

ADVINI

DES VIGNOBLES, DES HOMMES, L'ÉMOTION

ADVINI LAUNCHES ITS WEBINAR SERIE

ADVINI, THE FRENCH LEADER OF TERROIR WINES, LAUNCHES A SERIE OF 3 WEBINARS FOR WINE PROFESSIONALS AND WINE ENTHUSIASTS. ANIMATED BY ITS WINEMAKERS, IT WILL APPROACH 3 TOPICS FOR A TECHNICAL JOURNEY IN THE HEART OF FRENCH & SOUTH AFRICAIN VINEYARDS.

Each winemaker will debate on topic which represents major concern and can find common echo to others wine regions where AdVini is located. Participants will e-meet :

Gregory Viennois (Domaine Laroche, Chablis), Dimitri Bazas (Maison Champy, Burgundy), Édouard Guérin (Clos de l'Oratoire des Papes, Châteauneuf-du-Pape), Guillaume Cordonis (Château Gassier, Provence), Matthieu Carliez (Domaine du Causse d'Arboras, Languedoc), Iain Munson MV (Maison Jeanjean, Languedoc), Emmanuel Cazes (Domaine Cazes, Roussillon), Aurélie Mercier (Les Clos de Paulilles, Collioure), Julien Touboul (Maison Rigal, Cahors), Lucie Lauilhé (Antoine Moueix Propriétés, Bordeaux) and Dirk Coetzee (L'Avenir, South Africa)

The live will be moderated by Liora Levi, Best Sommelier of Nordics and Carmen Etcheverry, Head of Sustainable Development at AdVini.

AdVini will share the experience, vision and technical expertise of its winemakers on these specific subjects (more details on 2nd page):

- « Terroir, a complex and infinite notion. What are the indicators? » Monday, November 2nd
- « Organic but not only: sustainability through a holistic approach » Monday, November 9th
- « Rosés: not just a pink wine » Monday, November 16th

These webinars are intended for wine professionals: sommeliers, journalists, restaurant and wine store owners, student sommeliers ... This second series will be in English only.

With the live questions, it will also be an opportunity to exchange with the winemakers speaking.



GENERAL INFORMATION:

When: Monday, November 2nd - Monday, November 9th - Monday, November 16th

Timetable: 10:00 am (Montréal). 1h of presentation, followed by 15 min of exchange via live chat.

Registration: linktr.ee/advini

Or by session:

- [#1 Terroir, a complex and infinite notion. What are the indicators?](#)
- [#2 Organic but not only: sustainability through a holistic approach](#)
- [#3 Rosés: not just a pink wine](#)

Live broadcast on the Youtube Channel AdVini Diffusion and on the Facebook AdVini Québec

Replay will be available on youtube channel, the day after "[AdVini Diffusion](#)".

SUBJECT N° 1: TERROIR, A COMPLEXE AND INFINITE NOTION. WHAT ARE THE INDICATORS?

Monday, November 2nd

Terroir is a complex and infinite notion. With four winemakers, we will discuss about specific indicators related to terroirs for iconic wine regions. "Begadan limestone" arouse questioning regarding the choice of vines in this northern part of the Medoc. In Châteauneuf-du-Pape, the long geological history expressed itself by a vector: the Grenache. With the mapping of the different terroirs in Cahors, the wines can not be expressed anymore only through its generic appellation but also with its own and unique style. Finally, the identity of Domaine du Causse d'Arboras in Terrasses du Larzac AOP, takes shape with a mix of Jurassic limestone/ cool climate and indigenous yeasts.

Speakers :

- Lucie Lauilhé, Antoine Moueix Propriétés, Bordeaux
- Édouard Guérin, Clos de l'Oratoire des Papes, Châteauneuf-du-Pape
- Julien Touboul, Maison Rigal, Cahors
- Matthieu Carliez, Domaine du Causse d'Arboras, Terrasses du Larzac

SUBJECT N° 2: ORGANIC BUT NOT ONLY: SUSTAINABILITY THROUGH A HOLISTIC APPROACH

Monday, November 9th

There is no doubt that green viticulture is the best response to the alarm call sent by the environment and human health. However, between the Roussillon, Burgundy and Stellenbosh areas, realities are different. Each domain acts according to empirical observations made in its own vineyards. The Agroecology, a pragmatic and comprehensive approach, complete the current organic certifications by suggesting new way of practices related to the ecosystem and human factors.

Speakers:

- Emmanuel Cazes, Domaine Cazes, Roussillon
- Gregory Viennois, Domaine Laroche, Chablis
- Dirk Coetzee, L'Avenir, South Africa
- Dimitri Bazas, Maison Champy, Burgundy

SUBJECT N° 3: ROSES: NOT JUST A PINK WINE

Monday, November 16th

Sometimes standardised in the overall "rosés" category, these wines are yet pure expression of the great terroirs of Collioure, Sainte-Victoire, Languedoc and Stellenbosh. Together with our winemakers, we will look at the impact of such specific vineyards on the essence of the wines. According to the typology of its soils (schist, sandy, limestone, glenrosa...) these wines reflects unique characters. Factors that make them perfect wines for gastronomy.

Speakers:

- Ian Munson, Maison Jeanjean, Languedoc
- Guillaume Cordonis, Provence, Château Gassier
- Dirk Coetzee, L'Avenir, South Africa
- Aurélie Mercier, Collioure, Clos de Paulilles

About ADVINI

With 2.200 hectares of vineyards, in the heart of the most famous French wine regions, AdVini has become the leading actor in France for terroir wines. The extensive portfolio includes Ogier and its Clos de l'Oratoire des Papes in Châteauneuf-du-Pape; Antoine Moueix Propriétés with Château Capet-Guillier in Saint-Emilion and Château Patache d'Aux in Médoc; Domaine Laroche in Chablis, Maison Champy in Burgundy in Côte-de-Beaune ; Vignobles Jeanjean and the Mas La Chevalière in Languedoc ; Domaine Cazes and its estate Clos de Paulilles in Roussillon; Gassier with the Château Gassier and Château de Roquefeuille in the Provence Sainte-Victoire area ; Rigal and Château de Chambert in Cahors.

AdVini is also present in South Africa with 200 hectares of vine in Stellenbosch with L'Avenir, a Wine & Tourism complex, Ken Forrester Vineyards, Le Bonheur Wine Estate and Stellenbosch Vineyards.

AdVini's Wine estates are increasingly growing in notoriety and recognition and export to 108 countries.