

PINOT NOIR

LES PIERRES DORÉES

Louis Latour

MASTERCLASS



Introduction

VIDEO

WHY THIS PROJECT ?



A story of Innovation

100 YEARS OF INNOVATION AND LEADERSHIP AT MAISON LOUIS LATOUR

- 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.

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

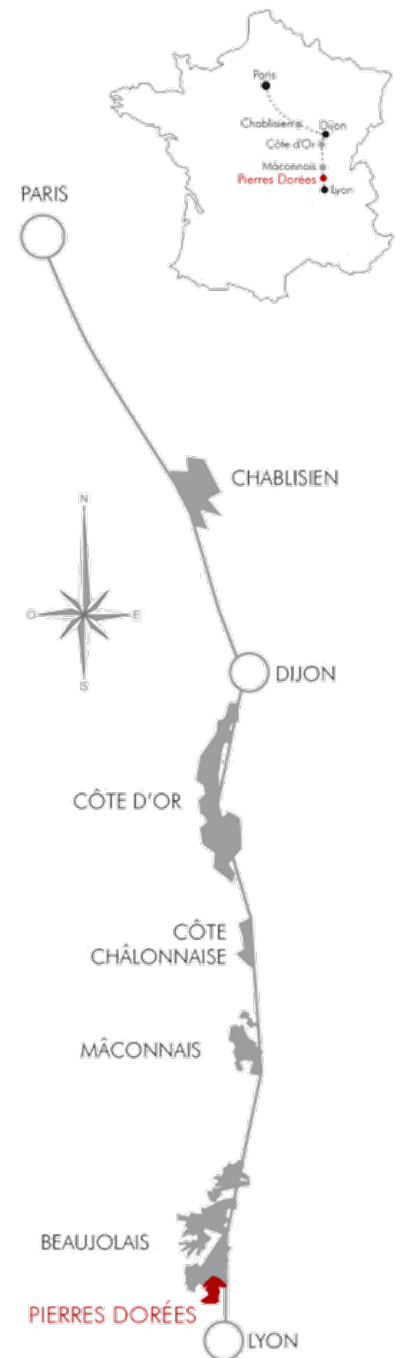
Michel Bettane

WHY AND WHEN DID IT START ?

The Origins

5 YEARS OF INTENSE REFLEXION

- 1) We traditionally taken a leadership role in **pioneering the plantation of Chardonnay and Pinot Noir in new territories**
- 2) After the purchase of Henry Fessy in 2008, our team get to **know better the terroirs of Beaujolais**
- 3) The **New Appellation Coteaux Bourguignon** made it possible
- 4) The South of Beaujolais were planted with Gamay but It became obvious to us that this area is **perfectly adapted to plant Pinot Noir** because of the classic, burgundy like, **clay and limestone** soils
- 5) We started to conscientiously explore the **Pierres Dorées** area, where the specific altitude and continental temperate climate allows to benefit from **fresh temperatures and a good sun exposure**



The Origins

GOLDEN STONES TO THE RUBY RED GRAPES

ORIGINS OF THE PROJECT

2010

Discovery &
Studies

2012

The first parcels
are bought

2012-2014

Uprooting and
replanting

2015

First harvest

2016

Launching of
“les Pierres Dorées”



The Origins

2010 : DISCOVERY & STUDIES



- 1) We engaged a massive replantion program Beaujolais in 2010 at domaine Henry Fessy
- 2) The Domaine Latour team was at the head of this reflexion on Beaujolais terroir and viticulture, that brings us to explore the territory and have many discussions with growers, brockers, and experts
- 3) We understood that the south of Beaujolais is a terroir closer to Burgundy than to the typical granite soil of the Beaujolais area
- 4) It is challenging for the growers in the area to create long term value with their vineyards.
- 5) We've seen some initiative with Chardonnay but the innovation was to be the first to plant Pinot Noir

Pierres Dorées Area

2010 : DISCOVERY & STUDIES



- 1) The Pierres Dorées region is located at the gates of Lyon and is also called “the Little Tuscany”. As Louis-Fabrice Latour often says, “one of the most beautiful regions in France”.
- 2) The architecture and the landscape reminisces Italy: **vineyards, hills, and 39 little villages sitting on their tops**, where houses and castles built from ochre stones, bear a **wonderful golden color**.
- 3) The parcels that Maison Louis Latour has selected form two blocks which are situated in the villages of Morancé and Theizé.



- 4) Most of the **Morancé** village is built with the famous golden stones and white stones from Lucenay. Founded at the beginning of the 13th century. The most important buildings here are **the Romanesque church, two Châteaux and the old leper hospital**.
- 5) **Theizé** is perched on the hillside of Mont Bansillon, the village has a wealth of stones of all ages: **flints** from neolithic, **paving stones** from the Romans, the Medieval population left the **gorgeous facades, chapels, sculpted crosses and drystone cadoles** (traditional shelters in the vineyards).

VIGNOBLE
DES PIERRES DORÉES
Paris ▶

MÂCON ○

- Les Pierres Dorées
- Cru du Beaujolais
- Beaujolais-Villages
- Beaujolais



Pierres Dorées Area

2010 : DISCOVERY & STUDIES

Theizé



VIGNOBLE
DES PIERRES DORÉES
Paris ▲

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Morancé



Pierres Dorées Area

2010 : DISCOVERY & STUDIES

Pierres Dorées “Terroir”

2010 : DISCOVERY & STUDIES



- 1) In this area the **crinoidal limestone** (marine fossils from the family of starfishes) are tinted by **iron oxide**
- 2) This **Iron oxide** gives its characteristic **yellow ochre colour** to the stone of the area : Les Pierres Dorées (Golden Stones)
- 3) Les Pierres Dorées provide wonderful **clay-limestone soils**.
- 4) The parcels that Maison Louis Latour has selected form two blocks which are situated in the villages of **Morancé and Theizé**.
- 5) The **impressive quantity of marine fossils** content in the soils led to the creation of a geologic museum near our parcels
- 6) One of our plots carries the name of “**Clos des Pierres Folles**” (crazy stones vineyard)

Pierres Dorées Climate

2010 : DISCOVERY & STUDIES



- 1) The climate here is a **continental temperate climate** influenced by both the mountains and the Mediterranean sea,
- 2) This climate allows our parcels to benefit from slightly warmer days than Côte d'Or with nice **cool temperatures at night**
- 3) We have a **good sun exposure** on our selected plots thanks to a **variety of expositions, from full East to full West !**
- 4) This climate is **perfect** for this **elegant and delicate** grape variety.
- 5) High temperatures could cause over-ripeness of the grapes, that's why the vineyard are planted at **between 280 and 400 meters high**

The Origins

2012 : FIRST PARCELS BOUGHT



- 1) In 2012, Maison Louis Latour started to **buy land in the Pierres Dorées Area**
- 2) We started to buy mostly **unplanted plots** or plots with old vines that needed to be replanted.
- 3) We were also very fortunate to **find an old parcel of Pinot Noir**, planted in 1970 on a ridge, this vineyards proudly overlooks the area from its perch position of **400 metres**.
- 4) We understood at this time that **other vine growers** in the area were interested by the project and wanted to work with us to develop a **Pinot Noir plantation**

Find & Buy

2012 : FIRST PARCELS BOUGHT



- 1) The year 2012 was an **intense period** of research for plots matching our **different criterias**
- 2) We wanted to find parcels with the type of **clay and limestone** soils that we needed and an **exposition compatible** with great quality Pinot Noir
- 3) We wanted plots with **slopes and at altitude** presenting a great **potential** to grow Pinot Noir with the slow but sure increase of the temperature
- 4) **Land was available** because of the difficulties of the local growers to value their work.
- 5) We also wanted to build **good sized blocks of vineyards** and **avoid the dispersion** of our vines over a too large area. This is practical reason for the future management of the vineyards

The Origins

2012-2014 : UPROOTING AND REPLANTING



- 1) Converting has been possible thanks to the new **Coteaux Bourguignons** appellation.
- 2) This **experimental regulation** allowed us to plant 15% Pinot Noir on the Domaine in Beaujolais, our **great domaine** of 80 hectares makes us able to **realize the project**.
- 3) The **quality of the plantations** determines the future success of the project
- 4) The **biggest plantation program** launched at Maison Louis Latour since Valmoissine in the 80's
- 5) Replanting is an **extremely expensive** and **long lasting** process

Appellation Coteaux Bourguignons

2012-2014 : UPROOTING AND REPLANTING



- 1) Following several years of reflection the **new Coteaux Bourguignons** appellation was **launched in November 2011**
- 2) This new appellation offers the **freedom to explore** and associate different Burgundian terroirs and grape varieties in Burgundy
- 3) **Single varietal** or blended , the grapes used in the elaboration of Coteaux Bourguignons can be **sourced from the entire “great Burgundy” vineyard.**
- 4) Thanks to our bicentennial experience in the heart of burgundy, Maison Louis Latour has the opportunity to **express through this wine,** his **traditional but innovative vision of Burgundy wines**

Pinot Noir Selection

VIDEO

2012-2014 : UPROOTING AND REPLANTING



- 1) We have decided to use a **variety of rootstocks** suited to soil characteristics: "**Riparia**" on the **deeper land** and "**3309**" and "**Gravesac**" on **dryer land**, associated with the classic burgundian "**161-49**" in intermediate terrain.
- 2) We have used our **Burgundy expertise** to make the **selection of the genetics of Pinot Noir** to be grafted to the rootstock
- 3) The result is a **selection of genetics from ATVB** which were already used at **Domaine Latour** in Burgundy.
- 4) ATVB is our solution to avoid the using of clones, Today 99% of worldwide plantation are clonal (selected) plants. We are using **Burgundy "massale" (field) selection from ATVB** (Technical Association of Viticulture in Burgundy).
- 5) The resulting **bunches are small**, with **varying grain size**.
- 6) Due to its **youth**, our vineyard's is very well populated, **fine plants** are much **more qualitative** than clones of the 1980s!

Plantation

LES PIERRES DOREES

MAISON LOUIS LATOUR

Projet :
Pinot Noir "Les Pierres Dorées"

21 Juin 2014 :
Replantation de "La 450" dans "Les Fontjards"

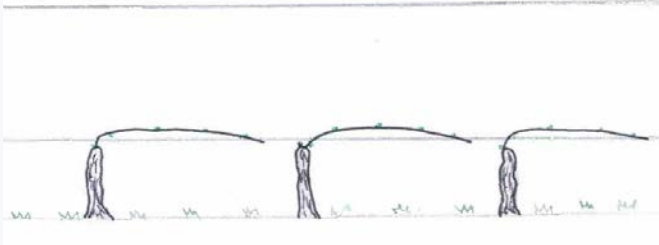
Viticulture

VIDEO

2012-2014 : UPROOTING AND REPLANTING

GUYOT SIMPLE

Un pied droit, 5 à 10 cm en dessous du fil,
Soit une aste sèche pliée à plat,
Soit une aste et un retour (*si besoin*) dans l'axe du pied,



- 1) We chose **trellised vines planted at 1.8m**, our own variation of a system widely used in California and New Zealand, but also in Alsace or Saint-Emilion
- 2) The goal was to **be modern**, standard tractors replace straddle tractors, thereby both **economically efficient and also environmentally friendly**
- 3) The soil is worked with mechanical "**intercep**", 1 row out of 2 with **cover crop** to limit erosion and favorise root competition
- 4) We work on **sustainable farming** where inputs are reduced on a minimal dose and mechanization in the vineyard helps to better manage the vines: **mechanical deleafing, ploughing between the rows...**
- 5) In addition to re-implant the Pinot Noir in southern Beaujolais, we bring our expertise on the **Guyot pruning (tying, managing yields)**
- 6) The Pierres Dorées sector is a wine region that can be considered to be a **transition between high yield and a more qualitative approach**, this is the same transition as we operated in the **Ardèche** vineyard in the late 70s

Working the soil

LES PIERRES DOREES

MAISON LOUIS LATOUR

Projet:

Pinot Noir "Les Pierres Dorées"

25 Avril 2015:

Travail du sol "En-dessous chez Pein"
dans "La Garenne"

The Origins

VIDEO

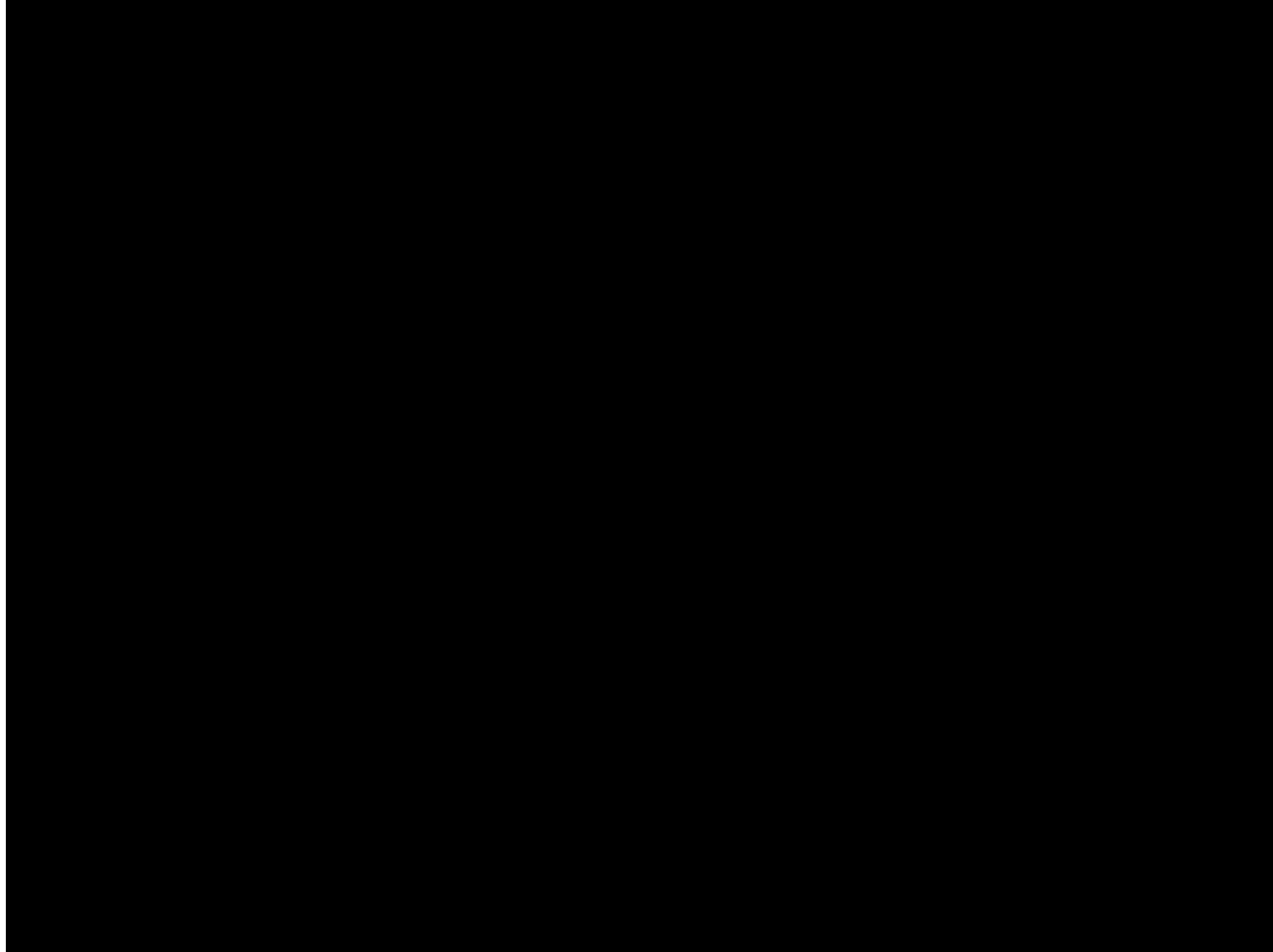
2015 : FIRST HARVEST



- 1) The harvest date is the same as in Burgundy because we are further south but higher in altitude
- 2) 100% Hand harvested with back basket, around 20 to 25 pickers
- 3) Very low yield, the combination of a low targeted crop and juveniles vines
- 4) In average Alcohol content is 12°Vol and acidity is 5 g/L (total acidity).
- 5) These elements are expected to be relatively stable for the area.

First Harvest

LES PIERRES DOREES



Vinification

2015 : FIRST HARVEST



- 1) A new micro winery was specially set up in our modern winery of Savigny-les-Beaune
- 2) We used the latest generation of pneumatic press for the first time on this vintage 2015 of Pinot Noir Les Pierres Dorées
- 3) The first vinification was made in barrels and tanks, future vintages will certainly only be fermented and aged in stainless steel vats
- 4) 5 days of cold fermentation, 1 push downs and 1 pumping over a day
- 5) The bottling of our first vintage of Pinot Noir Pierres Dorées; June 2015

The Origins

2016 : LAUNCHING OF « LES PIERRES DORÉES »



- 1) 12000 bottles have been produced on the first vintage
- 2) The price point is set above the Bourgogne Pinot Noir, because of the cost of the viticulture and because of the high quality of the wine
- 3) The number of targeted markets is purposely limited (France, Japan)
- 4) The press and opinion leaders are extremely important in the launching of such an innovative product like this
- 5) A careful selection of the distribution channels is crucial for the creation of value

Packaging

2016 : LAUNCHING OF « LES PIERRES DORÉES »



A specific necklabel to mark differentiation, classic on the font, modern on the structure

A font with modern features

Maps of the real borders of our plots

A specific, classic but modern paper, mat and textured

The classic caligraphic logotype for the tradition look

Technical data on the front label



Tasting

2016 : LAUNCHING OF « LES PIERRES DORÉES »

Bright and intense red colour with red-garnet lights. On the nose, we discover a gourmet blend of flowers, red berries and soft spices. On the palet, it is crunchy, round and ample.

The Pinot Noir from the Pierres Dorées terroir offers a wine with a great freshness, underlined by concentrated black fruits aromas with a superb length.

The Future

2017 AND BEYOND



- 1) In 2016, our production will be 60000 bottles against 12000 in 2015
- 2) The **growth plan** is highly scalable and our **medium-term goal** is to reach 120,000 bottles
- 3) We will **extend our target markets** each year
- 4) We are very happy about **the interest of the journalists and opinion leaders** for this project, and hope to capitalize on this interest to **grow the public awareness** of this product
- 5) The project has reached in 2016 a respectable level with **23 hectares in propriety and 7 hectares in contract**
- 6) We intent to **take the leadership** of the **Pinot Noir** made in **southern Beaujolais**

PINOT NOIR LES PIERRES DORÉES

Louis Latour

THANK YOU



Alcool	12,5%	Mode de culture	Polyclone	Sélection des grappes	100%
Appellation d'origine contrôlée	Pinot Noir	Relevée / Durable		Origine des grappes	100%
Superficie	25 Ha	Département	Yonne	Superficie	4 870,75 l
Hauteur	280-300 m	Superficie	6000 à 9000 pieds	Pépinière	ATVB