

VINDÊME
FOR THE
AESTHETES
OF WINE



VINDÊME



La Vindémiaire
News from Vindême - Autumn 2022





Nunc est bibendum !

“ *A vineyard, is a place, is a horizon. By working it and loving it, man confers on it verticality and genius.* ”



Far from being an immanent truth, the terroir remains a universal and unfathomable mystery, in the depths of which lies the rooting of a sister plant. French genius may have been to make wine a national passion, by amalgamating the peasant, bourgeois, religious and aristocratic worlds. This world of wine conceals an incredible diversity of individualities and groups capable of carrying and cultivating this passion. This social fabric is the essential dimension of the terroir, which prevents museumization or “Disneyfication”. This preserves the voice of the country and its place in the world.

May this milieu avoid generating a new Paris syndrome, a kind of disappointment, fatal to Asians and resulting from a profound hiatus between the expectations generated by the symbols, reputations and images that circulate and the feeling of a more dull reality.

May Dionysus, born twice, remain furiously alive. May he always blur the boundaries between culture and nature, between rationality and mysticism. May he fascinate the civilized world with his otherness, his madness and his grandeur, even if it means causing a shock! Since it is in the end a question of universality.

Aurélie Labruyère & Julien Gacon
Aesthetics of Wine, Editions Glénat, Paris, 2021





Zoom on Emporion Bordeaux négoce

Bordeaux is definitely the place-to-be in wine trade. In Bordeaux beats the heart of global wine trade. No surprise then if our Emporion office is based in the Chartrons district, run and managed by Thomas Peyrat.

As a Bordeaux négociant, VINDÈME EMPORION maintains direct long-term ties with châteaux and takes part in the distribution of their wines under the best conditions. We organize en primeurs sales as well as ancient and rare wines sales and sourcing, for private clients and professionals, all around the world.

We work in close intimacy with the owners and managers of châteaux from Médoc, Graves, St-Emilion Pomerol as well as



attaching Sauternes. Our partners are deeply rooted in their terroirs when being at the same time world-famous families and brands. We are happy and proud to accompany their retail strategies.

VINDÈME EMPORION's activities include building large collections for private clients and professionals. We provide our clients with wine valuation, wine sourcing and consulting.

Of course our stocks are located in Bordeaux and kept in optimal ageing and safety conditions. Above all, we cherish the bottles...

Born and raised in a Cognac producing family, the Peyrats, Thomas grew up between the heart of the Cognac region and Bordeaux. After studying law, history and political sciences, his passion for wines and spirits led him to start his career in Asia and then London, two places-to-be in terms wine & spirit trade and trends. He worked in close intimacy with a demanding clientele of wine & spirit collectors. After a few years within a wine merchant team, Thomas joined Vindème as Bordeaux Manager to boost trade.

"I am particularly proud of contributing to boosting Sauternes sales by closing a big deal for a French aesthete of wine : a beautiful Yquem collection of so many vintages! Now I look forward to selling En primeurs Bordeaux grands crus."

Thomas Peyrat

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Zoom on Emporion Wine merchant



Vindême's wine trade activity is named Emporion in reference to Greek merchants.

In ancient Greece, the emporion is the counter from where trade is anchored.

Including wine trade. All around the Mediterranean sea, counters founded and run by the Greeks used to distribute wine to their partners in close proximity.

Trading wine is a patient process of discovering, selecting and building long term relationships. We aim at proposing and showcasing wines from all latitudes to a community of aesthetes of wine at a fair price.

We accompany a hundred of wine families and brands : Bordeaux châteaux, Domaines and Maisons in Bourgogne, Rhône and in Champagne as well as in Provence, Alsace, Loire Valley, Piemonte, Mosel, Napa. Excellence and singularity have no frontier.

In love with classics and institutions, we also are curious to test, taste and select.

Our offers are a blend of iconic, historical wines, surprises for your daily consumption and rare truffles for the future.

Working on the international market, we have the expertise to accompany our clients' decisions in cellar management: selecting, valuating, investing, gifting, supply and acquisitions of bottles.

Our 15.000 bottles inventory is our treasury and asset. Our pride too ! We cherish our clients and our wine partners.

Stéphane Mathieu

Managing Director

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Zoom on Dionysies Travel & events

A pure player in luxury wine tourism, Vindême has been designing and organizing all kinds of wine experiences for aesthetes of wine for up to a decade.

Collective ritual or private initiation, Dionysies are exceptional moments in ancient Greece. The god of vine spreads its spirit among the guests... love of live, arts and a touch of extravaganza.

Wine is a world in itself ... with its places to be, routes, key people, moments and surprises.



Dionysies are the result of our intimacy with vineyards owners and leading brands. Wine is the heart and summit of all the journeys and events we imagine. We match amazing and rare bottles with a context dedicated to culture, heritage, fine arts, gastronomy.

In "fine company"

Creating a happy reunion is an important part of our *savoir-faire*... Châteaux, estates and brands owners and managers enjoy meeting our clients. Moreover, to feed our clients' passion for wine and entertain them, we appoint knowledgeable, dedicated and charismatic wine experts. All share a passion for wine as an aesthetic field.

Vindême's signature: all our Dionysies have a French touch - blend of elegance, innovation and enthusiasm. Embark with us for a Dionysiac journey to the wine world!



Wine moments

FEEDING PASSION FOR WINE OF COURSE !

"Every year, going to Bourgogne for a pilgrimage among the climats and a supper with vigneronns has become my unmissable ritual."

A BIRTHDAY, A WEDDING, AN ANNIVERSARY

"Let's celebrate like there is no tomorrow..."

A FAMILY REUNION

"I want to pamper my children and their significant other."

A ROMANTIC TÊTE-À-TÊTE

"Wine and art, nature and culture, for an unforgettable just-for-the-two-of-us week-end."

A CORPORATE OCCASION

"So proud of my team ... "
"Let's gather the COMEX in unexpected and inspirational circumstances."

Julie Guérin

Travel & events Manager
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Zoom on Symposion Academic services



A specialist in wine “edutainment” since inception in 2009, Symposion is Vindême’s department for teaching, lecturing, writing and designing learning expeditions.

We chose the sophisticated term “symposion” because it evokes a civil and intellectual institution in ancient Greece. It is the special moment after the banquet, where guests share ideas and emotions while savouring wine. Exactly what Vindême aims at creating for you.

Symposion = content + experience.
Ideas through wine.

Our clients are world-class Executive Education institutions : universities, grandes écoles and corporate universities. HEC Paris, BPI Université, IMD, Pernod-Ricard University, ESSEC, Estates & Wines trust Vindême for its ability to blend academic content with wine tasting experiences.

Vindême’s college of eminent speakers bring their expertise in human sciences and hard sciences. Topics include family business, luxury marketing, geopolitics, leadership, current issues such as global warming, neuroscience... They address those topics through wine case studies and lectures.

Aurélie Labruyère,

wine writer - wine marketing
& culture teacher
at HEC Paris since 2005.
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In January 2022 Vindême designed and launched for HEC Paris the first and only Académie dedicated to Vine & Wine Business. Only 10 students were selected to participate in a unique learning expedition to Beaujolais and Bourgogne. Pruning in the Fleurie vineyard, bottling in Meursault, brainstorming about collective strategy to adapt to current challenges, meeting key wine leaders, tasting a huge diversity of wines... An inspirational experience for next-gen aesthetes of wine !





Zoom on Family Business

**Bordeaux Seminar
June 7- 9th 2023**

THE CONCEPT

Join a genuine 3-days family business seminar designed by Vindême and Pr Denise-Kenyon within the iconic Bordeaux setting !

Lectures and workshops dedicated exclusively to family business specificities and issues :

- ▶ Key Success Factors
- ▶ Family Dynamics
- ▶ Governance
- ▶ Transmission
- ▶ Focus on **next gen** involvement
- ▶ **Business cases** from the wine field

In collaboration with Count and Countess Chandon-Moët, owners of Château de Ferrand

THE SCHEDULE

Wednesday, June 7th 2023

Morning Lectures at Château de Ferrand

« 25 Secrets of success in long-lasting family firms and dynasties » by Pr Kenyon-Rouvinez.

« Wine & family, doomed to success ! ». Wine, a holistic business where families have a fate for creating value by Aurélie Labruyère & Julien Gacon.

Lunch at Château de Ferrand Mingling among peers

Afternoon learning expedition

Private academic Château La Conseillante visit by Aurélie Labruyère & Julien Gacon. In presence of the owners - Followed by a wine tasting. 150 years of family ownership.

Wine tasting dinner at Château de Ferrand

Selection of wines made by families -especially by family members attending the seminar. Family picture !

Thursday, June 8th 2023

Morning Lecture at Château de Ferrand

Entrepreneurial renewal and next gen involvement By Pr Kenyon-Rouvinez.

Case study designed by Pr Kenyon-Rouvinez & Vindême along with the owners, Count and Countess Chandon-Moët « Family, business, heritage, wine & art, the blend for success at Château de Ferrand ».

Lunch at Château de Ferrand Mingling among peers

Afternoon at Château de Ferrand in company of the owners, Count and Countess Chandon-Moët

Exclusive visit and wine tasting.

Free time at your hotel

Gala dinner at Château de Fargues in company of the Count Philippe de Lur Saluces. Different vintages of Château de Fargues and other great wines. Black tie.

Friday, June 9th 2023

Morning closing lecture at Château de Ferrand

Lecture : Transmission by Pr Kenyon-Rouvinez and Vindême.

Closure Lunch at Château de Ferrand

Afternoon and dinner = optional

Private visit and wine tasting dinner at Château Smith Haut Lafitte - The Cathiard family.

Possibility to stay at

Sources de Caudalie ****Hôtel





Wine, the aesthetics of family business

Conversation with Pr Denise Kenyon-Rouvinez



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Linking wine to family almost is... a no brainer. Indeed patronymics are omnipresent in the world of wine, which is a large family itself. Dynasties of aristocrats, landowners, prominent or not, all stamp their names on their products. The production of wine is at the heart of the lives and concerns of leading as well modest families that in turn provide the vineyard with an amount of unparalleled authenticity, some meaning and considerable emotional value.

Pr. Denise Kenyon-Rouvinez is one of the most eminent world-class specialists of family business. For her, family is simply the best form of vineyard ownership. She belongs to the third generation of Rouvinez, a prominent Valaisan wine family. This undoubtedly fueled her commitment in studying family business.

Pr Kenyon-Rouvinez has published various articles and books, has developed the department dedicated to it at the Institute for Management Development in Lausanne and is today an independent consultant. The World Economic Forum in Davos or the G-20 turn to her when it comes to highlighting the crucial role of family as an entrepreneurial melting pot in the world.

Well below the city of Lausanne, where she lives, Vindême's founders invited her along the Rhône River to the commune of Ampuis, to meet the Guigals, other great enthusiasts of entrepreneurship and wine, and then to Condrieu. She wrote a decisive contribution to their book about it. Here is an extract.

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SECRETS OF SUCCESS: THE EVIDENCE BASE

The ability that families have to combine apparently opposing disciplines has emerged from research I have undertaken over more than 20 years into the most successful long-lasting business-owning families covering both services and manufacturing in all regions of the world, in different sizes of company.

Resulting has been the identification of 25 disciplines that successful business-owning families maintain. Some of the key success factors are obvious - such as innovative flair and strong processes. Others are less so, such as commitment to values, mutual support and social engagement. They are grouped into broad categories :

1. Long-term success in the business
2. Long-term continuity of the family
3. Long-term success in ownership
4. What do successful firms do differently today

In practice, firms need to exhibit strengths in 80% of these individual disciplines, consistently, to maintain resilience and high performance. Successful organizations tend to be strong in all four areas. All the winemaking families I visited honor most of these principles, which are unchanging. It is certain that the Frescobaldi founders of the 14th century would recognize them.

The Guigal case written with Vindême is highly unusual in winemaking, featuring an entrepreneurial family with a founder from a modest background, reaching the very top of the industry within three generations. This was an exceptional achievement, because winemaking is a particularly challenging business, with high capital and skill requirements, unpredictable harvests and low margins.

There are many qualities families need to be successful in wine business: patience

combined with humility, innovation, craftsmanship, courage, and of course passion.

These combinations create organizational resilience, enabling the finest products to be consistently produced. They are difficult to sustain because they involve combining some disciplines and impulses that are, or appear to be, in conflict.

Certainly, their combination represents a significant personal and business challenge. Three in particular stand out: the ability to combine passion with patience, humility with courage, and tradition with innovation.

To be continued...

Pr Denise Kenyon-Rouvinez

**Extract of *Aesthetics of Wine* by
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