

# VIDAL-FLEURY

2025



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## 200 YEARS OF PASSION

At the heart of the Côte-Rôtie vineyards, 30 km south of Lyon on the banks of the Rhône, stands the oldest winery in the Rhône Valley still in business: Maison Vidal-Fleury. Founded in 1781, Vidal-Fleury has survived the centuries thanks to the tenacity of men who are resolutely in love with wine... for over 230 years, Vidal-Fleury has been one of the emblematic Houses of Côte Rotie.

As a wine merchant and winemaker, Vidal-Fleury has all the necessary expertise, from the vineyards to vinification, maturing, packaging and ageing in the bottle, enabling it to deliver bottles of the highest quality all over the world.

To acquire the character of its appellation and reach a level of excellence, each wine needs personalized care, adapted to its own evolution and origins. This begins with the meticulous selection of grapes from the terroirs at the heart of the Rhône Valley, followed by respect for maturation and ageing times. Only in this way can the wine reveal the full maturity of its aromas and reach a level of excellence.

### SUMMARY

- Rhone Valley specialists from the North to the South
  - About Vidal-Fleury
- Antoine Dupré, General Manager and winemaker
  - World-renowned wines
- Map of Vidal-Fleury's wines

## RHÔNE VALLEY SPECIALISTS, FROM NORTH TO SOUTH

The vineyards of the Rhône Valley are among the oldest in France, crossed by a fiery river that flows all the way to the south of the country. In this vast region, divided into two distinct zones, the south and the north, Vidal-Fleury boasts one of the largest selections from the Rhone Valley with over 20 appellations in white, rosé and red, among the most prestigious in the Rhône Valley.

The House remains committed to the production of traditional blends, that have contributed to the reputation of the Rhone Valley and the specificity of each of the northern and southern terroirs.

- In the North: Côte-Rôtie, Condrieu, Saint-Joseph, Cornas, Hermitage and Crozes-Hermitage.

Syrah, the only red variety is sometimes blended with white varieties such as Viognier in Cote-Rotie; Viognier, Marsanne and Roussanne are used to make white wine.

- In the South: Châteauneuf-du-Pape, Gigondas, Vacqueyras, Tavel, Cairanne, Côtes-du-Rhône Villages, Côtes-du-Rhône, Ventoux and Muscat de Beaugues-de-Venise.

There is a broader range of varieties. As always, Vidal-Fleury elaborates its southern red wines out of a combination of Grenache, Syrah and Mourvedre; when it comes to the whites, Viognier remains in the limelight, joined by Grenache blanc, Clairette, and Roussanne.

Winemaking equipment: in 2008 around 20 million€ were invested in the construction of a 9,000 m<sup>2</sup> two storey cellar, essentially designed for maturing, packaging and ageing wines in bottles.

Côte-Rôtie, one of the jewels of the French wine world:

The jewel of the range remains Cote-Rotie Cote Blonde La Chatillonne. elaborated from Syrah (88%) and Viognier (12%), both of which are planted on a 0.8-ha parcel.

Côte-Rôtie, in a climate that perfectly combines the heat and sunshine (hence the name 'Rôtie') of the Mediterranean climate with the coolness and humidity of the continental influences of Burgundy further north, two terroirs stand out: Côte Brune to the north-east of the Reynard stream and Côte Blonde to the south-west. While the Côte Blonde is characterised by sandy clay soils that produce highly aromatic wines, the Côte Brune soils are ferrous and the wines are more structured.

A vineyard with a breathtaking landscape...

On the northern slopes of the Rhône Valley, the terrain is steep, craggy and sometimes difficult to access. To cope with this vertiginous topography, the Romans, who had settled in the region, laid out the vineyards in beautiful terraces, which still survive today thanks to the regular upkeep of the low walls that support the soil. Some plots can take up to 30 minutes to reach...

No tractors, no horses, just the will of man.



## ABOUT VIDAL-FLEURY

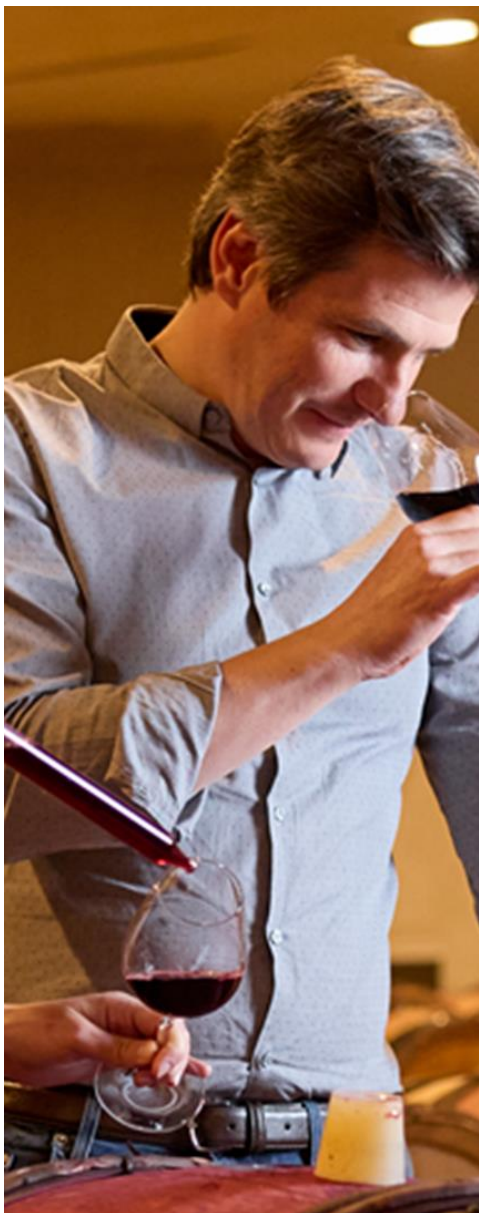
It was in 1781, in the small commune of Tupin-et-Semons, south of Lyon and in the heart of the most prestigious vineyards in the Rhône, that Joseph Vidal founded the House of the same name. From the outset, it acquired an international reputation, thanks in particular to trade with America. Thomas Jefferson, then US ambassador to France, visited the estate in 1787.

In the 1890s, Gustave Vidal married a Miss Fleury and Maison Vidal became Maison Vidal-Fleury. This marriage came at just the right time, as the bride's dowry was used to replant the vineyard, which had just been ravaged by phylloxera...

This was followed by a period of setbacks, including two wars, a shortage of skilled labour and the planting of market gardens... The vineyard was thought to be in its death throes, but a handful of stubborn men, who above all loved wine, brought the vineyard back to life. With the strength of their tenacity and their arms, they restored the vines to their former glory. By the middle of the 20th century, Vidal-Fleury had become the emblematic house of Côte Rôtie.

In 1984, it became the property of the Guigal family: the logical next step for these two families, Vidal-Fleury and Guigal, who have always worked together in the wine business. Indeed, in 1924, Joseph Vidal-Fleury hired Etienne Guigal, Marcel's father, as winemaker and cellar master. When the Vidal-Fleury family decided to sell, having no heir to run the business, they naturally turned to the Guigal family... The family story continues..





## ANTOINE DUPRÉ, GENERAL MANAGER AND WINEMAKER

At the head of Vidal Fleury since November 2020, he qualified in winemaking from the University of Bordeaux, obtained a Master's degree in international Wine and Spirits Trade and a level 3 Wine And Spirit Education Trust diploma (ESC Dijon) from Burgundian Business school.

Wine was a natural choice for Antoine Dupré. Following several internships in Bordeaux and South of France, he went on to become Cellar Master for producers in Bordeaux, South Africa then in Burgundy from 2006 to 2014.

Opportunities then brought him to Maison Gabriel Meffre in the Rhône Valley, where he was Purchasing Wine Manager for the negociant business and winemaker for the estates owned by the company before becoming New World Wine Buyer in January 2019 with the Grands Chais de France group.

Highly attached to the Rhône Valley and impressed by the diversity and the complexity of its different terroirs, he was instantly delighted about this new challenge and collaboration with historic Vidal-Fleury.

Antoine Dupré's technical and commercial skills will enable him to apply methods to produce wines in the era of time, while favoring the balance between tradition and modernity, confirming the new style and quality of Vidal-Fleury wines.



## WINES ARE RECOGNISED IN THE WORLD

Different vintages distinctions follow each year:

### In 2024 and 2023:

- winespectator.com : Condrieu 2019 94
- robertparker.com, Y Castaing : Gigondas 2022 90, Châteauneuf du Pape 92, 2023 Châteauneuf du Pape blanc 89, 91
- Joe Czerwinski, for robertparker.com :  
 \*Châteauneuf du Pape Blanc 2019 90  
 \*Côte Rôtie Brune et Blonde 2017 91

- vinous.com : Gigondas 2022 89, Gigondas 2020 91, Gigondas 2018 89, 2021 Châteauneuf-du-Pape white 89

### In 2022 :

- Condrieu 2018 93 by Wine Enthusiast, Réserve Muscat de Beaumes de Venise 2019 90
- Jeb Dunnuck rated in December 2022 2020 et 2021 vintages, including :  
 \*Cairanne 2021 n 87-90  
 \*Châteauneuf du Pape 2021 89-91  
 \*Côte Rôtie Brune et Blonde 88-90  
 \*Côte Blonde La Chatillonne 91-93  
 \*Châteauneuf du Pape 2020 88-90 et Châteauneuf du Pape Blanc 2021 90
- jancisrobinson.com: in November 2022, Gigondas 2021 15

### In 2021:

- Le Point : Crozes Hermitage rouge 2019 14,5
- Le Guide Bettane&Desseauve 2022 : La Chatillonne 2013, 90
- Decanter 93 Châteauneuf du Pape rouge 2018
- And the 2010 : Côte-Rôtie Brune et Blonde 95, Cornas 90

- jancisrobinson.com regularly distinguishes Vidal-Fleury wines:

\* in 2024 : Côtes du Rhône red 2023, Tavel 2023 15

\*Cairanne 2019 15

\*Côtes du Rhône rosé 2019 15

\*Châteauneuf-du-Pape blanc 2019 15,5

\*Hermitage 2019 17 +

\*Crozes-Hermitage blanc 2019 15

- Jamie Goode, in wineanorak.com, qualifies Côtes du Rhône rouge 2016  
 « Really impressive »



## VIDAL-FLEURY WINES MAP

