





## CULTIVATING THE FUTURE OF BORDEAUX

Famille Bouey has been deeply rooted in the Médoc since **1821** — where they have tended the vines, not merely owned. Like any other priceless heirloom, the Bouey Family aim to keep the vines fruitful for the generations to come.

### CORE VALUES

- Continuing a family legacy of skillful vine-growing and winemaking
- Protecting and nurturing the earth through biodiversity and a strong bond with the land
- Creating and spreading a passion for Bordeaux wines



## SIX UNIQUE TERROIRS, THE REAS TREASURE IN OUR CHATEAUX

Since the inaugural planting **over 200 years ago**, the Bouey Family has taken great pride in their exceptional vine-growing land and their estate partners. The Bouey Family and Stéphane Derenoncourt work together on **6 Château estates** with a focus on the earth. They have a deep understanding of the soils and how they will impact the wine from vine to glass.

## VARIETALS AND SOILS IN THE MÉDOC

**Cabernet Sauvignon** and **Merlot** are the dominant grape varieties, with the occasional plot of **Petit Verdot** and **Cot (Malbec)**.

Each Château, and sometimes each plot, has its own unique proportion of **chalk, sand, clay, silt** and **gravel** in its soil. This variety of soil has a direct impact on temperature, water, nourishment, acidity and micro-climate. It also governs the grapes' flavor profile, aroma and tannins.



## TWO CENTURIES OF BOUEY FAMILY HISTORY

**1821** – Jean Bouey purchases the family’s first vines in the Médoc. His descendants, running down through the Bouey and Delhomme lines, would branch out into every part of the vine-growing business and take positions in some of the most prestigious estates in the Médoc.

**1958** – Maison Bouey is established, the merchant company founded by Roger Bouey (1901 – 2000) and his sons Serge and André.

Maison Bouey is now **one of the last independent, family-owned wine trading companies left in Bordeaux**. The sole shareholders are Patrick and Jacques Bouey, ensuring the family retains total control. All this helps guarantee Famille Bouey’s clients and partners a strong, close relationship with a fully independent company.



## MEET THE WINEMAKER, STÉPHANE DERENONCOURT

*“Unquestionably one of the rising stars among international winemakers”.* - The Financial Times

In 2007 Patrick and Jacques Bouey embarked on a long and fruitful partnership, not to mention friendship, with Stéphane Derenoncourt. Supported by his young associates, this master winemaker and grower oversees the vines and wines of the family’s seven estates and produces two exclusive collections for Maison Bouey.

His approach **focuses on expressing provenance**, harnessing the power of the fruit and preserving a natural environment. The wines he crafts are **exquisite, modern, elegant and sensual**.



## SUSTAINABLE PRACTICES

As part of the **environmental management system (EMS)**, Famille Bouey has raised all 7 estates to **ISO 14001 standard** and **obtained the HVE certification in 2018** - the highest level available to farms and agriculture.

They no longer use chemicals to treat, feed or tend the vines. This has promoted biodiversity in the vineyards; the soil is fertile, a variety of wild flowers and vegetables have returned, and birds are once again flocking to the surrounding woodland.



# IGP Atlantique

## CUVÉE 11 & CUVÉE 20

Two wines whose fruit and freshness come together to honor two major events in the Bouey Family history.

**Cuvée 11** – named for **the first 11 hectares** of vines acquired by Jean Bouey in 1821.

**Cuvée 20** – acknowledges the fourth generation of the Bouey Family, **Yann Bouey**, who joined the family business in 2020 to continue the family legacy.

## OH LA VACHE!

*“Oh La Vache!”* (French slang for “Holy Cow”), an eco-responsible wine produced with respect to **biodiversity** and **durable development**. *The future of our planet is being written today, one bottle at a time.*

- High Environmental Value (HVE) Level 3 Certified
- Recycled glass bottle
- Label produced from cane sugar fibers
- Cork sourced exclusively from sustainable forests
- Intended to be recycled in full once enjoyed





# Bordeaux

## CHÂTEAU LA FRANCE DELHOMME – IN HOMAGE TO OUR FAMILY

The Bouey Family named the estate *Château La France Delhomme* in honor of one of their ancestors. The property is also rich in historical significance, home to the 18<sup>th</sup> Century Tower, a French historical monument patrimony.

The wines here owe their distinct character to the vineyards primarily planted with Merlot, and to its **sandy, chalky soil**. This rare soil type comes from the **Aeolian sands carried by westward winds**. When incorporated into the soil, this sand aids in drainage and warms the soil faster in the spring. In turn, the vines **fruit earlier** and **produce a palate bursting with red fruit character and spice notes**.

## CHÂTEAU MAISON BLANCHE – WHERE CRU BOURGEOIS BECOMES CONTEMPORARY MÉDOC

Château Maison Blanche is the family's oldest Château; a **classic Médoc estate**, planted with mature Merlot, Cabernet Sauvignon and Cabernet Franc in soils rich in clay and limestone. These **old vines bring character and density to the wine, without losing the velvety soft finish**.

The Château produces **under 7000 bottles a year from carefully selected plots** to craft a true reflection of the estate. The Bouey Family takes a hands-off approach, leaving nature to do her job, they merely guide the wine as it reaches maturity.







# Colors 721

## INSPIRED BY PANTONE 721

It's easy to overlook a wine's color in favor of its aromas or complexity on the palate, but you can capture the very essence of a particular vintage at first sight.

Maison Bouey created **Colors Rosé** in partnership with **Pantone, world-renowned colorist**. This collaboration is the first and only for Pantone in the wine industry.

This unique cobranding encourages the buyer to choose Famille Bouey's Rosé based on its captivating color, inspired by **Pantone 721**.





DU MONT 019  
HT MEDOC  
12 pds =  
27 RL  
LA RIBAUD  
2014 MEDOC  
5 pds =  
11,25 RL  
LA RIBAUD  
2014 MEDOC

FAMILLE  
**BOUEY**  
VITICULTEURS DEPUIS 1821





