bressandes (3,03 ha)
- VIII** Clos de la Vigne au Saint (2,5 ha)
- IX** Corton Les Chaumes (1,14 ha)



# Pouilly-Fuissé

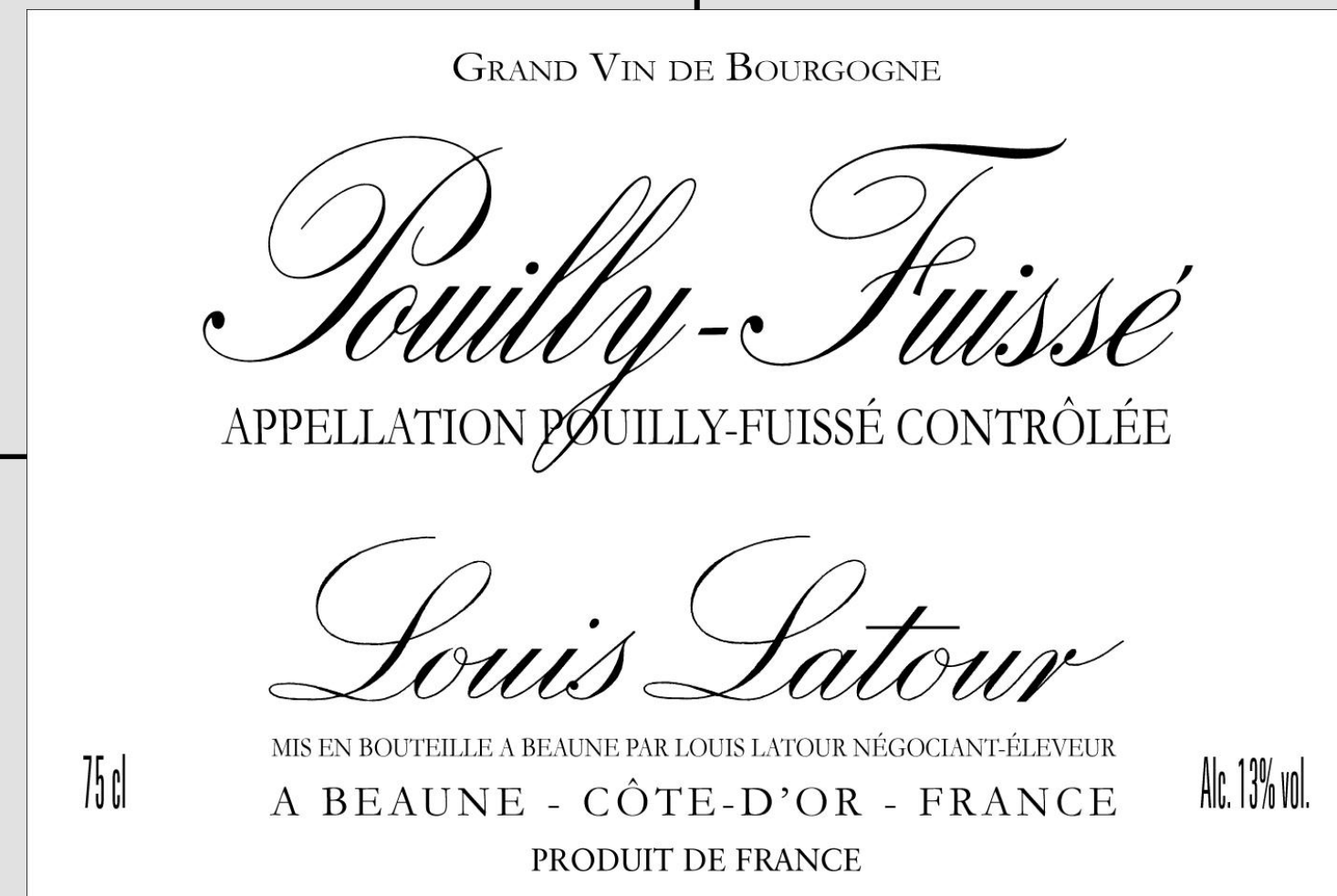
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**Reason :** The strong demand for quality white wine from USA with a lower price point than Meursault, Puligny , Chassagne led us to the development of this appellation. The “negociant” selection is of utmost importance since numerous individual lots of wine have to be carefully selected and unified to offer a consistent quality.

**Contract :** Purchase of wines and grapes. Wines are nurtured and bottled by Maison Louis Latour.

**Brand Development:** We have been the pioneer in exporting this wine to the US (Pear’s, Boston) as soon as Prohibition ended in 1933. This wine has become the top selling white Burgundy in USA. Today, Louis Latour’s Pouilly-Fuissé is still regularly in the “Wine&Spirit Annual Restaurant Poll” as “Best French Wine” and “Most Popular Chardonnay”.



**Origin of the project :** 1926

**Style :** Unoaked. Characteristic zesty flavours, with a lot of freshness and green-tinged golden color.

**Climate :** Warmer than than average in Northern Burgundy.

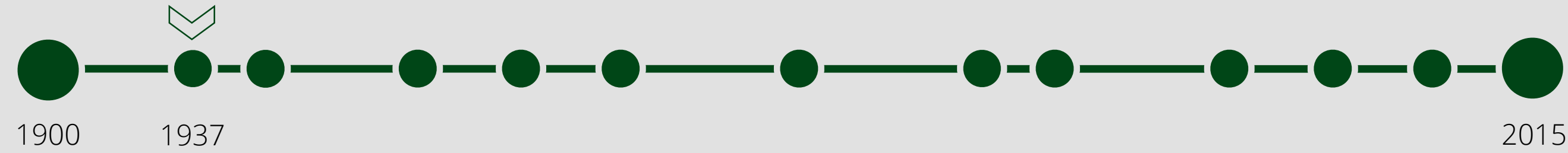
**Terroir :** Rugged limestone soils in combination with heavy clay. The appellation extends over 15 neighbouring communes around the famous bluff at Solutré. The landscape undulates, while outcrops and gullies break up the terrain exposing the underlying limestone layer. The vineyards are planted on sites where limestones occurs in combination with heavy clays.

**Harvest :** Hand harvested. Quite early harvest as the average temperature are higher than in Côte d’Or. Yields less than 48hl/ha.



# Corton-Charlemagne

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**Reason :** Louis Latour, third of his line (1874-1941), after acquiring the winery and domaine Corton Grancey, and whilst Phylloxera devastated the vineyard, decided to replant the damaged vines using an American rootstock that resist the disease. Louis Latour then decided to replant Chardonnay, after removing the Aligoté and Gamay vines that made up the majority of the hillside behind the winery. This created the first Corton-Charlemagne wines.

**Domaine :** We own 11 hectares of Corton-Charlemagne out of the 60 hectares of this appellation.

**Brand Development:** Since its origin, we have been the biggest owner, seller and promoter of this appellation.



**Origin of the project :** Planted by Louis Latour from 189.

**Style :** 100% aged in new oak. Powerful aromas of peaches and toasted almonds perfectly combine with flavours of brioche and flint. The style of our Corton-Charlemagne is always between power and balance.

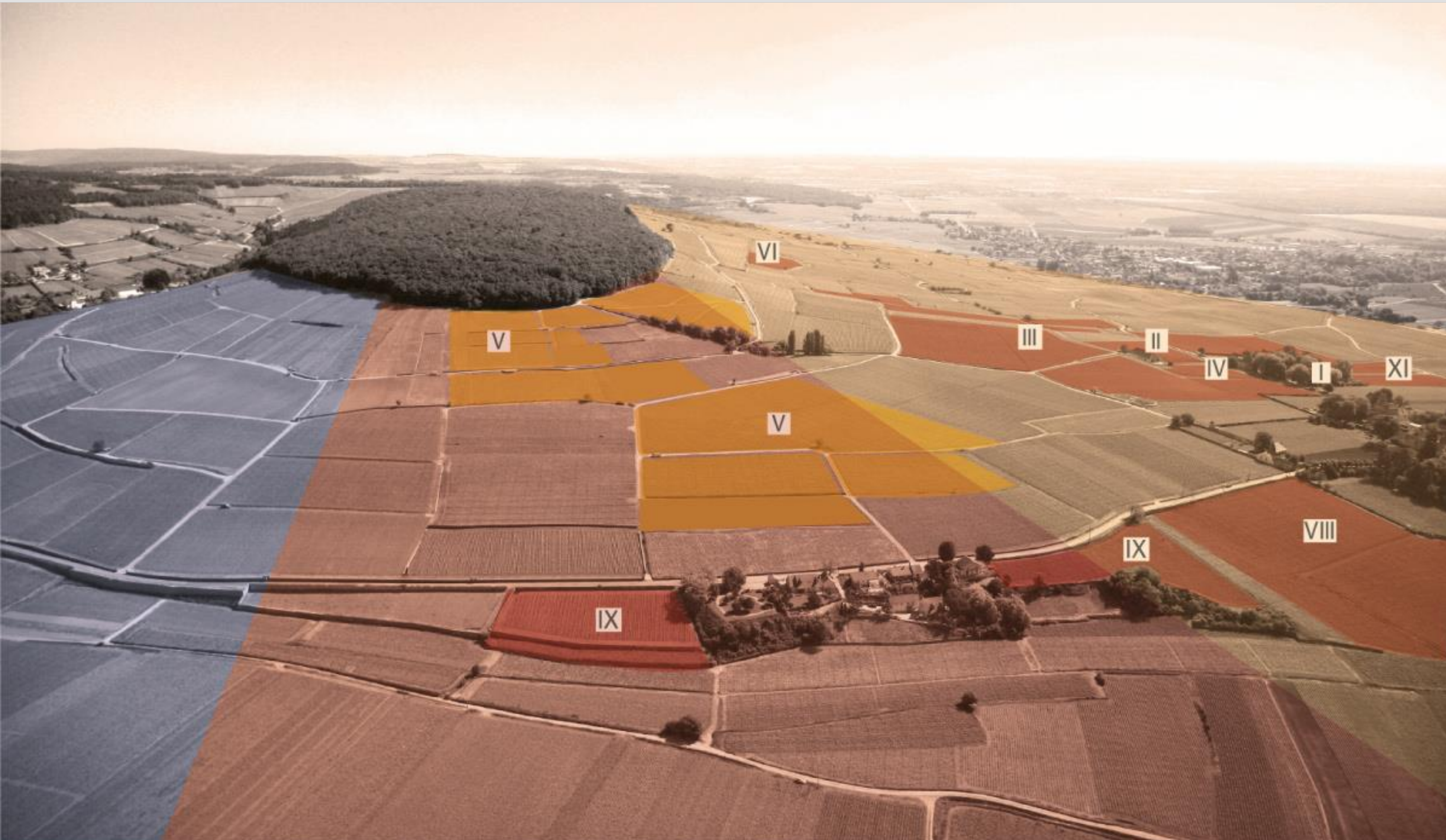
**Climate :** South facing on the steep slopes of the Corton hill, exceptional exposure that allows perfect ripening of the grapes.

**Terroir :** The soil is made of clay and limestone silt, with a calcareous marls and fine limestone bedrock.

**Harvest :** Hand harvested. The choice of the date of picking is crucial for the balance of the wine.

**Farming :** Sustainable+++ ISO 14001.





## Hill of Corton

View from South



-  Cold zone
-  Hot zone
-  Intermediate zone

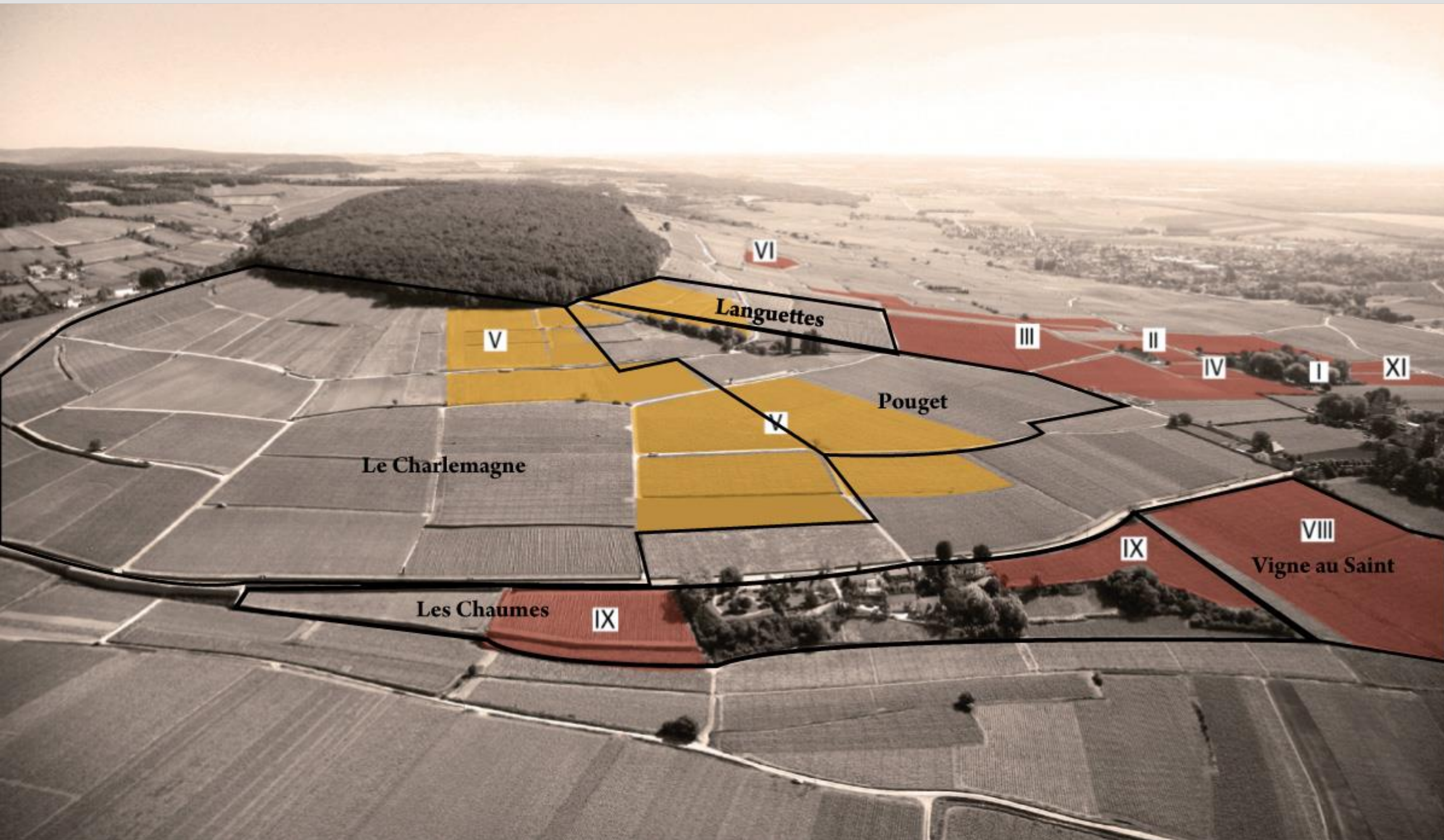


Maison Louis Latour

-  Corton-Charlemagne
-  Corton







## Hill of Corton

View from South



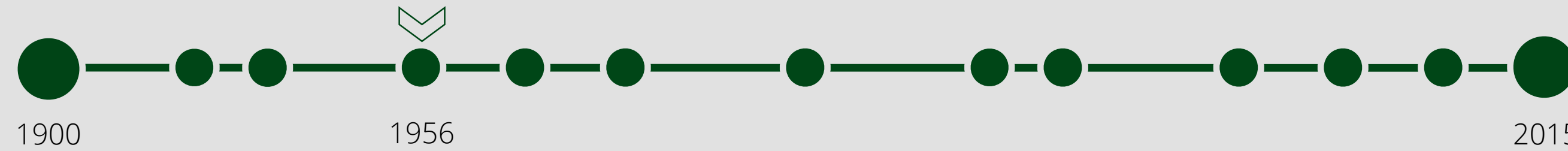
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# Mâcon-Lugny Les Genièvres

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**Reason :** Increased demand for quality chardonnay meant Louis Latour looked to find a large single vineyard in one of the finest communes of the Mâconnais area (Lugny, Burgy, Viré).

**Terroir :** Brown calcareous soils, with silica in some places

**Contract :** Purchases of wines and grapes. Wines are nurtured and bottled by Maison Louis Latour.

**Brand Development:** The proprietary “Les Genièvres” brand has acted as a benchmark for more than 30 years. This wine is still a best seller today and a perfect wine for those who look for consistency in white burgundy at an affordable price. **A reference in Ireland with “cult wine” status.**

Origin of the project : 1956

**Style :** Unoaked. “Les Genièvres represents the epitome of classical white Burgundy reflecting the fusion between the noble Chardonnay grape and the calciferous terrain of the area.

**Climate :** Warmer than average in Burgundy

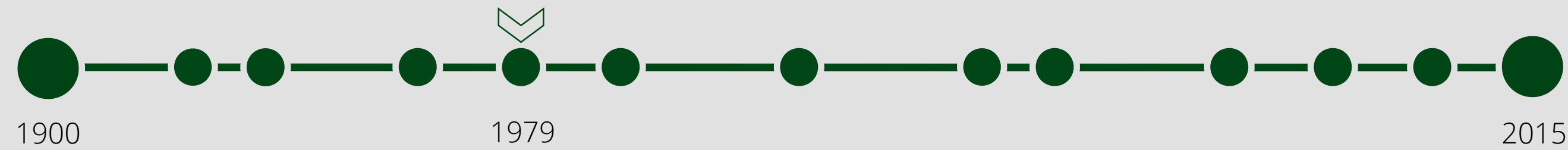
**Harvest :** The mechanical harvest naturally remove the stems, which contributes to the balance of the wine and enhance its creamy bouquet. Quite early harvest as the average temperature are higher than in Côte d’Or. Yield below 50hl/ha





# Ardèche Chardonnay

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**Reason :** Stable source for high quality Chardonnays, 250-400m altitude assures it's not too hot to obtain a Burgundian style

**Terroir :** Very poor on a mix of stony clay, coming from eroded marls and limestone from the Jurassic era and similar to Burgundy.

**Contract :** Long term partnerships with local vinegrowers, we manage our relationships through everyday checks and extremely strict specifications

**Investment :** High tech winery built in 1986 in Alba-la-Romaine, special harvest machines designed.

**Origin of the project :** 1979 (first vintage 1982)  
It was the first varietal named chardonnay from southern France ever produced.

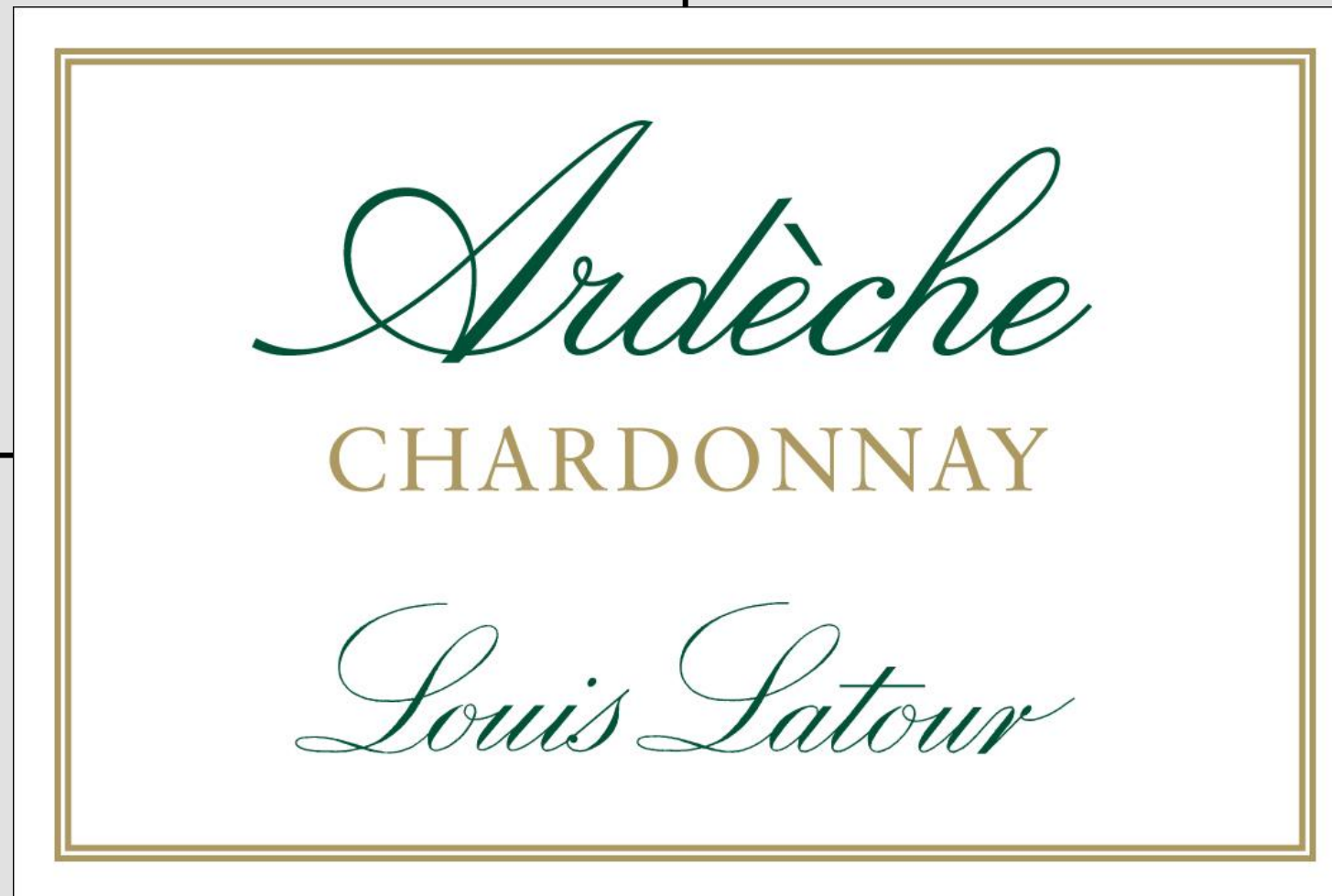
**Style :** Unoaked « South Burgundy » Chardonnay style.

**Climate :** Meridional; warmer and more consistent than Burgundy

**Harvest :** specific machine, early harvest to keep the balance, yield always between 40 and 45hl/ha

**Farming :** sustainable++ we have a national partnership with the French Institute of Vine and Wine as a model of reduction of the inputs thanks to a complex weather monitoring

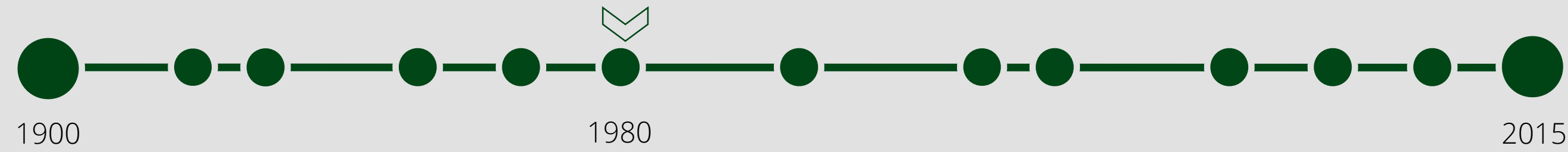
**Quote:** "A wine perfectly made, just like the Grand Ardèche, full bodied and elegant with great length. This remarkable bottle surpasses its classification of vin de cépage". *Revue du Vin de France*





# Meursault Château de Blagny

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**Reason :** The loss of a contract in Meursault Genevrières kick started the research which lead to the exclusive contract in Meursault Blagny. Louis Latour, decided then to find an alternative Premier Cru terroir to develop instead of looking for another contract in the Genevrières. This quest took Maison Latour to the top (southern end) of the appellation, where sits a large estate close to the border of the Puligny appellation.

**Contract :** Purchase of musts, exclusive contract on the 5 hectares, we decide the date of the harvest (it last 5 days).

**Brand Development:** The exclusivity on the buying of the grapes gives us the monopoly on the Premier Cru "Château de Blagny". We have developed the recognition of this wine around the word for more than 30 years and today this is our best-selling Meursault.

→ **Origin of the project :** 1980

→ **Style :** Aged in oak, 20% new. Firm and delicate character, complex notes of toasted almond, fresh butter, vanilla and yellow peach

→ **Climate :** Higher in altitude than the « average » Meursault Premier Cru, the plot is a little bit cooler because more exposed to the wind. The bowl shaped vineyard with South- East exposure ensures a good maturity.

→ **Terroir :** The hamlet of Blagny grew vines since the Gallic time. Lying at 360 meters, the soil of the 4 plots that constitute the 5 hectares of Premiers Crus are made of clay-limestone deep soils of the quaternary (Middle Oxfordian: white marl and calcareous marl ,160 million years old)

→ **Harvest :** Hand harvested. The date of start and the order between the different plots are decided in function of the maturity of the grapes.

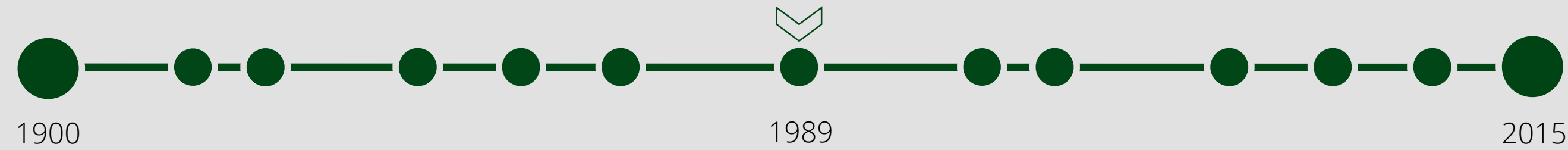
→ **Farming :** Sustainable.





# Domaine de Valmoissine

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**Reason :** Building on our success with Ardèche Chardonnay, we decided to produce an equivalent in Pinot Noir. We found the perfect terroir in Aups, Haut-Var: "Domaine de Valmoissine". This wine was both a reflection of Burgundian tradition and a novelty in this area.

**Contract :** Domaine vineyard and long term contracts. Today we grow and harvest more than 100 hectares of Pinot Noir, completed by selected vine growers under long term contracts mirroring our work in the Ardèche.

**Brand Development:** Pinot Noir has become a variety that wine consumers from around the world want to understand and the "Domaine de Valmoissine" with its fruit driven style is a great introduction.

**Investment :** Winery and shop at la Verdières, harvest machines designed specifically. Technical centre built in 2012.

→ **Origin of the project :** 1989

← **Style :** Unoaked. Yields are low to ensure maturity and concentration of the grapes, that give consistently high quality wines. This results in a elegant wine with remarkable finesse and typical Pinot Noir aromas.

← **Climate :** Mediterranean climate with warm sunny days but cool nights thanks to the altitude, so we ensure that the vines do not suffer from high summer temperatures. The seasons are well defined: sunny summers and cold winters. The southern exposure and the altitude also limits the risk of spring frosts.

← **Terroir :** 500 metres above sea level, the soil is a combination of ferruginous clay and limestone rocks. The range of exposure is between East to South / South-East.

← **Harvest :** Specific machine that come by road after the harvest in Ardèche, yield always below 45hl/ha.

→ **Farming :** Sustainable

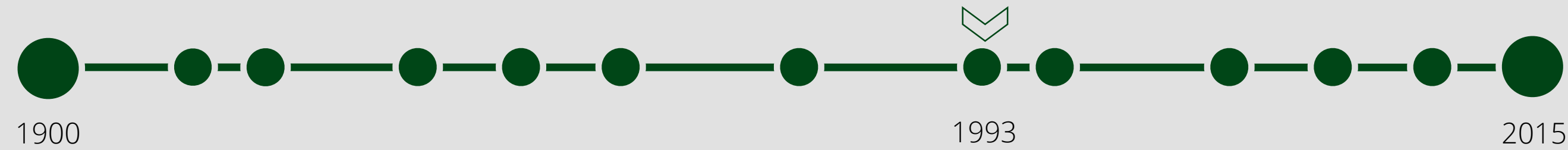
← **Quote:** *This stunning wine is easily the greatest vin de pays Pinot Noir ever produced. That it is the most exciting vin de pays I have ever tasted.*  
Tom Stevenson, The New Sotheby's Wine Encyclopedia.





# Montagny La Grande Roche

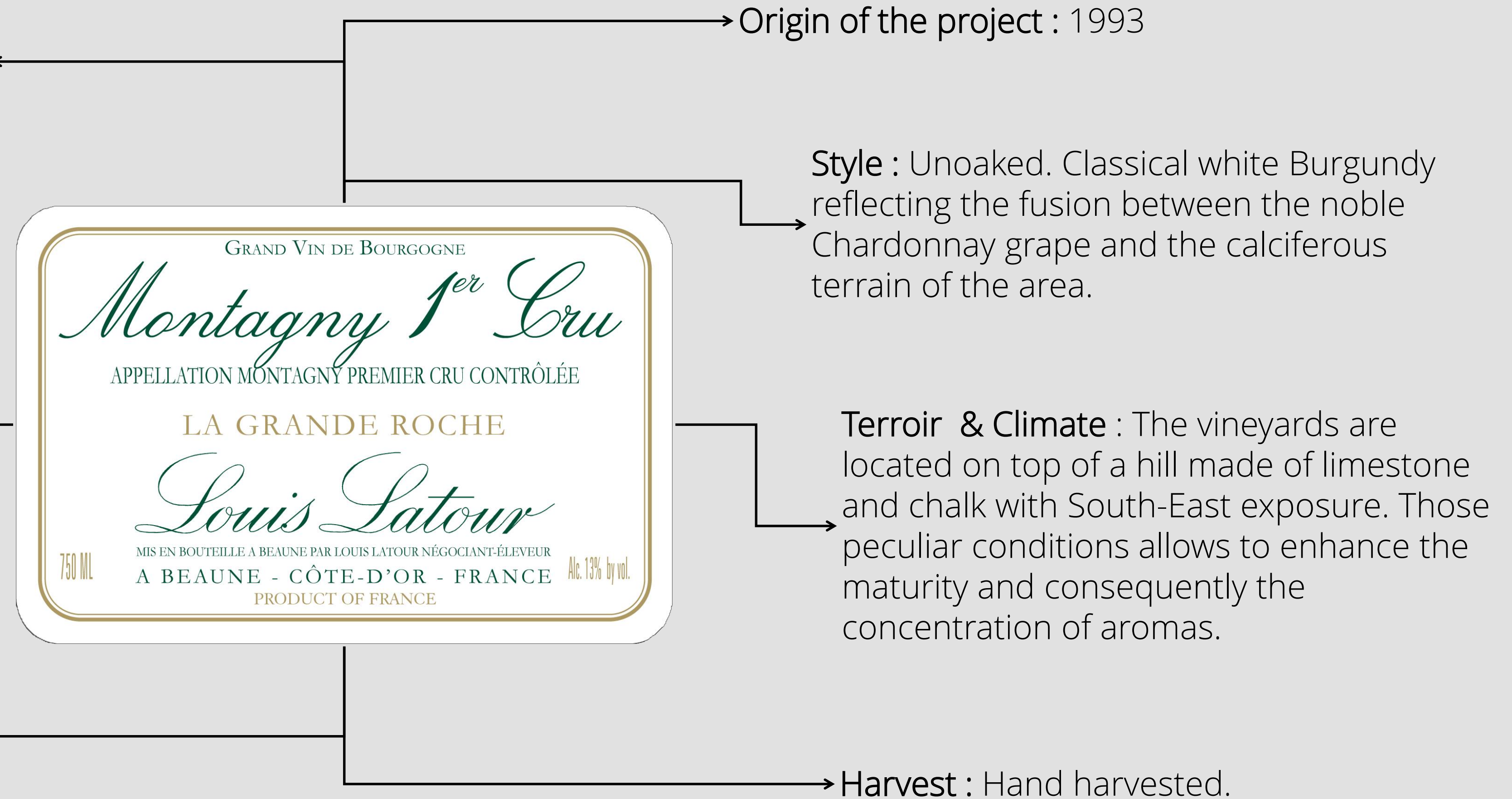
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**Reason :** At the end of the 90's the need for a Chardonnay with a great quality and yet affordable led us to source alternative appellation to the Côte de Beaune and Macônnais. In the Côte Chalonnaise, we were able to find this outstanding location to source our needs.

**Contract :** Purchase of musts and wines. Wines are nurtured and bottled by Maison Louis Latour.

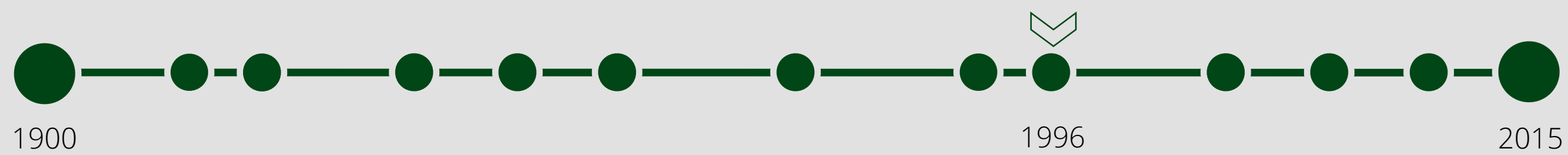
**Brand Development:** We made a deal to have an exclusivity on the use of the La Grande Roche "lieu-dit". Since then, we are using it as a single vineyard name, as all the vineyard from where we source the grapes are around a place have been named after a "Grande Roche", a prominent big rock in Montagny, 30km to the South of Beaune.





# Marsannay

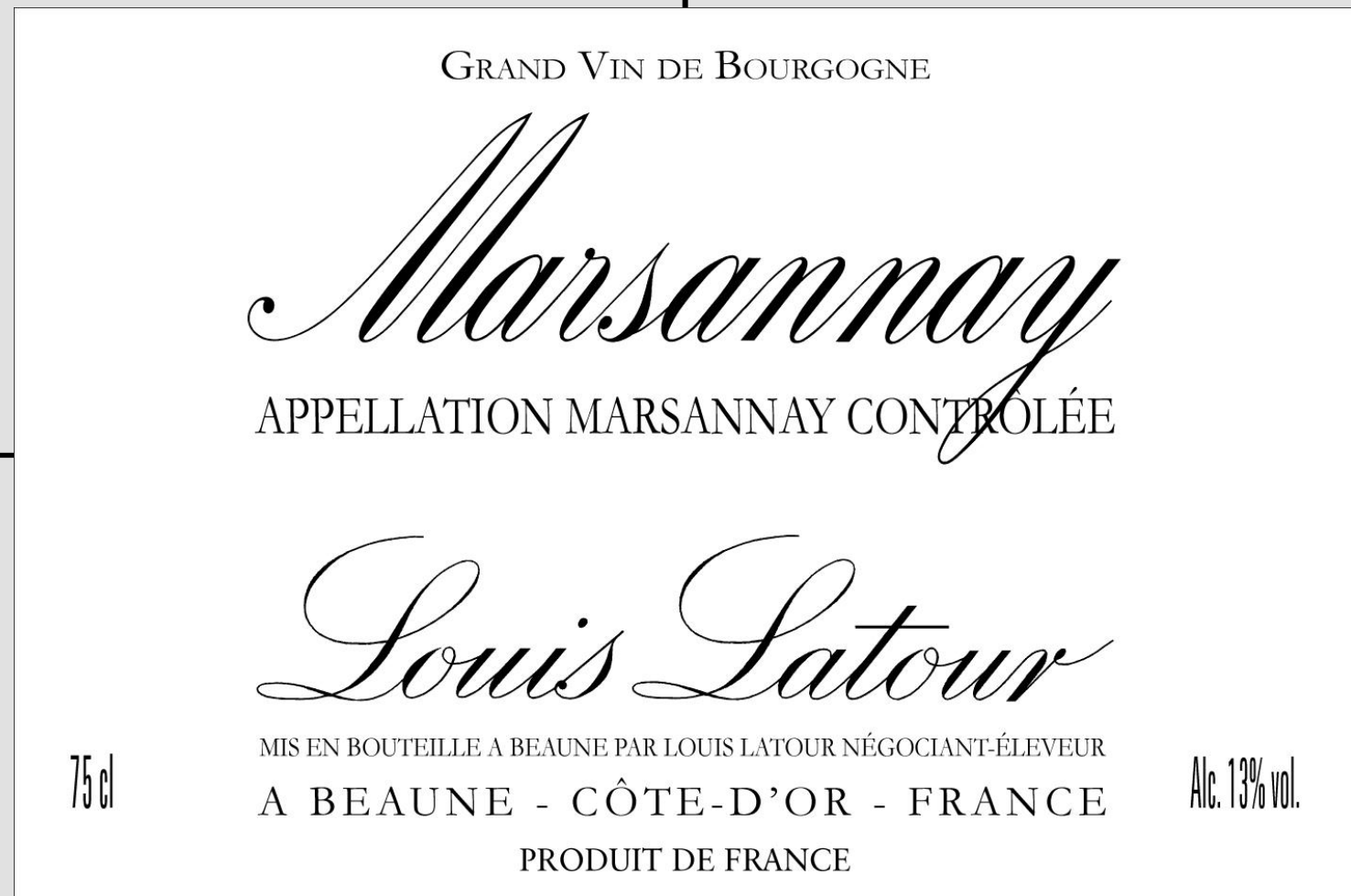
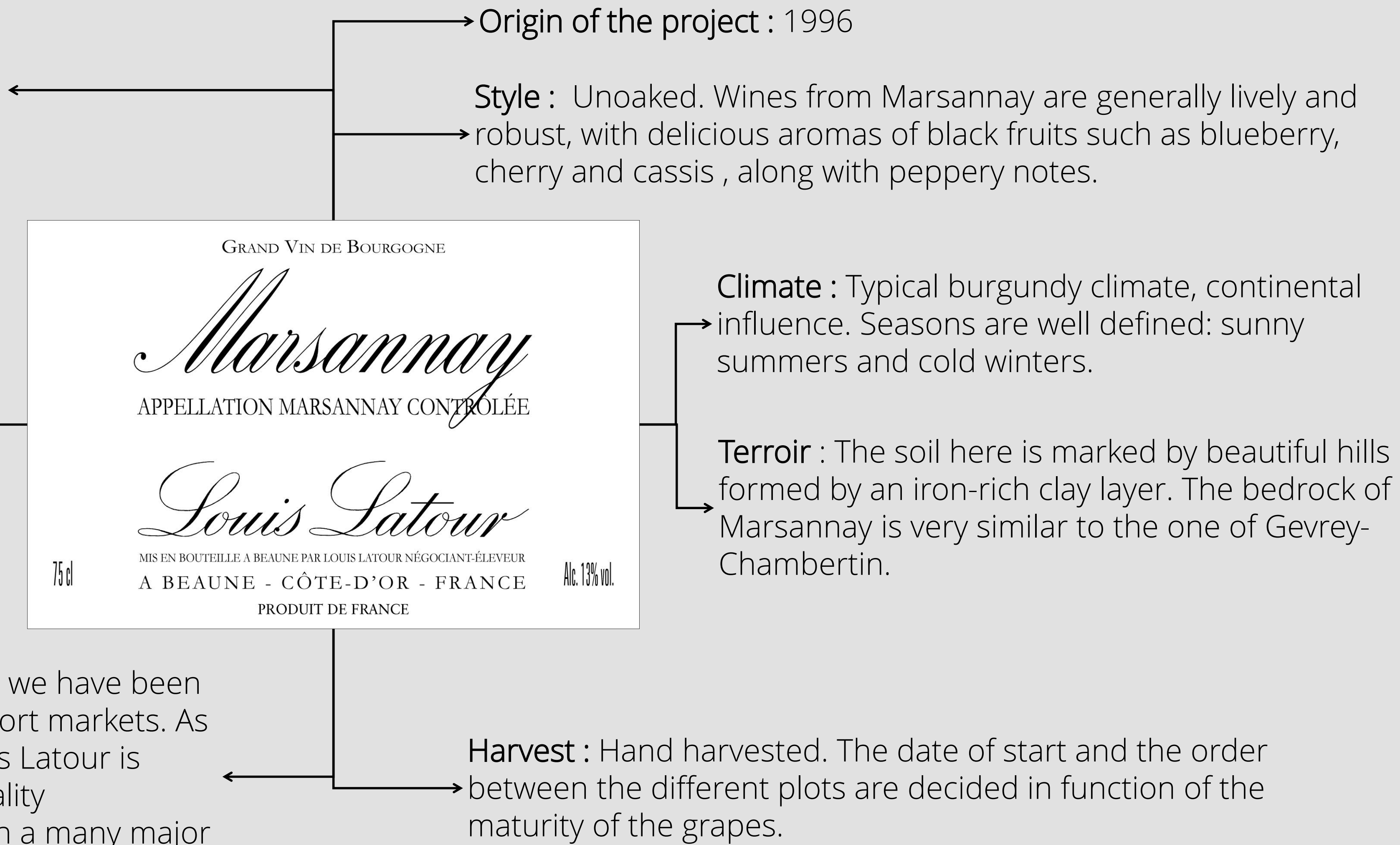
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**Reason :** In the middle of the 1990s there was a need for a Pinot Noir that offered the quality of the Côte d'Or without the associated high prices. We identified the village of Marsannay as a potential supplier of good wines in large quantities. Back in those days the wines were often considered acidic and poor and mostly sold under Côtes de Nuits or Bourgogne labels. We worked in close cooperation with qualified vine growers in the area to supply grapes to craft wines with exceptional quality for the price ratio.

**Contract :** Purchase of musts, exclusive five hectare contract. We decide the harvest date, the harvest lasts for a week during which we receive all the juice. Sustainable farming.

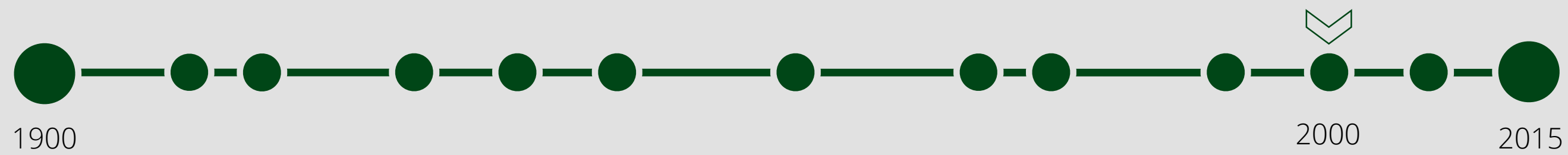
**Brand Development:** Since we started in 1996, we have been the major supporter of the appellation for export markets. As a consequence the Marsannay of Maison Louis Latour is known as the “baby Gevrey-Chambertin”, a quality introduction to the village range of Burgundy in a many major markets around the world.





# Volnay 1<sup>er</sup> Cru « En Chevret »

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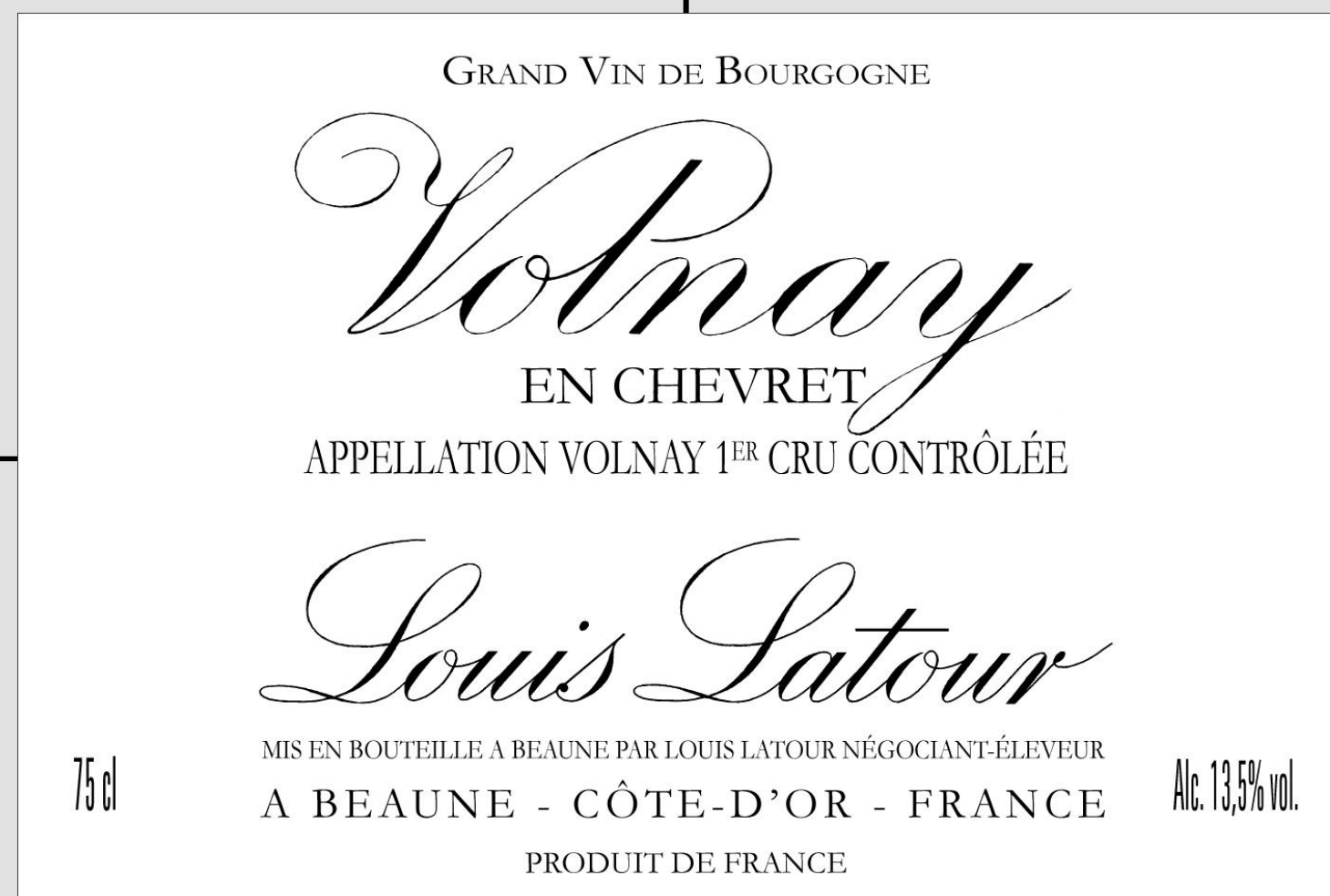


**Reason :** At the beginning of the 2000's, Maison Louis Latour seized the opportunity to complete its range of Premier Cru in Volnay (we own a plot Premier Cru Mitans) with a superb plot of Premier Cru Volnay "En Chevret" under contract.

→ Origin of the project : 2000

**Style :** Aged in oak. Fine and elegant, juicy and lightly peppery, it reveals opulent and rich flavours of red fruits. A rich wine with an enjoyable lingering finish. Less feminine than what you can imagine from a Volnay Premier Cru.

**Contract :** Purchase of grapes. The vineyard belongs to a family with whom we have good relations.



**Climate :** East facing, typical Burgundy climate, continental influence. Seasons are well defined: sunny summers and cold winters.

**Terroir :** The "En Chevret" parcel of vines is located below the main road, just under the "Caillerets" parcel at the border of the village of Meursault. This specific terroir is made up of rich clay lying on a limestone layer supported by a bedrock made of big limestone stones.

**Brand Development:** This is on going as it is a relatively new wine for the Louis Latour range, but as there are no Grand Cru wines in Volnay we are keen to develop our offer of Volnay around this special Premier Cru.

→ Harvest : Hand harvested.

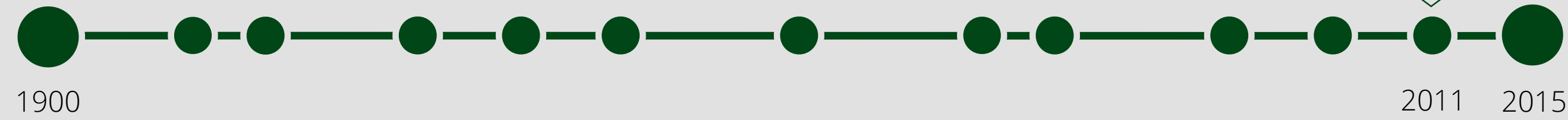
**Award:** Winner of the International Wine Challenge 2013 Red Burgundy Trophy





# Bourgogne Gamay

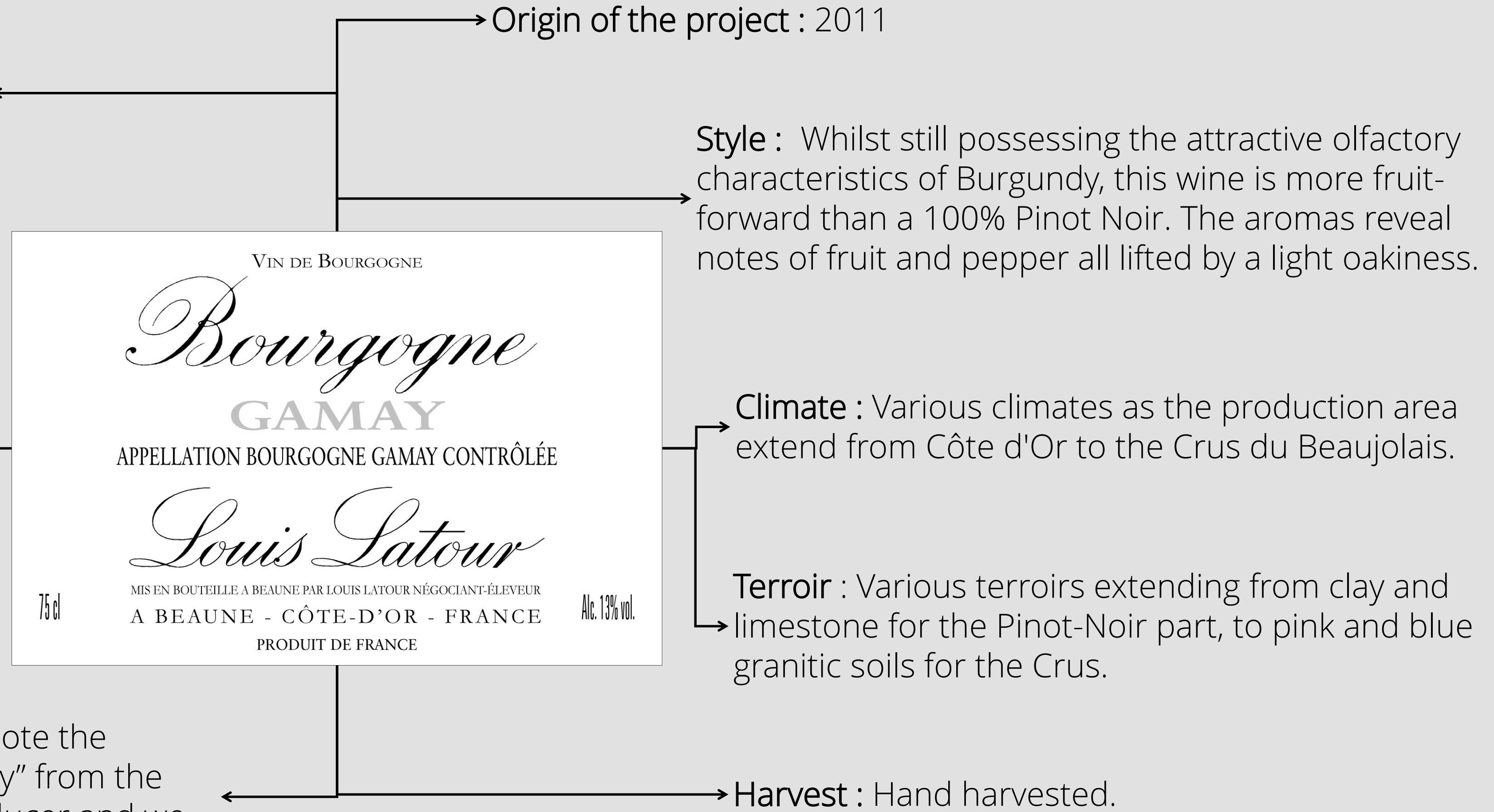
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**Reason :** Our approach was to produce a wine which focuses on fruit and freshness with consistent quality. The freedom of supply that this AOC offers means that we can adapt our blends by varying the proportions of Crus used and then completing the cuvée with a maximum of 15% Pinot Noir. In an increasingly competitive environment, and with Bourgogne Pinot Noir prices going up regularly, the AOC Bourgogne Gamay represents an interesting proposition by offering a good quality-to-price ratio and a consistency which is difficult to match.

**Contract :** Purchase of grapes. Wines are vinified and bottled by Maison Louis Latour.

**Brand Development:** We were the first to promote the appellation by launching our “Bourgogne Gamay” from the 2011 vintage. Today we are still the largest producer and we have developed this product in our key export markets.



Origin of the project : 2011

**Style :** Whilst still possessing the attractive olfactory characteristics of Burgundy, this wine is more fruit-forward than a 100% Pinot Noir. The aromas reveal notes of fruit and pepper all lifted by a light oakiness.

**Climate :** Various climates as the production area extend from Côte d'Or to the Crus du Beaujolais.

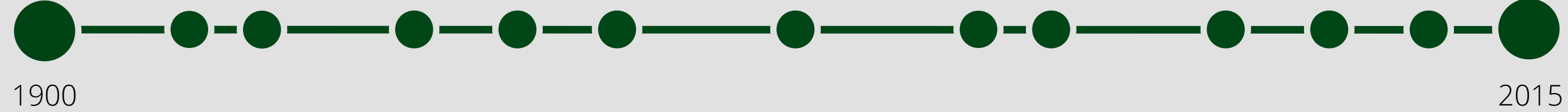
**Terroir :** Various terroirs extending from clay and limestone for the Pinot-Noir part, to pink and blue granitic soils for the Crus.

**Harvest :** Hand harvested.



# Pinot Noir « Les Pierres Dorées »

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**Reason :** we pursue our extension initiatives towards greater Burgundy by buying and planting 20 hectares in the vineyards of "les Pierres Dorées". in the south of Beaujolais. This is a visionary project because historically the terroirs of the South of Beaujolais were planted with Gamay.

**Farming :** Sustainable+++ ISO 1401  
Density : 6000 to 9000 Pieds/Ha  
Vine selection: Polyclonale

**Brand Development:** Our highlight for the years to come, les Pierres Dorées is our visionary and innovative project.

**Harvest :** Hand harvested. The choice of the date of picking is crucial for the balance of the wine.

Origin of the project : 2010

**Style :** The continental temperate climate of "Les Pierres Dorées" combined with the altitude at which our vines are planted, provides authenticity to the wines. It reveals a bright elegant fruit flavor to the Pinot Noir beyond comparison.

**Climate :** The continental temperate climate influenced by both the mountains and the Mediterranean sea, allows the Maison Louis Latour selected parcels to benefit from fresh temperatures and a good sun exposure as the vineyard is planted between 280 and 400 meters high. This climate is perfect for this elegant and delicate vine variety. High temperatures could cause over-ripeness of the grapes.

**Terroir :** Les Pierres Dorées provide wonderful clay-limestone soils. The parcels that Maison Louis Latour has selected form two blocks which are situated on the Morancé and Theizé villages. Soils are very stony in this area. In the village of Theizey, clay soils and golden stones are highly present: drystone cadoles (traditional shelters in the vineyards)

Vendange 3-5 sept 2015	Terroir Argile et Calcaire	Densité 9000 pieds/Ha	Mode de culture Raisonné	Latitude 45°53'52.2"N	Exposition Est / Sud-Est	Mise en bouteille Juin 2016
	Altitude 280-300 m	Surface 25 Ha	Clone Sélection Massale	Longitude 4°41'59.7"E	Origine des plants Pépinière ATVB	Élevage Cuve et fûts



***This historic Maison is one that best understands the world today,  
and its recent development shows a great strategic intelligence.***

*Michel Bettane*