Wine is born from the earth, the sky… and the love one carries for it.
Humility and determination

The words that best describe Maison M. Chapoutier. An Estate that nurtures its vineyards with the greatest respect for natural balance and terroir since 1808. The family motto “Fac et Spera” — do and hope — says it all. Two words that sum up all the patience and daring that this art demands: patience in relation to nature which presides; daring for the winemaker, who observes, chooses and assists. The wine will be the faithful expression of this alchemy.

“The terroir is a combination of soil, climate, which determines the vintage and terroir rooted in tradition. Without people there is no terroir.”

Michel Chapoutier
Background

Members of the CHAPOUTIER family have been working in the Rhône valley since 1808. A distant ancestor, Polydor CHAPOUTIER, was the first to buy vines here, shifting from being a simple grape grower to making and trading his own wine. The pioneering spirit was already part of the family tradition.

Since 1990

Michel, now in his forties, manages an exceptional Estate, a land rich in history and tradition. Passionately interested in expressing the character of the soil, Michel has found the means to give free rein to his convictions. A new era for the winery, welcoming changes that link traditions of the past with Michel's daring convictions.

A matter of time. Much as with every natural element, what matters is weather and earth, roots, vines and fruit.

This is the basis for all the diversity and generosity of Maison M. Chapoutier.
Michel Chapoutier started his love-affair with wine at 26. A self-taught enthusiast and curious visionary he brings to the winery a new approach and a powerful ambition. An idea of wine that soon became all-embracing. “Wine-grower, wine-maker and wine lover”. The choices he made marked a break with past principles and prejudices. A question of audacity and conviction, convictions he shares with his young team. An essential, emblematic choice too: he decided to change the taste associated with Maison M. Chapoutier, to avoid cultivating “a signature taste”, focusing instead on bringing out the difference and specific features of each terroir.

**Terroir lover**
From his childhood Michel has retained fragrances and smells from the terroirs that fuelled his inspiration and passion. Scents also brought back from his journeys and encounters, from other countries and different cultures. This was a process of initiation, learning to appreciate the full diversity, richness and subtlety of wine. One essential idea emerged, the importance of terroir and its expression in wine. Being true to the earth, which gives its signature flavour to each wine. And ideas lead to commitment, defending the Appellation Controlee (AoC) system, a key battle.

**Passionate**
Michel Chapoutier loves wine, any wines. Without chauvinism. He likes food too, the way flavours bring emotion to dishes; where food and wine pairing takes a whole new level. Michel seeks perfection, setting high standards in every aspect of his life. Welcoming goodness and beauty, saying yes to sharing, to champagne, to the conviviality of eating and drinking, to enthusiasm, obstinacy, innovation and a pioneering spirit. Yes again to clearheaded altruism, generosity and emotion. But no to sluggish, passive behaviour and people who give up before they have even tried.

**Constantly creative**
A pioneering spirit, Michel Chapoutier always has a new challenge on his mind, ever on the move, his eyes fixed on the horizon. He conveys his ambition to his team, sowing ideas to make them grow, never following nor copying, always initiating and creating, opening the way. He takes his convictions to their logical conclusion, with no fear of being side-tracked or going against the grain.
Values

Respect
For the terroir
- a combination of soil (pedology and geology),
- climate (microclimate and vintage), and
- human talent (provided by people and tradition).
It also means paying attention to each plot, listening to the world, the environment, anticipating the needs of the earth.

Respect for the fruit, the grape. Maison M. Chapoutier is one of the few Rhône valley winery to have a team specifically dedicated with “accompanying the wine-harvest”.
This is a new vinegrowing skill in order to provide guidance and support on farming methods for Maison M. Chapoutier when it is acting as a merchant for the grapes.

Respect for the consumer whether they are wine connoisseurs or not. Maison M. Chapoutier crafts its regional wines with the same dedication given to the most prestigious bottles, investing just as much faith. The aim is always to convey the same love of wine, to give complete beginners a chance to discover its diversity.

Audacity
Being audacious means keeping an open mind, embracing new horizons, other localities, other organic winegrowing methods. Being audacious means combining tradition and modernity, making it possible for them to join forces and engender new know-how and craft.

Conviviality and generosity
Anyone who creates wines must be generous and festive. Without such qualities the creative act is doomed, sterile and vain.
Conviviality and generosity are a form of self-expression, an incentive and stimulant, enhancing and encouraging, much as a wine contributes its richness to the dish it accompanies.
One with the other, one for the other.
The matching of food and wine is central to Michel Chapoutier’s whole approach.
**M. Chapoutier**

**Convictions**

**Biodynamics**
Two words adding up to an essential value: bio, as in life, and dynamics, for action.
For its own vines Maison M. Chapoutier has adopted biodynamic farming techniques.
This demanding approach is backed by a genuine conviction and a fierce determination to allow the earth to live and express itself. Making AoC wines principally means giving full expression to a *terroir* (soil, climate, people). This process, transforming mineral potential into plant life, can only occur on a vibrant *terroir*, capable of transmitting its vitality and energy.

**Varying taste**
“Allowing the *terroir* to have its say, means letting the soil and especially the vintage express themselves. This integrity must not be corrected.” This sums up the goal pursued by Maison M. Chapoutier. As each vintage reflects the climate over the whole year, Maison M. Chapoutier has deliberately chosen to avoid establishing a house taste, a set style. Its overall approach is subordinated to *terroir*, and the organoleptic differences between each vintage.
On the other hand, there is a constant desire to highlight differences, bringing out specific nuances in the flavour particular to a *terroir* or a wine. In keeping with the AoC ethos. The aim is to achieve the greatest refinement, a crescendo effect, from fragrance, through flavour, to lingering aftertaste, exemplified by subtle wines particularly well matched to good food, some simple, others more refined.

**Braille labels**
Both a choice and a symbol, reflecting openness and tolerance. Since 1996 all Chapoutier labels have been marked in Braille.
This is also a tribute to Maurice Monier of La Sizeranne, a member of the family that previously owned the vines of the same name and who invented the first abbreviated version of Braille. He also founded the Valentin Houf Association.
Fac&Spea

The absolute
The family motto “Fac et Spera” – do and hope – sums up the humility and daring it takes to make these rare wines.

The Single Vineyards come from plots planted with old vines. They are the emblem of M. Chapoutier’s Philosophy.

The winegrower lets the soil express itself, without intervention, to offer the best snapshot of the terroir (conjunction between the soil, the climate – which gives the vintage – and the know-how coming from Tradition). Here Biodynamic Farming really meaningful.

Prestige

Our heritage
Leading classic “crus” signed M. Chapoutier and representative of their appellations in the Rhône Valley. Renowned and recognised worldwide, these vintage wines and their famous names, bear witness of a long history.

Tradition

Our reference
The key stone of the Maison M. Chapoutier, these easy tasting wines offer a wide range of gustative expressions. They ideally accompany both everyday dishes and the most sophisticated delicacies.

Discovery

Our challenge
A full illustration of the Maison M. Chapoutier’s talent, beyond the confines of the Rhône Valley. The discovery of new vast terroirs, yet unknown, that Maison M. Chapoutier cultivates with the know-how learned by growing grapes in the Rhone Valley, crafting year in year out unique affordable wines.

Specialities

Our collection
A little something, the spirit of the winery, that Maison M. Chapoutier likes to add. To extend the pleasure of a good meal, try our sweet wines and collection of spirits, celebrating the infinite diversity of the M. Chapoutier vineyards.
Biodynamics

“Wine is the result of two forces. The magnetic force of the earth and the cosmic force of the sun. The art of the winegrower is to foster the accumulation of energy from both forces in the grape until it is time to harvest.”  
M. Scipion

The force of the elements

Maison M. Chapoutier started using biodynamic techniques in 1991. This method involves enriching the soil exclusively with natural substances. This is partly to leave the terroir the greatest possible freedom of expression. For this process to be as authentic as possible no artificial chemicals are used, only natural substances. Biodynamics is also based on observation and analysis of natural cycles: earth, sun and moon. Their interaction produces energy which combines with the work of the winegrower.

The arts of the winegrower

Pruning is an agricultural art form. The winegrower assists nature in her work nourishing the vine, then intervenes to educate the vine.

The first two steps are composting and ploughing. They are essential, the backbone of farming. It takes time to enrich the earth, time too to prepare it. On account on the varying slope on his plots, Michel Chapoutier may use a tractor or a horse, a winch or a pick-axe. On this depends, among other things, the deliberately low yield.
Australia

In 1997, true to his pioneering spirit, Michel Chapoutier set out to explore the terroirs of the oldest continent. He wanted to meet people, people like him with a passionate interest in bringing out the true character of vines. A matter of convictions, too, prompting discovery and observation. He found land awaiting its revelation. Michel Chapoutier’s aim is to invent properties, not to follow the example of others.

Michel Chapoutier buys land and joins forces with major winemaking families, playing on their complementary know-how and experience. The result is exceptional Shiraz wines, displaying great elegance and mineral purity.

In 2002 he joined forces with Ron and Elva Laughton (Jasper Hill) in central Victoria, and at Heathcote, north of Melbourne, on a very unusual, early Cambrian soil.

He has also worked with Rick Kinzbrunner on the Giaconda vineyard at Beechworth, in northeast Victoria, on a granite soil.

After a brief experimental joint venture with his US importer (Terlato & Chapoutier), Maison M. Chapoutier bought two other Australian vineyards (Shays Flat and Landsborough) in the Victorian Pyrenees and set up the fully owned Domaine Tournon.

Portugal

Another place prompted new encounters and another story, in partnership with José Bento dos Santos. In 2007 he welcomed Michel Chapoutier to his exceptional vineyard. Long before humans appeared, the land was covered by the sea, endowing it with many riches. To the Portuguese vineyard Michel Chapoutier added old Rhône valley stock from his own vineyards. Michel Chapoutier and José Bento dos Santos have the same outlook on wine and good food. They were bound to get along.
Key figures

Vineyard
700 hectares of land property,
360 hectares of vine operated in France,
Australia and Portugal including 34 hectares
of Hermitage vine.
Maison M. Chapoutier is the largest owner
in the Hermitage appellation.

Production
5 million bottles

Employees
130

Exports
50% of production

Main markets
France 50%
United Kingdom 10%
Japan 4%
United States 4%
Canada 2%
and 90 other countries