



PRESS KIT

2017



PATRIARCHE

BEAUNE-FRANCE
1780

EDITORIAL

SINCE 1780, PATRIARCHE HAS BEEN THE AMBASSADOR OF THE WEALTH AND REPUTATION OF THE TERROIRS AND VINTAGES IN BURGUNDY.

PATRIARCHE HAS ALSO HAD GREAT SUCCESS IN THE ELABORATION OF ITS SPARKLING WINES SINCE THE 1950S.

IN BEAUNE, PATRIARCHE IS BOTH A MERCHANT-GROWER AND A WELL-KNOWN WINE-TOURISM SITE.

THE PATRIARCHE CELLARS ARE TODAY THE LARGEST IN BURGUNDY. FIVE KILOMETRES LONG, THEY RECEIVE ALMOST 3 MILLION BOTTLES TO BE AGED AND ARE VISITED BY NEARLY 45,000 VISITORS EVERY YEAR.



THE HISTORY OF THE CELLARS

1) Order of the Visitation

The story began in late October 1609.

Saint François de Sales (Bishop of Geneva) celebrated a mass at the Hôtel Dieu in Beaune. Baroness de Chantal (28 year old very pious widow, with 4 children, grandmother of the Marquise de Sévigné) attended the service – she had met François de Sales in 1604 when he came to preach Lenten Services in Dijon. It was during this mass that the Bishop revealed to Baroness de Chantal his mission as founder of the Order of the Visitation.

This new Order had the particularity of offering an easier life which was less harsh physically, accessible to widows and people in poor health. The Sisters of the Visitation led a life of service to ill people, consisting in work, silence, prayers and poverty.

In 1610, Jeanne de Chantal left Dijon to inaugurate this new religious order in Annecy. After this convent followed those of Grenoble (April 1618), Bourges (November 1618), Paris (May 1619), Montferrand (June 1620), Nevers (July 1620), Orléans (September 1620), Valence (June 1621), Dijon (May 1622)...

When she died at the age of 69, on 13 December 1641, Jeanne de Chantal left behind her an Order which counted no less than 75 convents.

In 1632, the convent in Beaune was founded on a parcel of land about 9650 m² at the initiative of a Father of the Beaune Oratory whose sister was a Visitandine.

The first four years were harsh and the living conditions of the nuns difficult. In April 1636, Jeanne de Chantal visited the convent. In 1647, Marie de Rabutin, Superior of the convent, had 25 cells built, a chapter, a kitchen, a refectory and a room for the Superior thanks to donations from families in Beaune. New buildings were acquired.

In addition to this immense convent, the nuns owned 6 houses in Beaune as well as a vineyard of 258 “ouvrées” (over 10 hectares).

The French Revolution marked the end of Religious Orders. The church was closed to the public in 1791. For many years, the buildings were used for seed storage.

2) The Patriarche family

In 1780, at the age of 22, Jean Baptiste Patriarche – the eldest son of Claude Patriarche, school superintendent and wine merchant in Savigny – founded his own wine business.

On 23 August 1796, he purchased the convent in order to create a sheet manufacture with his brother, Jacques Elisabeth. The project never came to fruition.





He resold a part of the convent and set up his offices for the wine business as well as his residence in the remaining part. Thus, the House of Patriarche was developed in France, but also in Germany, England and Belgium.

At the death of Jean-Baptiste, it was his brother, Jacques Elisabeth who took over the head of the House, followed by his son, Joseph Charles. The House was then taken over by Jeanne, the daughter of Joseph Charles and her husband, Jean-Baptiste Vernaux, followed by their two bachelor sons.

3) From 1941 to today

In 1941, Patriarche was finally bought by André Boisseaux. This purchase accompanied unprecedented development of Patriarche which became one of the great wine houses in Burgundy.

In the beginning of the 50s, Patriarche was one of the first houses to open its doors to the public and became a pioneer in wine-tourism.

In 2011, the House of Patriarche was purchased by Pierre Castel (largest wine producer in France and Europe and number 3 worldwide) and continues its rise.

THE PATRIARCHE CELLARS

TODAY

1) Some statistics

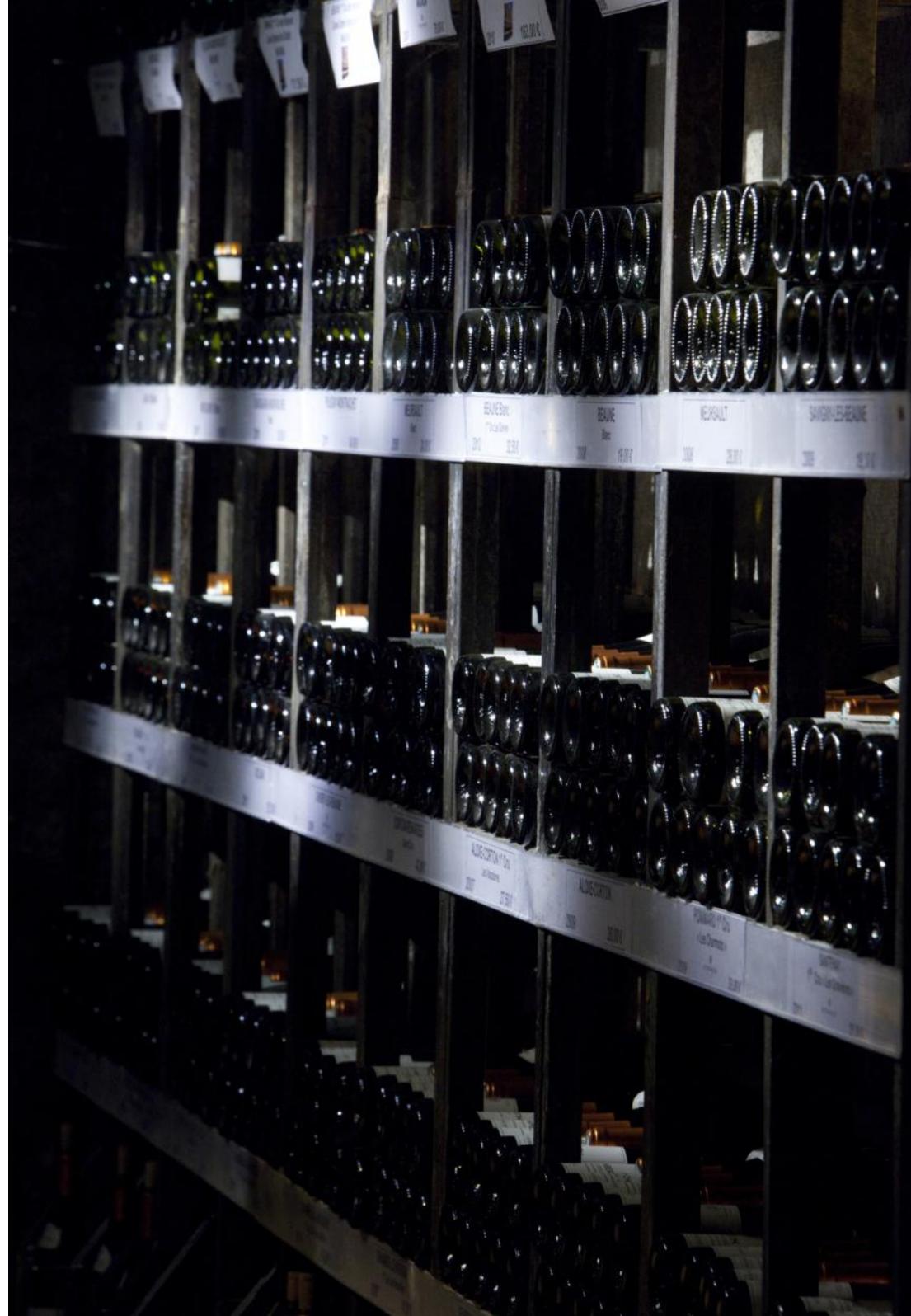
The Patriarche cellars are:

- 3 million bottles being aged.
- Over 230 years of history.
- Over 45,000 visitors every year.
- The largest cellars in Burgundy with over 5 kilometres of galleries in Beaune.
- Old vintages for sale: 1904 being the oldest.

2) The activity

Patriarche revolves around several activities.

First and foremost, we are merchant-growers whose brand is one of the oldest in Burgundy, with over 400 references for sale, enabling us to satisfy the greatest number of people. In the cellars, bottles of prestigious appellations age: Meursault, Pommard, Nuits-Saint-Georges, Chassagne-Montrachet, etc.





Patriarche also produces sparkling wines, with its Crémants de Bourgogne Brut, rosé and white.

Patriarche is also a major wine tourism site which was totally redesigned and renovated in 2015, accompanied by a 160m² welcoming shop where the world of wine is showcased (diverse objects, tasting of crèmes de fruits and liqueurs, many references of wines for sale, etc.).

Finally, as merchant-growers, it was normal that Patriarche act as an ambassador of the wealth and diversity of Burgundy wines.

Patriarche has reaffirmed its commitment by becoming a Major Partner in the Association of Wine Climats in Burgundy with the objective of supporting the candidacy of Burgundy Climats as a UNESCO World Heritage site.

Today, through Patriarche wines, Burgundy is represented in 85 countries.

FROM THE VINEYARD TO THE GLASS

In order to propose to the consumer quality wines capable to suit all tastes and budgets, Patriarche rigorously selects its partner vineyards. The identity of the terroir is sought in each vintage in order to give it its special identity.

Near Beaune, a wine storehouse, with a storage capacity of 120,000 hectolitres is intended to receive, age and bottle branded wines, local wines and Burgundy and Beaujolais AOC wines.

It's the first French site to have obtained the double certification – ISO 9002 and HACCP (quality and danger control).

After bottling, the best wines are brought directly to the Cellars of the Visitandines Convent. Here, they age in darkness and at a constant temperature.





VISITS

As a major player in Burgundy wine tourism, Patriarche Père et Fils wishes to offer its visitors a real sensorial experience, thus leaving them with an unforgettable memory of their visit to our cellars.

The Patriarche cellars are open for visits 361 days a year.

Different types of visits are available:

- Visits and tastings for individuals
- Dated events for individuals
- Visits and tastings for groups
- Visits, tastings and meals for groups

These visits are aimed at a public of novices or well-informed clientele.

The Patriarche cellars are open for visits 361 days a year.

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INTERVIEW



Jean-Michel GALLETTÉ, director of wine tourism at Patriarche.

WHAT ARE PATRIARCHE'S STRENGTHS?

A history of over 230 years, recognised expertise, a company which is well-established in Burgundy, a major economic actor (over 181 employees) among the most important purchasers at the Hospices de Beaune wine auction (32 barrels purchased in 2016), and a pioneer in wine tourism.

WHAT MEMORY WOULD YOU LIKE TO LEAVE WITH VISITORS?

The best possible one, that of a great House, based on values.

That our visitors remember a place of welcome, quality and traditions. In a world where everything goes faster and faster, one must take the time to visit, to taste, to appreciate. In fact, down in our cellars, one has the impression that time has stopped..

WHAT TYPE OF WINES DO YOU HAVE TO OFFER?

Above all, the Great Wines of our region, we can say that our catalogue is as rich as Burgundy is complex. We endeavour to offer wines of character, typical of a terroir. Each bottle has its own identity, its own uniqueness.

A QUOTATION?

Dali said: "Someone who knows how to taste wine never drinks wine again, but tastes secrets instead" - and we have so many secrets to share...

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