



BOUCHARD PÈRE & FILS
FONDÉE EN 1731



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Founded in 1731 in Beaune by Michel Bouchard, Bouchard Père & Fils is one of the oldest wine estates in Burgundy and one of the largest vineyard owners in the Cote D'or. The first vineyards were purchased in Volnay "Les Caillerets" in 1775, and so began a long history of gathering fine 'terroirs'. Firstly in the Côte de Beaune, which is still home to the majority of Bouchard Père & Fils holdings, and then in the Côte de Nuits. Bouchard Père & Fils is an example of unique Burgundy heritage, offering great

diversity and a raft of prestigious appellations: Montrachet, Corton-Charlemagne, Beaune Grèves Vignes de l'Enfant Jésus, Bonnes-Mares and Meursault Perrière – names that resonate with history, inspiring respect and encouraging the pursuit of excellence, with 4 monopolies and exclusivities amongst them. These remarkable parcels are meticulously tended by the teams who are responsible for the maintenance of the estate's vines.





In 1820 Bernard Bouchard purchased the Château de Beaune, a former royal fortress built in the 15th Century by King Louis XI. Four of the five original towers of the fortress, as well as parts of the ramparts, still stand today and have featured on a list of historic monuments since 1937. The cellars run deep underground beneath the property providing ideal natural storage conditions for Bouchard Père & Fils' fine wines. Up to 10 metres underground, the wines develop and age undisturbed. These include a unique collection of over 2,000 bottles from the 19th Century – a priceless historical legacy with, as its icon, the oldest wine – a Meursault Charmes 1846 which still retains its allure. In 1995 Bouchard Père & Fils was bought by Joseph Henriot, whose family have been growers and producers in Champagne for over 200 years.

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Joseph Henriot was determined to maintain Bouchard's reputation as one of the greatest wineries in the world and took every opportunity to continue the Bouchard family's tradition of investing in vineyards. He also restored the 15th Century Château de Beaune, to become a fitting home to the many thousands of bottles that lie ageing in the perfect conditions of the Château's cellars.

In 2005, further investment was made in a state-of-the-art winery at Savigny-lès-Beaune. This winery, "La Cuvée Saint Vincent", is one of the most modern in France and reflects Bouchard's commitment to producing only the finest possible Burgundy wines.

IMAGES This page – Above – Beaune Grèves Vigne de l' Enfant Jésus. Below – Bouchard Père & Fils Le Montrachet Vineyard. This page – Above – Château de Beaune. Bottle – Meursault Perrières Domaine.

Today, Bouchard is one of the largest land owners in the Côte d'Or, with a comprehensive mosaic of vineyards in a wide variety of prestigious appellations. The domaine runs to 130 hectares; 12 of which are classified Grand Cru and 74 as Premier Crus.

Bouchard Père & Fils maintain exacting standards in their vineyards all year round and the vigneron teams carefully manage the domaine. Each parcel is supervised by a vineyard manager, and precise records are kept. Grapes are handpicked and collected in small 12kg crates to avoid crushing the berries. They are then taken to the Cuvée Saint Vincent where a final sorting is carried out. It is then the job of the winemaking team, headed by Frédéric Weber, to continue the process with the same dedication that has been used throughout the year.

In October 2017, Bouchard sought to modernise their labels for the entire range and effectively redesign their identity. In turn, this has allowed them to capitalise on a stronger identity, strengthen the value of the brand and categorise the tiers of wine with three collections: Discoveries, Treasures and Icons.

- **Discoveries** – regional appellations plus Mâconnais and Côte Chalonnaise Villages
- **Treasures** – Côte de Beaune and Côte de Nuits Villages and Premiers Crus
- **Icons** – Grands Crus and emblematic Premier Crus (Beaune Grèves Vigne de l'Enfant Jésus, Beaune Clos de la Mousse, Beaune Clos Saint Landry, Volnay Caillerets)

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Wines from Bouchard Père & Fils

Bouchard produce wines which range from Côtes de Nuits in the North down to Beaujolais in the South, all of which are produced and aged at the Cuvierie Saint Vincent in Savigny-lès-Beaune.



Classification of Appellations

Regional and Village Appellations

Bouchard Père & Fils owns 44 hectares of vineyards in village and regional appellations.

Premier Crus – account for the biggest number of Burgundy's appellations but represent 15% of total production. Bouchard produces 28 Premiers Crus from their 74-hectare holding. Their smallest Premier Cru parcel is Gevrey-Chambertin "Les Cazetiers" at 0.25ha, and their largest is Savigny-lès-Beaune "Les Lavières" at 3.9ha.

Grand Crus – account for only 2% of Burgundian production. This category includes 33 appellations, of which Bouchard owns 10 parcels (12 hectares). The smallest parcel is Bâtard- Montrachet at 0.7 ha and the largest is Le Corton Charlemagne at 3.65 ha.

IMAGES This page – Above – Le Corton and Corton-Charlemagne vineyards. Bottles – Beaune Clos Saint-Landry, Gevrey-Chambertin Les Cazetiers and Meursault Les Clous. Bottom left – Chevalier-Montrachet. Opposite page – Bottom left – Frédéric Weber, Winemaker. Right – top Cellars at the Château de Beaune.