



MAISON JEANJEAN
FONDÉE EN LANGUEDOC EN 1872

Iain MUNSON, oenologist and Master of Wine celebrates 15 years of know-how dedicated to MAISON JEANJEAN.

For 15 years now Iain MUNSON, oenologist and Master of Wine, has been dedicating all his talent to MAISON JEANJEAN and since 2017 to LYV, creating fresh, fruity and generous wines. In 2016, this Frenchman by adoption received the prestigious Master of Wine title – gaining genuine recognition.

Background:

Born in 1970 in West London, his passion for wine came to him when he was about 14 or 15 years old, thanks to his father, a Francophile who introduced him to French culture, especially the south of France as depicted by Marcel Pagnol, and French wine. At 15, he was already avidly reading books by British writer and wine expert Hugh Johnson, exploring that fascinating world.

In 1991, Iain graduated with a degree in oenology (Diplôme National d'Œnologie) from the University of Montpellier and joined the winemaking team at MAISON JEANJEAN in 2006.

Ten years later, drawing on his winemaking experience in the Languedoc, and aware of the potential and opportunities offered by the attractive region, he received one of the most impressive titles in the world of wine: Master of Wine. True recognition as there are fewer MWs in the world than people who have flown into space. Only 418 worldwide!



THE INSTITUTE OF
MASTERS
of WINE

Iain Munson

LYV
DES VINS DU STYLE

Iain & LYV: the beginnings of a great adventure

When LYV and its LYV cuvées in the Pays d'Oc IGP and ADIMANT by LYV in the Saint Guilhem le Désert IGP were launched in 2017, Iain had only one leitmotif: create fresh, fruity and generous cuvées. An ode to the wonderful region of Languedoc-Roussillon. As a

true conductor, Iain orchestrates in close collaboration with partner wineries on a daily basis. With an eye for detail, he takes into account the terroir, exposure and climate, including identifying the plots that will be used to blend LYV cuvées. From vine pruning and harvest to vinification and blending in the cellar, these cuvées reflect the Languedoc terroirs and some real gems, such as the Saint Guilhem le Désert IGP. Through his wide range of experience, Iain has acquired an interdisciplinary view of the wine trade, both from a technical and commercial perspective. With LYV, Iain strives to develop specific wine profiles for vintages that reflect pleasure and the south of France – an overall philosophy for creating unique and distinctive cuvées.

“For me, LYV is a fun concept. It's about breaking with conventions, creating an original and iconic bottle, and developing a wine with a profile that's appealing and easy-to-drink for all consumers.”

