



O G I E R

PRESSE RELEASE - April 2021

Maison Ogier's new identity and Rhone Valley range for restaurants
and wine retailers



This new identity is the fruit of the Maison's desire to create a range of wines destined exclusively for restaurants and wine retailers. The ethos of this range is to reflect the diversity of the soils, climates and varietals whilst preserving the balance, purity and sincerity of each wine. This vision has been reinforced on the new bottle labels which now feature a red «I». This «I» form is a link between the North and the South of the Rhône Valley, between one bank of the river and the other, a link between the generosity of this sun-drenched wine region and the elegance of the wines it produces.

« We have grouped together, under the same banner, a selection of the main appellations and crus that reflect the quintessence of the Rhône Valley terroirs. We have no doubt that this will enable you to find the wine that best suits your needs and occasions, or the wine that pairs best with the dish of your choice.»

François Miquel, Maison Ogier





The range offers an extensive selection which will enable the consumer to discover the Rhône Valley's finest appellations with four northern crus and seven southern crus as well as four appellations from the Rhône and Ventoux: Condrieu, red Crozes-Hermitage, red Saint-Joseph, Côte-Rôtie, rosé Tavel, red and white Lirac, red Rasteau, red Vacqueyras, Gigondas, red Châteauneuf-du-Pape, red and white Côtes-du-Rhône, Côtes-du-Rhône Villages Plan de Dieu and red Ventoux.

Furthermore, and with the objective of responding to evolving consumer needs, this new range offers a number of Organic certified cuvées including the white Côtes-du-Rhône Artésis, red Rasteau Les Dentelles and red Châteauneuf-du-Pape l'Âme.



About Maison Ogier

Founded in 1859, Maison Ogier is located in Châteauneuf-du-Pape, at the heart of Southern France's most prestigious appellations. In order to understand the subtle variations of the terroirs of the AOC, Ogier studied the four different soil types of the appellation (clay soils, pebbles soils, limestone soils and sandy soils) and duly adapted its vinification and maturation methods to these. Located at the centre of the village, the centuries-old winery is home to over 8 000 hL (211 338 gal) of vats, barrels, demi-muids, casks and truncated vats.

Infos

Availability : April 2021

Point of sales: wine retailers, hôtels and restaurants & Ogier winestore

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