



DOMAINE DE PIÉBLANC

WINE | ART | FUN

GIGONDAS | BEAUMES-DE-VENISE | VENTOUX

INTRODUCTION

10 ANS



10 YEARS OLD TODAY. OR SOON TO BE.

10 years that Piéblanc has been researching, growing, sorting, selecting and working. 10 years that bees have been buzzing around Piéblanc, that the line has remained the same and that there has been a lot of experimentation.

10 years and 3 terroirs. Beaumes-de-Venise, Ventoux and Gigondas. A triptych of three styles. Freshness. Yes. Simplicity. Also. And Joy. Of course. The pleasure of guiding the grapes towards the wine they are destined to become.

Maybe that's what style is all about: the result of an obsession. Respecting the grape's trajectory. Only accompanying. From understanding our soils to bottling.

10 years and a new cellar in Gigondas. Lost among the vines. It's our Péniche.

10 years and a magnificent welcome from the press and lovers of taste. Paris, Berlin, Geneva, Amsterdam, Brussels, Oslo, New York, Boston, Seattle... Michelin-starred restaurants, neighbourhood bistros, gourmet restaurants or bars for night owls and artists. They've all welcomed our wines and taken them to new heights in their establishments.

So 10 years. And a thousand thanks.



2014 - 2023

**CHOICE OF
PARCELS
VENTOUX PDO**

Learning,
Testing,
Begin work on
vine health and
the creation of a
coherent
ecosystem.

La Tuilière 2015

2014

**CHOICE OF PARCELS
BEAUMES-DE-VENISE
PDO**

Vinification and
ageing at Beaumes-
de-Venise.
Confirmation of the
Piéblanc
philosophy: respect
the trajectory of
the grapes.

Les Hauts 2016

2016

**CHOICE OF
PARCELS
GIGONDAS PDO**

Confirmation of the
Îlots and Parcelles
range.
Continued efforts in
the vineyard,
confirmation of the
choice to reveal the
unique character of
the terroirs.

**Les Terres 2019
Palliérouda 2019**

2019

**CONSTRUCTION OF
THE WINE CELLAR
IN GIGONDAS :
*LA PÉNICHE***

Construction of a
cellar that allows
absolute respect for
the "trajectory of the
grape".
Decision to let
customers, artists and
wine lovers define the
Domaine.

**1st vinification at La
Péniche - Gigondas**

2022

VENTOUX > BEAUMES-DE-VENISE > GIGONDAS



WINE | ART | FUN

PIÉBLANC TODAY



(For all these reasons. Or not. In fact, we don't know).

GIGONDAS | BEAUMES-DE-VENISE | VENTOUX



WINE | ART | FUN

PIÉBLANC TODAY - TERROIRS



VENTOUX PDO

- LOCATION: village of Caromb (84).
- TOPOGRAPHY: 300m altitude, constellation of small wooded enclosures.
- SOILS: limestone and sandy-clay. A depth of soil and a soil structure that allows drainage and conserves freshness.
- CUVÉES: La Tuilière, La Barre.



BEAUMES-DE-VENISE PDO

- LOCATION: Suzette hill (84).
- TOPOGRAPHY: terraced vineyards at 350m altitude. Historic land of the BDV appellation at altitude.
- SOILS: yellow earth from the heart of the Triassic period (230 million years ago), gypsum and salt on the surface, clayey materials at depth offering humidity and freshness.
- CUVÉES: Les Hauts, Serre de Supion.

A common thread: freshness. A combination of cool microclimates, altitude and soil structure.

GIGONDAS | BEAUMES-DE-VENISE | VENTOUX



WINE | ART | FUN

PIÉBLANC TODAY - TERROIRS



GIGONDAS PDO (1)

- LOCATION: Gigondas
- TOPOGRAPHY: "Cône de la Font des Papes", the historic land of the Gigondas appellation, at the foot of the Village of Gigondas, in the shadow of the Dentelles de Montmirail and the cellar.
- SOILS: Unrolled limestone fragments and sandy-clay matrix. Ideal for Grenache.
- CUVÉE: Les Terres



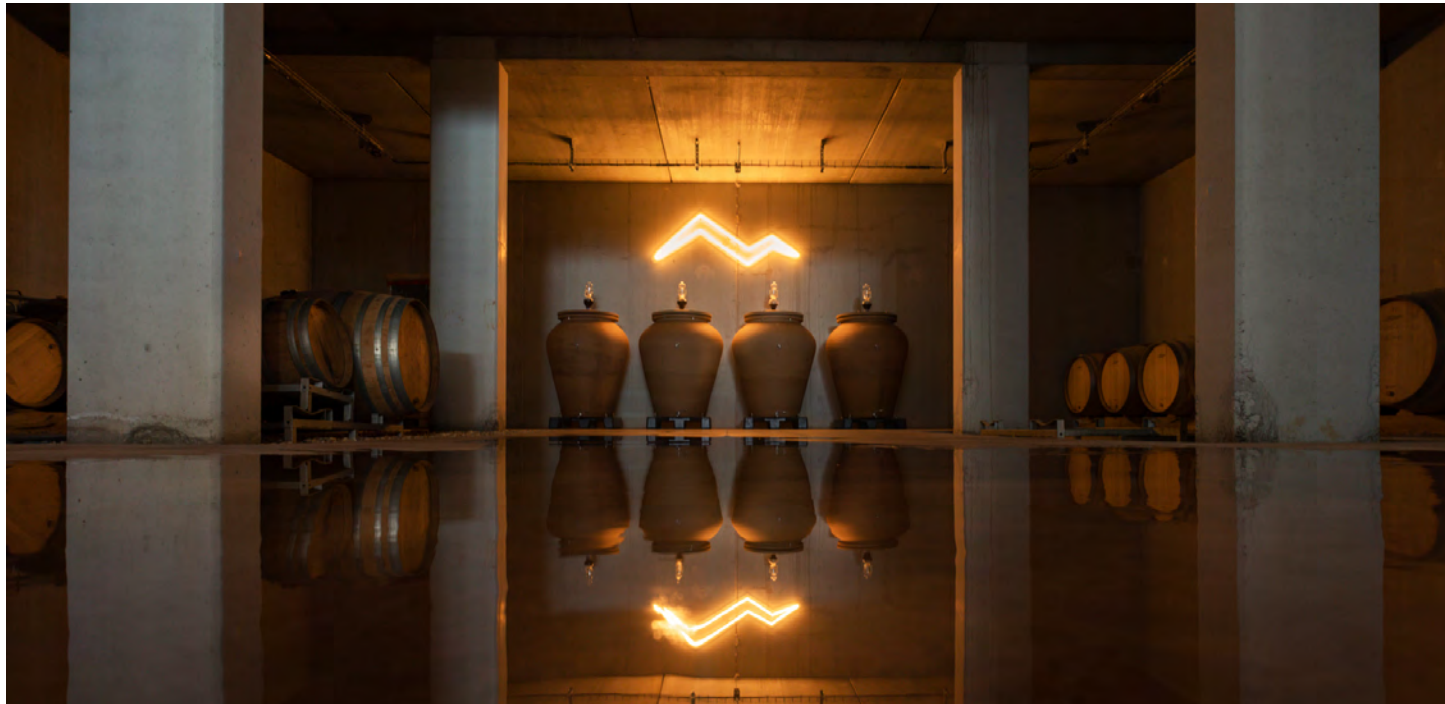
GIGONDAS PDO (2)

- PLACE : Gigondas
- TOPOGRAPHY: "Terrasse ancienne de l'Ouvèze", at the foot of the village of Gigondas, in the shadow of the Dentelles de Montmirail, selected from a single plot.
- SOIL: Rolled limestone pebbles and sandy-clay matrix. Well-known for its fine Grenache grapes.
- CUVÉE: Palliérouda.

A common thread: freshness. A combination of cool microclimates and soil structure.



PIÉBLANC TODAY



BRINGING OUT THE EXPRESSION OF A PLACE: RESPECTING THE PATH OF THE GRAPE

Piéblanc has a simple vision, but one that requires a great deal of attention to execute: "let the grapes follow their own path". In other words: guaranteeing the health of its ecosystem in the vineyard, picking it at the right time, not abusing it when it arrives in the cellar, and not twisting it during vinification or ageing.

That's why we work some of our soils with a horse and some of our vines by hand. We harvest by hand, respecting the harvest as much as possible by placing it in 15kg boxes. We then sort it by hand, place it in a vat "as gently as possible" by gravity, and vinify it using only gentle pumping over.

In the cellar, we choose to vinify and mature our main cuvées exclusively in stainless steel or concrete vats. The parcelaires, meanwhile, are matured differently, in barrels from the Tonnellerie Chassin or in Amphoras. Not to "give the wine new flavours", or to "change it", but to bring an extra degree of elegance and depth to the expression of the chosen wines.

These choices define the framework of the estate and allow the expression of the place to blossom, rather than that of the winemaker's taste.

Elegance, freshness and finesse are three characteristics that are systematically mentioned by our customers and journalists. We are proud of this, but we know that it depends more on the terroir than on our actions.

Our role is simply this: to bring joy and delicacy to the wine, to preserve a coherent ecosystem in the vineyard and to let the vine do its work.



PIÉBLANC TODAY



Matthieu

Guardian of the vision, the cellar and the team.



Xavier

Guardian of the vine's health.



Laureen et Cyr (Cheval Ardenais)

Guardians of the ecosystem in the vineyard.



Manon et Jade

Manon, customer relationship manager.
Jade, Manon's (overjoyed) right-hand woman.

JOYFULLY SHAPED BY A SMALL, UNIQUE TEAM

Strong individuals | passion | attention to detail

Matthieu, the estate's founder, became a winemaker through passion ONLY. For 10 years, 100% of the time, 7 days a week, he has been in the cellar or in the vineyard. Each of his choices is guided by his sensitivity to what is good and beautiful. He believes that respect for the vines and the grapes gives elegance, depth and finesse to wine. Responsible for every new decision or test in the cellar, he has built up an ideal production tool and living environment, where the grapes are treated with gentleness and joy.

Xavier looks after the vines like a garden. On a daily basis, he walks along the plots, removing anything that gets in the way, pruning and guiding the vines.

Laureen works the soil with her draught horse, Cyr. She has made this choice to 'feel' the evolution of the vines and their ecosystem: *"Behind Cyr, I can smell everything, so I know immediately if a vine has a problem. I can feel how the soil is changing, and I can see new plants and flowers taking root - it's wonderful. What's more, the horse brings new micro-organisms to the vines, which helps to develop biodiversity into the plots"*.

As for Manon, she allows the whole team to concentrate on their passion, by taking care of the administrative side of each job, as well as sales and customer relations. Her real pleasure is talking to foreign customers and monitoring the estate's export development.

And Jade... Jade brings joy wherever she goes. She helps Manon with most of her tasks and is responsible for the estate's sales development in France.



PIÉBLANC TODAY



Tasting-Immersion with guest artists, to define the tasting notes for the wines.



A visit from our Paris sales agents and an attempt to reproduce Piéblanc's sign.



Ephemeral photo lab by artist photographer Grégoire Éloy in the Chai.

ENTIRELY DEFINED BY: CUSTOMERS, ARTISTS AND WINE LOVERS

It is extremely difficult to define the work and uniqueness of a winemaker or his wines. There is a great risk of falling into conventional comments, where everyone claims the same thing according to the expectations of wine lovers.

So in 2023 we made the radical decision to let a large number of people define Piéblanc and its wines.

Our customers, of course, because if they choose us, it's because they feel something special when they taste them. Then there are people with a particular sensibility, like artists or wine lovers in general.

For us, it's all about letting go. We take note of how passers-by feel, and treat them with as much attention and respect as a DipWSET taster or a great sommelier.

This will soon give us a perfectly authentic vision of what Piéblanc is all about.

In the same way, we choose our commercial partners for accompanying Piéblanc with joy and passion, saying what they feel, and not what we all hope to hear.

2023 - The tint of the Vintage given by Grégoire Eloy

Grégoire Eloy is a photographer. In 2023, he will be in residence at Piéblanc, immersing himself in the estate's activities at various times. His work will be part of his research cycle on Biodiversity. The view he will choose to take on Piéblanc will be the one that defines our vintage. His poetry and the authenticity of his vision will enable us to convey the truth of our work.



PIÉBLANC IN 2023

FRESH SOILS
+
DELICATE WORK
+
JOY
+
ELEGANCE IN CONSTANT PURSUIT
+
OBSESSION WITH THE GOOD AND THE BEAUTIFUL

Today, what we can pass on about Piéblanc is that it is an estate where joy and passion allow a higher degree of delicacy in the work, where the grapes are simply 'accompanied' and where each of the wines is recognised as a modern expression of its terroir.

GIGONDAS | BEAUMES-DE-VENISE | VENTOUX



WINE | ART | FUN