

n Pierre-Henry Gagey's mind, the true wine collector is someone who does not buy his ambrosias solely for investment or making a profit. "He hands them to his children, giving the wines a chance to transcend generations. This way, he also creates a personal relationship with his kids, as they will think of him when they drink his wines," explains Gagey, 58, president of the Beaune-based Maison Louis Jadot. "I always have memories of my father, André, when I drink the vintages he made."

Gagey's family has been making wines for six generations. But he jokes that his childhood passion was mathematics. "As a kid growing up in the small town of Beaune, I wanted to leave. To be sent away [by your parents] was a gift, not a punishment," he recalls.

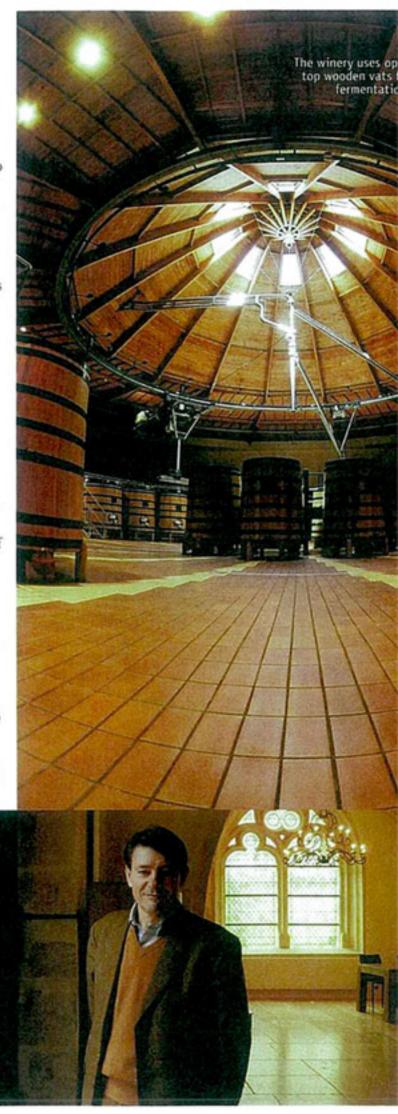
At 13, he got his wish: he was sent to a boarding school before moving on to study computer science engineering and then working in Paris' corporate world. A few years later, his father persuaded him to return and help him since he was getting on with age. Gagey agreed and joined him in 1985, with overseas distribution high on his agenda. The company was still small then, and the U.S. was their main foreign market. Today, Maison Louis Jadot is a powerhouse, making seven million bottles a year, and exporting 80 percent of their production all over the world.

BURGUNDY FOR ALL

As a negociant-grower, Maison Louis Jadot owns 200 hectares of vineyards from Côte d'Or to Beajoulais (the grapes are used to make the company's Grand Cru >

Spreading the joy

Pierre-Henry Gagey, president of Maison Louis Jadot, does not want Burgundy wines to become only the prized collections of the rich. By Lin Weiwen

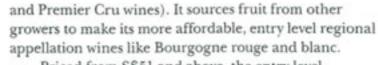


grape picks

LOUIS JADOT MOULIN-À-VENT CLOS DE ROCHEGRÈS 2010

Grape variety: Gamay

Taste: A subtle floral perfume, followed by a musky note after allowing it to breathe. Light raspberry and herbaceous flavours. \$70



Priced from S\$51 and above, the entry level wines are Maison Louis Jadot's way of ensuring their Burgundies do not become a treat only for the rich. Gagey wants to give young drinkers—those who are starting out on their career—"the 'key' to enjoy affordable, good quality wines", which will hopefully encourage them to try the Grand Crus in the future.

Last year, the company purchased the eight-hectare Resonance Vineyard in Oregon's Willamette Valley, a plot renowned for its ungrafted Pinot Noir vines. It is currently vinifying the fruit at the nearby Trisaetum Winery's facility as it has yet to build a winery for itself (the vineyard's previous owner, Kevin Chambers, was selling the grapes to other producers in the region). Jacques Lardière, who retired from the maison as its veteran winemaker in 2012, visits Oregon regularly to oversee the vines and vinification work. Gagey emphasises that they are still in the learning phase.

"For 2,000 years, our ancestors have been working with Pinot Noir in Burgundy, and our job is to make it better and not change the rules. So a project like Resonance Vineyard is exciting for us because its gives

> us a fresh perspective on the fruit's quality in a new place," he says before breaking into a grin. "I have to change the slogan on my brochure from 'Nothing but Burgundy' to 'Nearly nothing but Burgundy' now!"

Outside of his winemaking duties, Gagey is working closely with Aubert de Villaine, owner of Domaine de la Romanée-Conti, to push for Burgundy to be recognised as a UNESCO World Heritage site. The application was submitted to the French government five years ago, but a backlog of propositions from other French regions meant that the bureaucrats only presented their case to the UNESCO board last year. The UNESCO inspectors will visit Burgundy this October to study the region and determine the application's outcome.

"The idea [behind this UNESCO application] is not to get more tourists—if we have too many visitors then that would destroy the region's soul. We are doing this because we have been given Burgundy as a treasure from our forefathers, and we should have more solid rules to preserve the region's beauty so we can hand down the place intact to our children," he explains. "Honestly, I don't see how we can't get the UNESCO status." e

