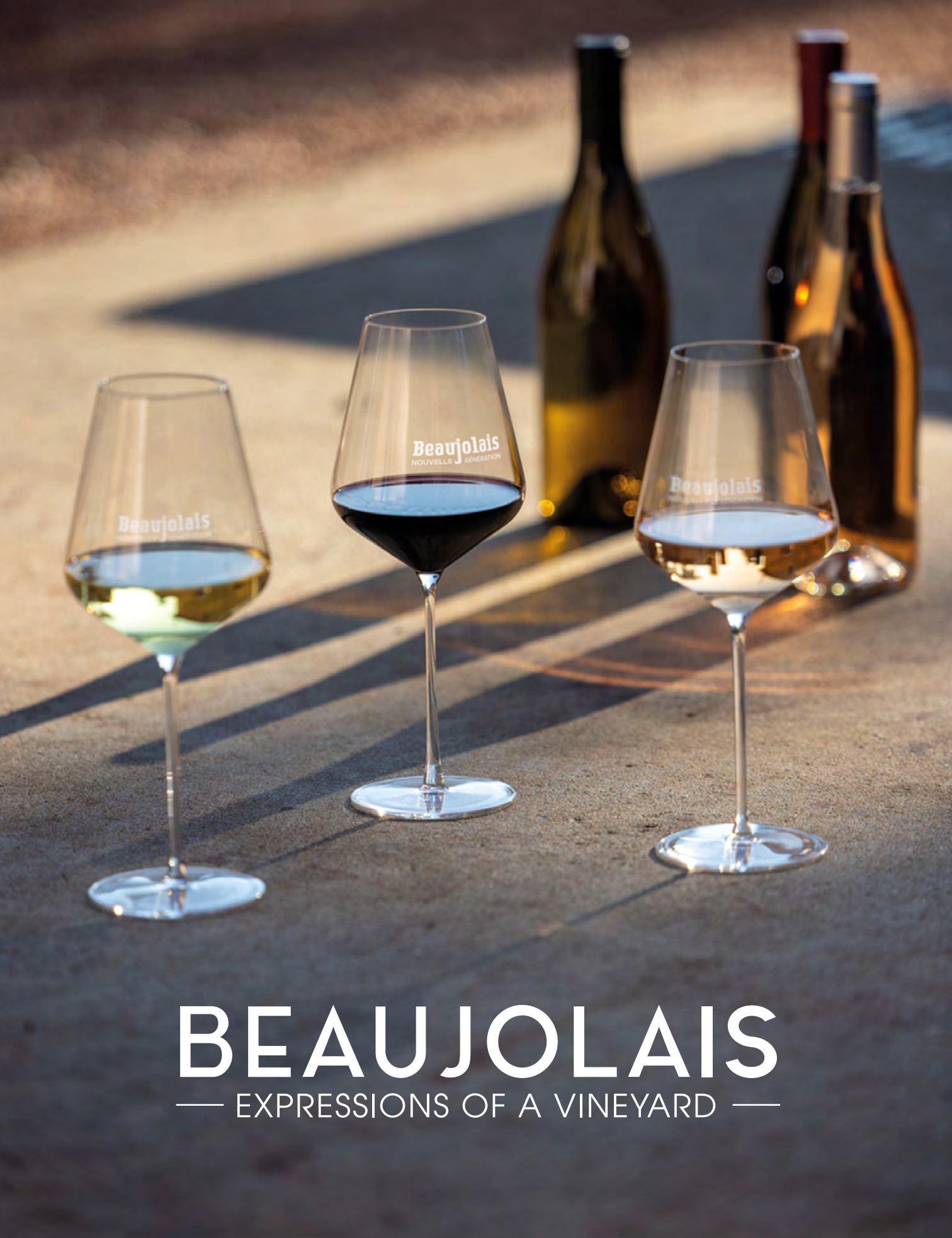


BEAUJOLAIS

EXPRESSIONS OF A VINEYARD

BEAUJOLAIS

EXPRESSIONS OF A VINEYARD

THE HANDBOOK OF BEAUJOLAIS WINES

EDITORIAL

"The primary objective of the roadmap we established many years ago was to modernise the image of our vineyard.

First by highlighting our ability to produce wines that are ever more precise, combined with a remarkably diverse terroir.

This step was achieved in recent years, thanks to the national and global recognition of the quality and typicity of Beaujolais wines: fruity, easy-todrink, accessible and with an immediate mouthfeel, but also complex and full-bodied, suitable for almost any tasting opportunity. This versatility is the main asset of our wines that come from Gamay and Chardonnay grape varietals. We must cultivate this adaptability that positions our wines as frontrunners in emerging consumer trends and enhances their appeal to new generations of wine enthusiasts. Thanks to their diversity and undeniable qualities, Beaujolais wines now seem to provide the ideal balance between quality, value for money and enjoyment. This is an area that we have chosen to prioritise over the next two years.

To keep up with the times, this strong versatility must go hand in hand with everything that makes our region so rich and diverse. We, the winemakers and wine estates of the Beaujolais region have many assets: our terroir, the diversity of our red and white wines, the environmental commitments of our growers, our landscape and built heritage, as well as the economic vitality and vibrant tourism of a constantly evolving region.

Today, new consumers explore the world of wine through new experiences that we devise, guiding them along a variety of paths of discovery.

It is our duty to reinforce the clear compatibility between our wine-growing region and the preferences of today's consumers.

Our source material is extremely rich, let's ensure it bears fruit!"



Sébastien Kargul

president of Inter Beaujolais,
the Beaujolais Wine Council



INTER BEAUJOLAIS MISSIONS

Inter Beaujolais, the Beaujolais wine council, was created at the request of viticulture and trade associations by French decree of 25 September 1959. Interprofessional councils are private organisations recognised by the French government, bringing together partners from the same industry, upstream and down. The scope of Inter Beaujolais activities covers wines produced within the perimeter of the AOC Beaujolais area. The Council's roles and missions contribute to the harmonious development of the Beaujolais wine industry. Its main missions are: promoting wines on markets via collective initiatives; conducting research work and trials; providing and transmitting transparent economic data; organising and standardising professional relations and practices in use.

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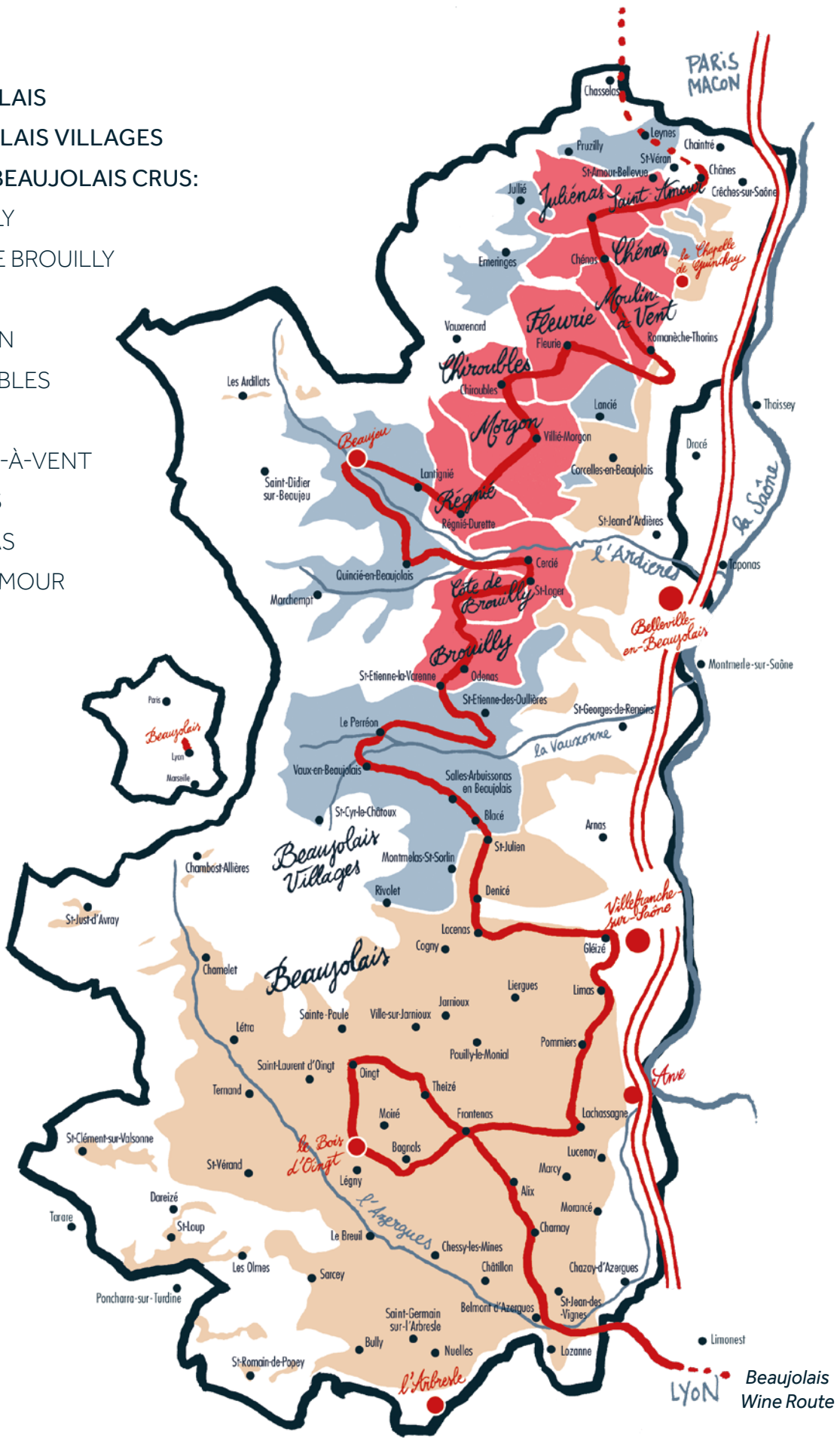
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- BEAUJOLAIS
- BEAUJOLAIS VILLAGES
- THE 10 BEAUJOLAIS CRUS:
  - BROUILLY
  - CÔTE DE BROUILLY
  - RÉGNIÉ
  - MORGON
  - CHIROUBLES
  - FLEURIE
  - MOULIN-À-VENT
  - CHÉNAS
  - JULIÉNAS
  - SAINT-AMOUR



Beaujolais Wine Route

2 DEPARTMENTS

Rhône

&

Saône-et-Loire

2 GRAPE VARIETIES

gamay noir à jus blanc – the emblematic grape variety of Beaujolais – yielding easy-to-drink wines with complex fruitiness and **chardonnay** that offers racy, appealing and surprising wines.

12 AOCs

including **two regional appellations** (Beaujolais and Beaujolais Villages) and **ten crus** (Brouilly, Côte de Brouilly, Régnié, Morgon, Chiroubles, Fleurie, Moulin-à-Vent, Chénas, Juliénas and Saint-Amour)

38 VILLAGES

crisscrossed by the Beaujolais Wine Route, stretching from Lyon to the Mâcon region, and along the Saône river to the east.

13,000 HA*

claimed in the **12 Beaujolais AOCs**

1936

The year the **first AOC** for the Beaujolais wine region came into being

1951

the year **Beaujolais Nouveau** wines were first commercialised

140 KM

the length of the Beaujolais **Wine Route**

GETTING HERE

by **high-speed train** via Mâcon Loché or Lyon Part-Dieu railway stations

by **car** via Motorway A6

by **plane** via the Lyon-Saint-Exupéry airport

* The numerical data presented in the Beaujolais Handbook are a 5-year average (2019-2023).

Sources: Inter Beaujolais, ODG, DNSCE (National Directorate for Foreign Trade Statistics).

Every year, about
2 000 winemakers produce
Beaujolais wines.









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BEAUJOLAIS: THE DIVERSITY OF A VINEYARD

The hilly Beaujolais vineyards stretch out from north to south over 55 kilometres, bordered to the west by the foothills of the Massif Central, and to the east by the Saône river plain. Located just outside Lyon, the Beaujolais is less than a 30-minute drive away. The vineyard's past as well as its future are inseparable from the gastronomic capital, endowing it with a special quality. Often called the 'vineyard of Lyon' or Lyon's 'third river', if Beaujolais had to be summed up in a word, without a doubt, it would be: **diversity.**

First of all, diversity in its landscapes, which unfold like paintings one after another, with the crus in the north, the Beaujolais Villages in the centre and the Beaujolais appellation, the major part of which is located in the south; with **gamay noir à jus blanc** as a recurring theme. Extended across the departments of the Rhône and Saône-et-Loire, the diversity of the hilly vineyards boasts forests, plains and winding roads. The decor is green, varied, lush and inspiring, with nature galore, mountains to the north and countless variants of light reflect off the golden stone bathed in sunlight in the south.

Of course, there's surprising diversity in its wines that are also full of subtlety. So much so that everyone can find the Beaujolais to suit their taste, whether red, white or rosé. Beaujolais 'single-variety' wines are mostly red (94% of the production); gamay noir, which is the iconic Beaujolais variety, is also used to produce Beaujolais and Beaujolais Villages rosés. **Chardonnay** grapes also flourish on the chalky and marly Beaujolais soil to produce Beaujolais and Beaujolais Villages whites.

It's an emblematic vineyard in the national landscape, still teeming with secrets to be unearthed. Here, there is a constant sense of welcome and sharing. The Beaujolais, sculpted over centuries by generations of women and men day after day, is personified by its **12 AOCs (Appellations d'Origine Contrôlée).**





DID YOU KNOW ?

From 2009 to 2017, at the Inter Beaujolais council's request, a **terroir characterisation** survey was conducted by the SIGALES, a soil and terroir mapping agency. After more than 15,000 soil surveys, nearly 1,000 soil pits and 50 field visits, the analyses made it possible to map the Beaujolais vineyard. Winegrowers and négociants are now taking advantage of the soil characterisation to highlight the terroirs in plot-by-plot cuvées. In April 2018, recognition of the outstanding geology led to **"UNESCO Global Geopark**" label. Consequently, the Beaujolais vineyard became the 7th Geopark in France.





"TERROIR… *A NOTION THAT CONVEYS A SENSE OF QUALITY WINES, WELL-ROOTED IN THEIR REGION AND IN THEIR SOILS.*

Although the Beaujolais wine region is not very extensive geographically speaking, it encompasses a **multitude of different soils** *in a highly surprising way;* **over 300 variants** *have been identified and described. The soils form on bedrock or on the parent material that supports them. As such, our vineyard is quite outstanding, since it bears witness to over 500 million years of geological history for which all the traces can easily be found.*

At the interface of all the major geological events in history, located on the eastern edge of the Massif Central and impacted by the Alpine phenomenon of the Tertiary period but spared by the glaciers, the Beaujolais wine region has inherited one of the richest and most complex geologies in France. Covering a small area, the vineyard brings together a very wide variety of rocks!"

Scan the QR code to watch the film
The Beaujolais Vineyard, a Mosaic of Soils

Isabelle Letessier

Agronomist & Pedologist at SIGALES,
a soil and terroir mapping agency


Beaujolais
NOUVELLE GÉNÉRATION



HISTORICAL

OVERVIEW VIA THE VINEYARD'S MILESTONES

These vineyards are rich in history and have been marked by emblematic personalities. In the Middle Ages, the village of Beaujeu, nestled amidst the hills and stronghold of the local lords by the same name (the third largest in the 13th century), lent its name to the Beaujolais region. Nowadays, Beaujeu still remains the historical capital of the vineyard, although Villefranche-sur-Saône now holds the official title. The Counts of Mâcon, Archbishops of Lyon and Abbots of Cluny all owned land in the vineyards here and contributed to their growth. Learn more from the overview of the vineyard's milestones and nine key figures having marked its history.

10th century

Near Villié-Morgon, Beraud, the first Lord of Beaujeu, and his wife Vandelmode are said to have donated a plot of vines. Unfortunately, for almost 450 years, the Lords of Beaujeu, incessantly in conflict with their neighbours, were incapable of creating the atmosphere of peace and quiet that vines require for growing.

13th century

The seigneury of Beaujeu leaves its mark on the history of France. Located on the north of Lyon, the historical capital of this winegrowing area give the name Beaujolais to the vineyards.

16th century

Wine production is still minimal compared to other agricultural produce and its consumption continues to be purely local.

17th century

Winegrowing develops. This period marks the boom in the region's vineyards. The proximity of the Saône and Rhone rivers promotes urban growth. The winemaking business takes off, turning to Lyon for its market. **Beaujolais becomes the leading supplier of Lyon's famous 'bouchons' and taverns.** Served in 'pots', wine takes centre stage on every table.

1927

The first Beaujolais wine cooperative opens its doors in Beaujolais: the 'Cave des Producteurs des Grands Vins de Fleurie'.

1936

Creation of AOCs: Chiroubles, Chénas, Fleurie, Morgon and Moulin-à-Vent.

1937

Creation of AOC Beaujolais.

1938

Creation of AOCs: Brouilly, Côte de Brouilly and Juliénas.

1946

Creation of AOC Saint-Amour.

1950

Creation of AOC Beaujolais Villages.

15 November 1951

This is the year **Beaujolais Nouveau wines are first commercialised.**

1953

The first wine cellar devoted to tasting and selling Beaujolais wines opens in Morgon. Located in the Château de Foncrenne cellars, the avant-garde idea, makes the venue a showcase for the entire appellation.

11 July 1955

The Beaujolais Wine Route is inaugurated.

1983

In the heart of Beaujolais, Suzanne and Victor Michon founded the first farm school awarding a diploma in agrobiology on the Malval estate in Beaujeu: **the Beaujeu School. The interaction between agriculture, food and health was taught.** This associative school of higher education ceased its activities in 1998 following the death of Suzanne Michon, the true cornerstone of the institution.

1985

To simplify the distribution and sale of Beaujolais Nouveaux produced each year, **a decree sets the third Thursday of November as their release date.**

1988

Creation of AOC Régnié.

2009

A survey to characterise the Beaujolais terroirs is undertaken throughout the region.

2010

The Beaujolais Wine Routes are revamped to reflect the structure of the vineyards.

15 June 2017

The survey aimed at characterising the beaujolais terroirs was conducted over an eight-year period: the first 'auger sample' was taken on October 19, 2009 and the last on June 15, 2017. Some 32,073 potentially plant-able hectares were sampled and analysed (40,687 polygons drawn on maps). Hundreds of maps, reports and summaries are now available, providing very in-depth knowledge on the 'soil' component of the beaujolais terroir.

17 April 2018

UNESCO officially certifies the Beaujolais region with the **"UNESCO Global Geopark"** label. Although the region is above all famous worldwide for the quality of its wines, from now on, it will be famous for its rich, complex and exceptional geological heritage as well. Not only does the label recognise the remarkable character of the Beaujolais geology but it also takes into account the territory's plan focused on conserving and enhancing its geological heritage (landscapes, biodiversity, architecture, etc.).

2019

Since 2019, the desire to move Beaujolais wines upmarket has united all the stakeholders in the vineyard and strengthened the category of **Exceptional Beaujolais** – the new, great terroir wines: claims for lieux-dits, applications for recognition as "Premiers Crus" and applications for Dénomination Géographique Complémentaire (Pierres Dorées), collective initiatives to foster the use of village names.

A WINE IN SYNC WITH THE TIMES

Great historical figures from Beaujolais

BENOÎT RACLET

(1780 Roanne - 1844 Saint-Germain-en-Brionnais)
He is the inventor of vine scalding. A bailiff and vineyard owner in Romanèche-Thorins, he discovered the remedy for getting rid of a mischievous worm, the pyrale caterpillar. In the hamlet of La Pierre, the Raclet family cook would toss warm dishwater onto the vine on a daily basis and it continued to flourish. Based on that observation, Raclet developed the Raclet method, which came to be considered the most economical and efficient for treating the pest. The Beaujolais winegrowers honour his memory every year by organising the Fête Raclet in late October.

CLAUDE BERNARD

(1813 Saint-Julien-sous-Montmelas - 1878 Paris)
One of the founding fathers of experimental and modern medicine. A museum is dedicated to him in Saint-Julien where you can discover the life and work of this researcher and winegrower.

VICTOR PULLIAT

(1827-1896 - Chiroubles)
He was an ampelographer whose research, using American rootstocks, contributed to reviving the vineyards after the phylloxera epidemic.

VICTOR VERMOREL

(1848 Beauregard - 1927 Villefranche-sur-Saône)
He set up an experimental winegrowing station of worldwide scope in the machinery workshop on his family's farm in Villefranche-sur-Saône. His inventions (injector and sprayer) helped fight powdery mildew in the late 19th century.

MARGUERITE CHABERT

(1899-1992 - Fleurie)
She immersed herself at an early age in the winegrowing culture by driving her father, elected president of the Fleurie wine cooperative in 1932. It was only natural for her to promise him to take charge of the cooperative's future when he died. She took over in 1946. Marguerite worked unfailingly for nearly 40 years to develop the organisation to which she was fully committed. As the first and only female president of a wine cooperative in France, her strong personality allowed her to impose her ideas in a predominantly male setting. In 1975, she was awarded the medal of the Legion of Honour, testifying to the recognition on behalf of her Beaujolais homeland.

JULES CHAUVET

(1907-1989 - La Chapelle-de-Guinchay)
Jules Chauvet was a winemaker and négociant, based in La Chapelle-de-Guinchay. In addition to his expertise as a winegrower and taster, he was also a skilled chemist. He worked on yeasts, malolactic fermentation and carbonic maceration. A witty man who was good at explaining and driven by a great strength of conviction, he is now considered the father of the natural wine movement. He has left a unique legacy of scientific work on wine chemistry and tasting.

SUZANNE AND VICTOR MICHON

(Active years of the Beaujeu School: 1983 - 1998)
The school of agrobiology in the heart of the Beaujolais. Suzanne and Victor Michon, a couple of pioneer intellectuals and ecologists, settled at the Malval estate in Beaujeu. They decided to advocate a new agricultural model: biodynamy, based on the relationships between agriculture, food and health. The Beaujeu School was born. Between 1983 and 1998, Suzanne and Victor surrounded themselves with a group of teachers and set about training the farmers of tomorrow in alternative farming methods (biology, permaculture, etc.), but also in the general philosophy of life. In this real farm school, teachers were agroecologists, biodynamists, permaculturists, homeopathic veterinarians, phytotherapists and soil microbiologists. Many illustrious professors in their field crossed paths here, such as Roger Durand, Max Léglise, Pierre Rabhi, Emilia Hazelip, Lydia and Claude Bourguignon, Bernard Berthet... Together, they created the organic viticulture reference system that made the Beaujeu school famous. As the teaching was intended to be plural and wide-spreading, more than 500 students from 18 different countries were trained. The Beaujeu School ceased its activities in 1998 following the untimely death of Suzanne Michon, the cornerstone of the institution.

LOUIS BRÉCHARD

(1904-2000 - Chamelet)
Sometimes known as "Papa Bréchard", Louis Bréchard, was a grower and fervent winegrowing union member. In particular, he chaired the Union Viticole Beaujolaise for 20 years and is considered by some as one of the fathers of Beaujolais Nouveau.

GEORGES DUBŒUF

(1933 Crêches-sur-Saône - 2020 Romanèche-Thorins)
Sometimes nicknamed the "pope" or the "king" of Beaujolais, Georges Dubœuf came from a long line of winegrowers. He settled in 1964 in Romanèche-Thorins to establish his Beaujolais and Mâconnais wine trade. A discerning taster, he had his heart set on revealing the talent of the winegrowers and enhancing the great terroirs. A tireless ambassador for the region, he travelled the world to promote his wines alongside renowned chefs such as Paul Bocuse, Pierre Troisgros and Guy Savoy. He contributed greatly to the reputation of Beaujolais Nouveau by organising major international events. A forerunner in terms of communication, in 1993 he founded the Hameau Dubœuf, a museum dedicated to the vineyards and wine.

A TRIBUTE TO GAMAY

Planted in the territory since the early 17th century, the gamay variety and the Beaujolais vineyard share a common history. This area has proven to be the perfect setting for the variety to develop all its finesse and diverse expression. Visually, its thin, delicate purple-black skinned grapes are cylindrical and compact, surrounded by flat, fairly even-edged leaves. Although granite soils seem to be its soil of choice, the variety is good at adapting. The wide range of soils here means fruity, easy-to-drink, or more structured, tannic wines can be produced. These multiple combinations between grape variety and soil are one of the Beaujolais region's strengths. Historically, before the phylloxera epidemic, the variety was widespread in France and is estimated to have covered over 160,000 hectares. Nowadays, nearly half of the 30,000 hectares of gamay planted worldwide are in the Beaujolais region, where it covers 96% of the areas that produce Beaujolais wine. A natural cross between pinot noir and gouais blanc, the **gamay noir à jus blanc** variety makes it possible to produce wines with **multifaceted fruitiness:** from "cheerful fruitiness" for Festive Beaujolais wines – and hence *Beaujolais Nouveaux* – to "complex fruitiness" for the Exceptional Beaujolais, and including "racy fruitiness" for the Expressive Beaujolais.

With its great breadth, it can be used to produce hugely elegant wines that can be consumed young as well as cellar ageing wines. Resolutely modern, it allows the elaboration of supple and fruity wines. The early-ripening variety produces wines with a pretty red-coloured robe, often lively and bright, with aromas that are predominantly fruity (raspberry, wild strawberry, blackberry and black cherry) or occasionally peppery and floral. The gamay variety requires meticulous care and attention. Well aware of that fact, Beaujolais winemakers have developed undeniable knowledge over the years, allowing them to tame the variety's natural fertility and bring out its best qualities.

Since 2010, Inter Beaujolais, the Beaujolais Wine Council, has promoted the gamay variety by organising the **International Gamay Competition.** An event aimed at boosting the image and reputation of the variety among consumers and producers worldwide.



DID YOU KNOW?

Château de l'Éclair, an estate owned by **SICAREX Beaujolais** (technical support service), is the open-air lab for the Beaujolais region. Covering nearly 20 hectares, the site at the forefront of research, is carrying on in the footsteps of Victor Vermorel. Since 2003, SICAREX Beaujolais has been conducting a vast survey, aimed at collecting and protecting the widest range of the gamay variety worldwide. The Conservatoire National du Gamay currently includes over 1000 accessions.

+ LEARN MORE:

www.chateaudeleclair.com

A GLIMPSE OF ROSÉS AND WHITES: A WIDER RANGE

Although the region is more known for the production of its red wine, whites and rosés have already been produced on the region's land for several years. On average, every year, nearly 1,000 winemakers produce white and rosé wines in Beaujolais.

Beaujolais and Beaujolais Villages rosés benefit from a **wide range of terroirs.** The northern climate is conducive to their production and provides very refreshing, easy-to-drink rosés. They are obtained using the gamay noir à jus blanc, either with direct pressing or after macerating for a few hours. The alcoholic fermentation process allows a nice range of aromas to develop. Winemakers then have two options: conducting malolactic fermentation or not. The choice is made based on the profile sought, the vintage balance and the final blend. The colour of Beaujolais and Beaujolais Villages rosés is between pomelo and peach (based on the Centre du Rosé colour chart) and they offer tangy red fruit aromas.

As for chardonnay grapes, they reveal **striking expressions** in the beaujolais territory. The variety grows in the far north of the vineyard, bordering the Mâconnais and to the southwest of Villefranche-sur-Saône. It enjoys a triangle-shaped setting between Liergues, Le Bois-d'Oingt and Bully. In the heart of the Beaujolais appellations, chardonnay now accounts for 4% of the vineyard. More and more winegrowers produce white wines given how much they please the taste buds. The bunches are made up of small, round berries that turn golden when ripe. The vineyard's wide range of soils provides the variety with the capacity to express all its wealth and complexity. At the winery, chardonnay grapes are pressed upon arrival and then ferment for about two weeks in vats, barrels or casks. Ageing on lees is frequent.

Beaujolais and Beaujolais Villages whites offer balanced wines that are refreshing, round and full of finesse. Beaujolais whites are a pretty golden colour, full-bodied with aromas of citrus and white flesh fruits, and a pleasant finish.Beaujolais Villages whites stand out thanks to their floral and mineral notes as well as their nice aromatic intensity. Some wines can be cellared a few years to express their complexity and intensity.

Now, the estates and trading houses also have their heart set on presenting and sharing their know-how about these two colours, offering wine lovers from all over the world plenty of new moments and opportunities for tasting. The winegrowers who have embarked on this adventure personify the **"Beaujolais Nouvelle Génération"** project.



> *ALTHOUGH **WHITE WINES** HAVE HISTORICALLY BEEN PRODUCED IN SMALLER QUANTITIES IN BEAUJOLAIS, THEY HAVE PLAYED A **MAJOR ROLE** FOR MANY WINEGROWERS.*

To meet current consumer expectations, increasing the production of Beaujolais whites has become a strategic challenge. Chardonnay, which shares the same parents as Gamay, is a grape variety capable of adapting to the diversity of the vineyard soils. That results in a wide range of wine expressions: powerful, ripe Chardonnays grown on the limestone soils of the Pierres Dorées, while others are more floral and mineral with roots reaching deep into the sandy Beaujolais Villages soils. Beaujolais white wines are also shaped by the winemakers and their decisions to age them for varying lengths of time, on lees, in vats, in tuns or in barrels. Despite all that diversity, these white wines share a distinctive Beaujolais identity based on the freshness of their aromatic bouquet and flavours on the palate. Some stand out for their indefinable uniqueness and the emotions they arouse: exceptional wines in the ranks of the greatest!"

Bertrand Chatelet

Director of SICAREX Beaujolais



DID YOU KNOW?

"**Paradise"** can definitely be found in Beaujolais! Paradise is the name given to the first press juice from whole grapes, an intensely fruity juice with little tannin that is celebrated in style every year in early October. The "Fête du Paradis" (Odenas village) is an opportunity for winegrowers to share their know-how with wine enthusiasts who can taste the specialty in a friendly, festive atmosphere in the autumn sunshine.

SPRING:
THE VINES AWAKEN



VINE GROWING CYCLE

When the vines awaken:
a new growth cycle begins.

Bud break:
the buds come out and begin to swell.

Vegetative growth:
small green tips made up of young shoots begin to appear, bearing leaves that spread and gradually get bigger. The future bunches are already visible at the base of the fruiting canes. They are called inflorescences.

Flowering:
is the blossoming of the flower at the end of spring. This period lasts 10 to 15 days. Each inflorescence bud transforms into a grape berry.

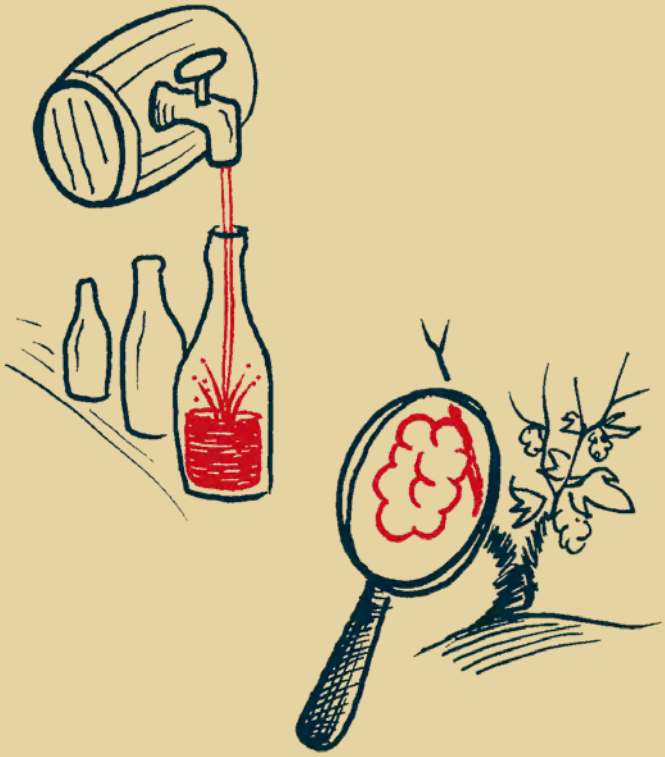
THE GROWER'S WORK

Disbudding
consists of removing some buds or young shoots, which helps to decrease the foliage and redirect the sap to the fruiting canes bearing the future grapes.

Meanwhile in the cellars,
the wine is being matured in casks, vats or oak barrels.

Bottling
of the previous vintage can also take place just before summer.

From spring to harvesting,
a magnifying glass is the growers' best friend! The growers monitor their vines carefully to predict the occurrence of disease or insects harmful to vine growth. To do so, they rely on beneficial fauna whose development is encouraged by the growers.



SUMMER:
THE BUNCHES FLOURISH



VINE GROWING CYCLE

At the end of flowering,
the pollinated flowers turn into small green berries: that is fruit set. Little by little, the berries – future grapes – swell up to a size big enough to touch each other: that is called 'bunch closure'.

Summer comes to an end.
The grapes change colours and the fruiting canes also go from green to brown. This marks the beginning of veraison and grape ripening, as well as cold hardening, or lignification, for the fruiting canes that have now become vine shoots (to get ready for winter).





THE GROWER'S WORK

From ploughing to mowing,
the grower is busy preparing the soil.

Some canopy management tasks
that growers carry out include 'tipping', which consists of cutting the excess vegetation to induce fructification and input. By improving the sun exposure and the compactness of the bunches, tipping allows the grapes to ripen nicely. Trellising, or tying up, consists of raising the vine foliage to expose as much of its surface as possible to the sun and protect the bunches from soil humidity.

Meanwhile in the cellars,
everyone is busy making sure the vat room is ready to handle the arrival of the next harvest: the vinification equipment, from vats to press, is cleaned and checked.

Harvesting:
for 10 days or more, with baskets on their backs, clippers in one hand and a bucket in the other, grape pickers roam the Beaujolais vineyard plots to harvest the precious grape bunches that will make the next red, rosé and white wines!

Winemaking:
throughout the harvest, the grapes picked a little earlier in the day arrive in the cellars. Then comes the vinification process whose methods depend on choices made by the winemaker. A phase that gets the growers full attention. The growers accompagny the fermentation process by pumping over, punching down the cap. All of the techniques are aimed at promoting the extraction of tannins, wich provide the wines with structure and ageing capacity.

Alcoholic fermentation
comes next – afterwards, the juice accumulated at the bottom of the vat is drawn off. It is called 'free-run juice', then the bunches are pressed, resulting in press juice. Both are combined and finish fermenting together. Next comes the maturing phase during which the wine will reach maturity. Ageing conditions also depend on choices made by the winemaker (vats in inert materials or wood).

AUTUMN: A LOVELY SEASON IN BEAUJOLAIS!



VINE GROWING CYCLE

The leaves

on gamay and chardonnay grapevines are decked out in their best golden finery.

Before dormancy,

the plant gets its fill of energy by transforming the sugars – produced by photosynthesis in the leaves – Into starch, synthesizing amino acids and stocking up on minerals via its roots.

Mid-season,

the lovely leaves fall and the vine enters into its vegetative resting phase, known as dormancy.

THE GROWER'S WORK

Take delight!

In the vineyards, the work has been completed and the winemaking process is underway. The vintage is evaluated and planning begins for the next one.

Vine replantation

known as rebrochage in the Beaujolais region, consists of removing the dead vine stocks in a plot, and replacing them with young seedlings planted alongside the remaining productive ones.



WINTER:
THE VINES REST

VINE GROWING CYCLE



The grapevines
are in a phase of vegetative dormancy.





THE GROWER'S WORK

Pruning,
done between November and March, helps to control the quality and quantity of the fruit produced by each plant. In the Beaujolais region, gobelet pruning is the most commonly used system. The vine stocks are pruned short and given a crown shape. In the vineyards, trellised plots and cordon pruning are becoming increasingly popular as a means to make the work easier and to adapt more effectively to climate change and environmental demands. This is also the time of year when plot maintenance is done (replacement of broken wires and stakes).

Meanwhile in the cellars,
the wines continue to mature and will have to wait patiently, at least until spring. Growers may also opt to mature their wines longer to allow them to reveal their full potential.





THE SOIL, THE VINES,
THE WOMEN AND MEN

The region's landscape bears witness to the passage of time. Subject to transformations, it is a place where local conditions (soil, climate, flora and fauna) have come together and been sculptured by men and women, who see it as a succession of multiple conquests.

The landscape takes shape in the wide fertile Saône valley beginning with crops and livestock, then gives way to rows of vines stretching out over gentle slopes and ends with the foothills of the Beaujolais mountains.



CLIMATE CONDITIONS

Beaujolais is subject to France's three main climatic influences: continental currents, oceanic air movements and Mediterranean winds. The climate is temperate (12°C on average) with significant differences from summer to winter, however, the nearby Saône river limits those differences. The Haut-Beaujolais mountain range, culminating at 1000 metres in altitude, plays a protective role by sheltering the vineyard. Rainfall is average (750 mm/year) while the sunshine on the hillsides, mainly facing east and south, provides the vines with optimal luminosity.

VINEYARD MANAGEMENT

The way the vineyards are managed was completely overhauled about fifteen years ago, an initiative driven by the Beaujolais Winegrowers Union (Union des Vignerons du Beaujolais) and achieved in 2009 with the accreditation of new specifications, which replaced the existing decrees. The aim was to make more environmentally friendly winemaking practices possible, reduce production costs, assert wine quality and facilitate the transmission of businesses to future generations.

The goblet pruning system is no longer ever-present. Pruning done using methods such as fan, single cordon, double-Guyot or Charmet are on the rise. The minimum plant density authorised is 5,000 vine stocks for Beaujolais and Beaujolais Villages, and 6,000 vine stocks for Beaujolais crus.





ABOUT HARVESTING

Manual harvesting still accounts for the most harvesting since it is adapted to traditional vineyard management, the numerous slopes and Beaujolais winemaking methods. Mechanical harvesting, which is possible in less hilly areas, provides more flexibility as far as organising the work is concerned.

Beaujolais is a 'single grape variety' region: rosé and red wines are made using gamay grapes and whites are made using chardonnay. The harvesting date must take into account the sugar content as well as the phenolic and aromatic maturity of each plot. Depending on the altitude and exposure of their vineyards, and on their individual philosophy, winegrowers each choose to start harvesting when they judge their grapes have reached their peak.

WINEMAKING SECRETS

Historic and traditional "Beaujolais" winemaking is unique and emblematic of the region, offering fruity, aromatic and crisp wines. It consists of semi-carbonic maceration. The bunches are hand-picked then placed in vats whole without prior de-stemming to preserve the integrity of the berries. At the bottom of the vat, the settling of the bunches brings about the release of juice and a yeast-induced alcoholic fermentation is either triggered spontaneously or supervised. This alcoholic fermentation releases carbon dioxide, which induces an anaerobic process in the intact berries at the top of the vat (intracellular fermentation that gives the wines colour and fruitiness). Depending on the style of wine sought, the proportion of juice in the vat, the amount of maceration time, the temperature and frequency of any pumping-over, punching down and racking can be adapted.

The vat is then drained and the fermented grapes are pressed. Combined in the vat, the press juice and free-run juice finish off the alcoholic fermentation. A second fermentation, known as malolactic fermentation, transforms the malic acid into lactic acid, reducing the acidity. The vatting time ranges from a few days for Beaujolais and Beaujolais Villages Nouveaux wines, to several weeks for wines intended for cellaring, including some that are aged in casks or barrels.

Although still traditional, whole bunch maceration is no longer the one and only method used in Beaujolais carbonic or semi-carbonic winemaking. There are alternative methods as can be seen by the rise in integral or partial de-stemming, changes regarding maceration time, vinification temperature or other extraction techniques. Making the most of their terroir's specificities, winemakers shape their style, which expresses all the diversity and wealth of the Beaujolais vineyards.



DID YOU KNOW?

The hillside rows of vines cover the Beaujolais mountains at an average altitude of 300 metres, with peaks culminating at over 600 metres. The Beaujolais vineyard is a member of CERVIM (Centre for Research, Environmental Sustainability and Advancement of Mountain Viticulture), alongside other vineyards in the Auvergne-Rhône-Alpes Region like Côte-Rôtie as well as the Banyuls-Collioure, Aosta Valley, Piedmont, Douro and other wine regions around the world.

This type of winegrowing, practised at over 500 metres in altitude or on inclines over 30% (thresholds defined by CERVIM) is characterised as **'heroic' viticulture** due to the human involvement and effort imposed by the difficulty of the mountain environment. The challenges are threefold: cultural, ecological and geographical. Here, the grower's work is glorified. There are 8,900 plots on 'extreme slopes' (over 30%), which account for nearly 3,000 hectares in all. Quincié-en-Beaujolais is the steepest village where more than 90 hectares are on slopes with inclines over 30%, and Chiroubles which produces crus, has nearly 60 hectares on steep inclines.



THE BEAUJOLAIS VINEYARD: COMMITTED TO ENVIRONMENTAL INITIATIVES

As a pioneer, the Beaujolais winegrowing region did not wait for the various government initiatives to define sustainable environmental practices. As early as 1989, the first groups of enthusiastic winegrowers got together to study their vines and determine the most sustainable way to protect them.

Winegrowers now work collectively on a new vision of agriculture: **agroecology,** aimed at achieving a high-performance production system with respect to environmental, economic and social aspects, while preserving natural resources. That means maintaining or reintroducing biodiversity throughout an estate, limiting inputs, preserving soil life and water quality, and restoring a diverse natural landscape.







The High Environmental Value (HVE) certification system is the result of the French Environment Round Table (Grenelle de l'Environnement). The voluntary commitment to the initiative leads to an estate being accredited. It identifies and promotes environmentally-friendly practices and focuses on four key topics: biodiversity, use of phytosanitary products, management of fertilisation and water resources.
In 2024, there are **over 650 HVE-certified vineyards in Beaujolais.**



Terra Vitis was inaugurated in the Beaujolais region in 1998. It is a group of demanding winegrowers, motivated by respect for nature and people. In 2024, its membership reached **nearly 50 in the Beaujolais vineyards,** ranging from co-ops, private wineries, longstanding family estates and demanding cooperative wineries, all united behind the same determination to produce grapes and wines in a sustainable way.
Certifying both products and companies, recognized by the French Ministry of Agriculture and Food, Terra Vitis is based on the three pillars of sustainable development. The 80 key points in the specifications are audited yearly by independent, accredited third-party organisations. Ever since it was founded, the Terra Vitis approach has guided growers towards exemplary vineyard management, thanks to an overall vision aimed at protecting Mankind, the environment and the economic viability of the vineyards. It is worthy of note that its global, consistent, thorough and sound approach has led to the recognition of Terra Vitis by the Nordic alcohol monopolies.



In early 2024, there were **more than 300 wine estates in Beaujolais** being managed organically or converted over. The certification process promotes ecosystems balance and prohibits the use of synthetic chemicals.

About ten Beaujolais wine growers have made a commitment to Demeter-certified biodynamic approaches. The Demeter certification advocates the use of biodynamic products that contribute energetically to the ecosystem balance in tune with cosmic cycles.





Corporate Social Responsibility (CSR) is the **response of companies committed to and acting in favour of sustainable development.** It is defined by an international standard (ISO 26 000): the responsibility of a company with respect to its impacts and decisions on the environment and society expressed through ethical and transparent behaviour. CSR takes into account environmental issues as well as social (health and safety of employees, consumers and residents, etc.) and economic aspects (company sustainability, relations with suppliers and customers, links to the territory). A socially-responsible company knows its stakeholders and acts with them to ensure sustainable development. In Beaujolais, some companies have made commitments. Some, like SICAREX Beaujolais or IFV, have received recognition for those commitments from an independent, external assessor, and been awarded the Engagé RSE (CSR Commitment) and Vignerons Engagés (Committed Winegrowers) labels.



EXPERIMENTING WITH TODAY'S WINEGROWERS TO

MEET TOMORROW'S SOCIETAL EXPECTATIONS

Beaujolais winegrowers have begun to change their practices to adapt to societal and climate challenges. The IFV and SICAREX Beaujolais are testing certain adaptation levers, such as the use of other rootstocks or grape varieties, gamay diversity, ground cover or shading...

We are also implementing practices to reduce the carbon footprint of winegrowing operations (reducing greenhouse gas emissions and increasing the carbon sequestered in the soil). We are currently evaluating the combination of several of these levers to provide winegrowers with informed choices to make based on their business strategy."

Sophie Penavayre

CSR and environmental assessment manager IFV - SICAREX Beaujolais

& Taran Limousin

Plant Material - Project Manager IVF - SICAREX Beaujolais

"BEAUJOLAIS NOUVELLE GÉNÉRATION"

VINEYARDS WITH SOUL

It's is like a never-ending playground for "neo-winegrowers" who are discovering a land and two unique grape varieties to work with here. The Beaujolais is definitely **a forward-looking terroir.** A new page of history is being written, based on the foundations laid by the forward-thinking wine trading houses, wineries and estates. Backed by their experience and know-how, they are welcoming the next generation of vintners, full of energy.



WINES FOR EVERY OCCASION










Beaujolais
NOUVELLE GÉNÉRATION

Red, white or rosé, the wines of Beaujolais seduce by their complex and crunchy fruitiness. They invite themselves to varied moments of consumption with always at heart **the spirit of sharing.**



First, there are the **Festive Beaujolais.** For over 70 years these wines have been meeting a demand for sociability. They offer a multiplicity of aromas thanks to the wide range of soils in the Beaujolais vineyards. The juice from the Gamay grapes, fresh from the vat, reveals generous fruitiness and just the right amount of tannin due to short maceration. The little bursts of fruit in these thirst-quenching wines – light and refreshing by nature – are ideal for enjoying pure and simple, in a festive, laid-back atmosphere with friends. Today's new generation of winemakers is carrying on the Beaujolais Nouveau tradition, but with a new twist: highlighting the terroir diversity and changing viticultural practices as well as original and off-beat labels...

Then, there are the **Expressive Beaujolais** often found in wine bars, caves à manger, bistronomic restaurants, where conversations with friends go on and on, fueled by fine vintages, preferably in magnums.This is what we call Beaujonomic moments: traditional dishes with a twist, to be shared with Expressive Beaujolais, in a laid-back, chic bistronomic atmosphere.

Beaujonomie is more than a concept, it's a philosophy, a mind-set, that advocates the spirit of sharing, exchanging, discovering and rediscovering the vineyard. The values of Beaujonomie resonate especially with contemporaries who are seeking real, concrete sociability, beyond the virtual world.

Bienvenue en Beaujonomie

Expressive Beaujolais are especially celebrated the 3rd weekend in June throughout the vineyard, on the occasion of the **Bienvenue en Beaujonomie** festival that brings together enthusiasts around large tables to celebrate the French art of living. Chefs, winemakers work together to create warm moments mixing encounters, stories, wine, food and discovery of the vineyard in some estates, cellars and houses of Beaujolais.





SHARING **THE TABLE**

Large get-togethers tables in a setting that is simple yet chic.

SHARING **THE WINE**

Expressive Beaujolais served in magnums and paired with exchanges between guests and winemakers.





SHARING **THE DISH**

On and around the table, gourmet dishes cooked with passion and long discussions about wine. The host serves his guests and invites them to help themselves if they wish so.

Finally, there are **Exceptional Beaujolais,** which are the new great terroirs wines. They are cuvées made from their best terroirs, lieux-dits and plots; cuvées that tell the story of the place and sublimate it. Thanks to the exceptional study carried out by SIGALES on the characterization of the terroirs and the very detailed knowledge of the soils of the Beaujolais it brought attentive winemakers magnify the specificities of their terroirs to make great vintages. Wines for cellaring with rich aromatic complexity, these exceptional Beaujolais wines are to be shared with family and friends on an unforgettable occasion.

In Beaujolais, projects to valorize plots of land (Premiers Crus, lieux-dits, villages and Dénominations Géographiques Complémentaires) are underway along with the development of exceptional wines.






VIVRE D'AMOUR,
D'EAU FRAÎCHE
ET DE
GAMAY !

BEAUJOLAIS WINE AND BISTROT BEAUJOLAIS FOR EVERY OCCASION

Beaujolais wines are great for sharing and tasting at a bistro counter, a meal with friends and in friendly venues like the Bistrots Beaujolais: **a network of chefs, fervent ambassadors of Beaujolais wines in both France and abroad.**

The contest "Coupe des Meilleurs Pots", initiated in the 1950s in Lyon, is at the origin of the Bistrots Beaujolais network. The contest awarded bistros for their friendliness and the quality of their selection of Beaujolais wines. Transferred and adapted to Paris, the contest became Parisian; a winner was selected every year by the Académie Rabelais. As early as 1986, along the same lines, the association "Tradition du Vin" crowned a winner on a yearly basis. In 1995, the concept returned to its roots, in Lyon, with the creation of "La Coupe Lyonnaise des Étonnants Beaujolais", awarding bistros that promote the Beaujolais vineyards. The winners are selected after a jury makes an anonymous visit, checking specific criteria: friendliness, setting, food and wine list. In 2004, the principle was extended to Villefranche-sur-Saône, then throughout the beaujolais region in 2007.

Since then, the Bistrots Beaujolais network, created and managed by Inter Beaujolais, has been expanded, structured and rejuvenated; it now includes **over 300 establishments worldwide.** These restaurants – whether **'classic', 'beaujonomic'** or **'gastronomic'** – are genuine Beaujolais ambassadors, a showcase for the region's wines in France and around the world. Their mission ? Showcase their finest Beaujolais vintages to arouse interest and inspire people to get to know the Beaujolais vineyards better.

In Beaujolais, in Lyon, Paris or Brussels, chefs and establishments in the network, each in their own way, are raising the wines of Beaujolais profile around the world. A variety of venues, atmospheres and cuisines reflecting the diversity of the region's vineyards, can be discovered on the Bistrots Beaujolais tables. The Bistrots Beaujolais network is also the pledge to (re)discover or introduce the Beaujolais region, its wines and its artisan growers, the world over, at traditional restaurants with local specialties or dishes from afar. The bonus: a wine list that's always carefully designed and events dedicated to Beaujolais wines. An international network that attracts wine lovers in France and abroad!

Over **300** establishments worldwide

In over **10** countries

Everyone has a favourite: "classic", "beaujonomic", "gastronomic"

New members every year

CHECK OUT THE LIST OF BISTROTS BEAUJOLAIS:

CHECK OUT THE BISTROTS BEAUJOLAIS ONLINE NEWS:

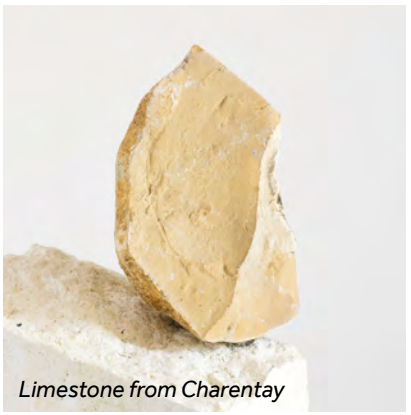
- On the "Les Rendez-Vous Beaujolais" platform: **rendez-vous.beaujolais.com**
- On the "Bistrots Beaujolais" mapstr map: **mapstr.com/map/bistrotsbeaujolais**
- @Les Bistrots Beaujolais | @Bistrots Beaujolais #bistrotsbeaujolais

12 BEAUJOLAIS APPELLATIONS: FACT SHEETS

Beaujolais covers a vast area, from the south of Mâcon to north of Lyon, accounting for 13,000 hectares of vines claimed in the 12 Beaujolais AOCs, practically all planted with gamay (96%). The regional AOCs are generally located in the southern and central part of the vineyard, while the communal AOCs Beaujolais crus are in the north. Beaujolais vines flourish on a **diversity of terroirs:** in the south, the soil is often clayey, sometimes chalky, and the landscape is characterised by a series of rolling hills; while in the north, the soil is often sandy, half granitic in origin. Characterising the Beaujolais soil helped bring to light over 300 soil profiles that have been described and commented on by geologists with the winegrowers, based on soil maps drawn for each of the 12 appellations. The renown, the uses, the wine quality, the sensory aspect, and what differentiates one locality from another, are all components demonstrating the wealth of the Beaujolais terroirs. Vineyard stakeholders now know more about the soils that surround them, the soils they shape on a daily basis, and consequently they can protect them better to highlight them on their labels.

Discover the 12 AOCs from south to north.


Flint


Limestone from Charentay


Quartz vein


Sandstone

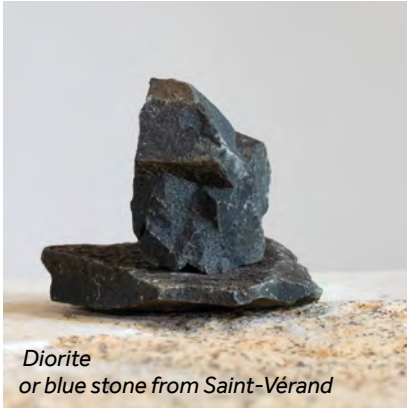

Pink granite


Gneiss


Trachyte
or blue stone from Rivolet


Schist

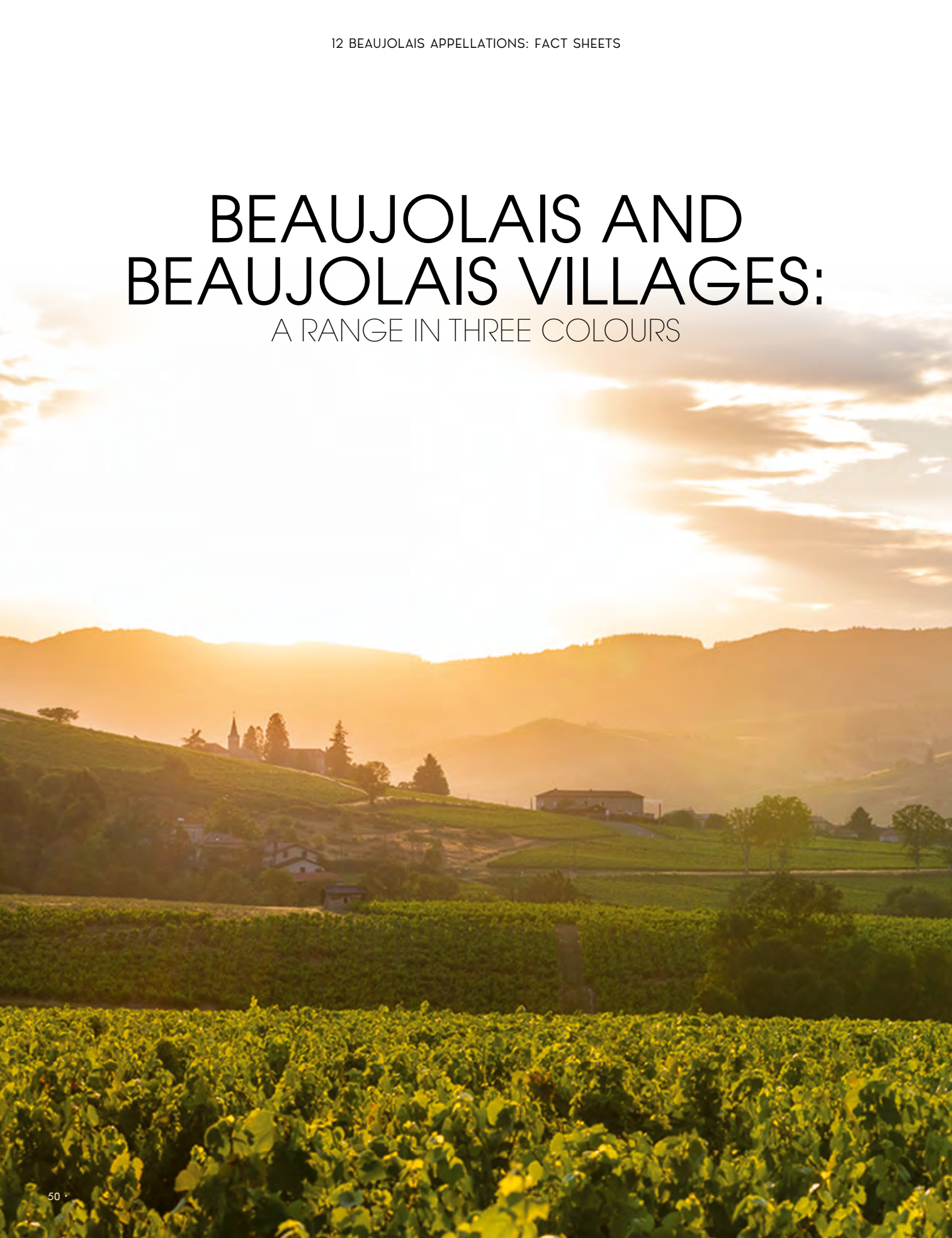

Siltstone


Diorite
or blue stone from Saint-Vérand


Hornfels
or blue stone from Mont Brouilly


Volcanic tuff

BEAUJOLAIS AND BEAUJOLAIS VILLAGES:
A RANGE IN THREE COLOURS



Beaujolais Villages are located in the centre of the vineyard and surround the hillsides of the 10 crus. As for Beaujolais wines, they can go up to the far north-eastern part of the vineyard but are mainly located in the south, whose area of appellation extends not far from Lyon.

Easy-to-drink, the Beaujolais and Beaujolais Villages reds, whites and rosés offer immediate tasting mouthfeel and intense aromatic expression. They can also be long-keeping wines and cellared.



AOC BEAUJOLAIS

FACT SHEET

DEPARTMENTS: Rhône and Saône-et-Loire

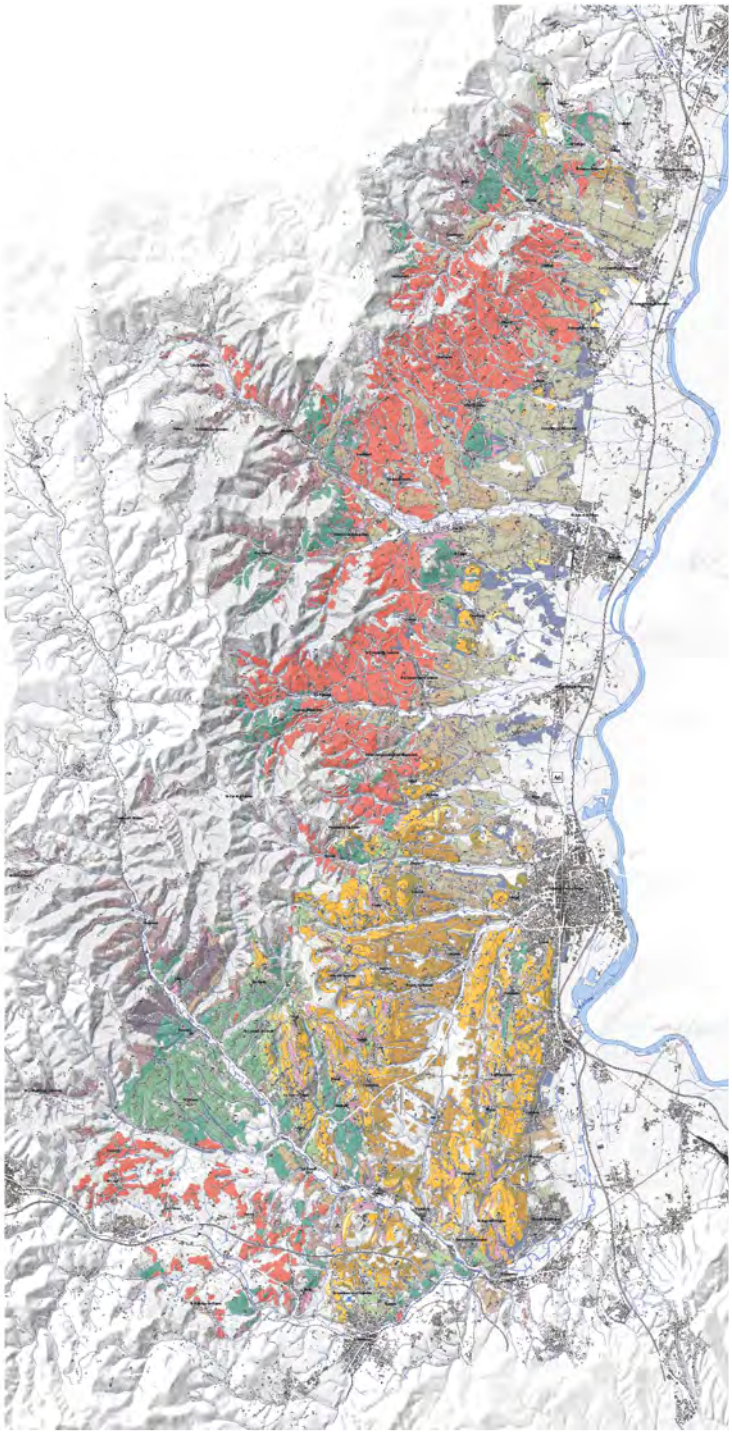
SURFACE AREA HARVESTED: 4 090 hectares

AVERAGE ALTITUDE: 318 metres

GRAPE VARIETIES: gamay noir à jus blanc and chardonnay

SOILS: practically all types of parent material (parent rocks) are found in the AOC Beaujolais, making it one of the most complex soil landscapes in the area. In the southern part of the largest AOC Beaujolais, there are typical soils made up of sandstone, marl or hard limestone from the secondary era (white limestone, limestone with gryphaea and golden stones). Farther east, there are a few large outcrops of shale and volcanic rock as well as some rather granitic areas. On the eastern edge of the entire string of Beaujolais crus and up to the limit of the Mâcon region, the soil is made up of ancient rock formations from the piedmont plains. On average, the soils are deeper than those for the crus or Beaujolais Villages, even though there are about 2000 hectares of thin or very thin soil.

DISTINGUISHING FEATURES :
Attractive. Refreshing. Crisp.



This is **the regional appellation** whose production zone covers all 85 communes of the Beaujolais vineyards, making it also **the largest of the Beaujolais AOCs.** Located mainly in the south of the vineyard, between Arbresle and Belleville-en-Beaujolais, it also includes a few plots along the eastern slopes of Beaujolais crus, almost as far as Saint-Amour. Over 300 hectares are devoted to producing AOC Beaujolais white. The chardonnay plots are mainly located in the far north of the vineyard and in the south, around the communes of Liergues, Le Bois-d'Oingt and Bully.

REDS

As classic as they are enticing, crisp and aromatic, they are crimson red in colour. The aromas bring to mind red berries and spices, are easy-to-drink, accessible and lively. Red wines make up the bulk of the production in AOC Beaujolais. Their aromatic power and full-bodied bouquet with floral, fruity notes make them wines that can be drunk year-round and on any occasion.

ROSÉS

Charming, delicate and lively, the rosés reveal a lovely glistening colour. On the nose, they offer intensity with a wide range of red fruit and citrus aromas. These are refreshing wines of pure enjoyment.

WHITES

Fruity and saline, the whites change colour over time from a pale crystalline yellow to golden. Their nose expresses lovely white flesh fruit aromas and citrus flavours like pomelos. They are mouth-filling with a pleasant finish. Totally refreshing and as easy-to-drink as can be.



DID YOU KNOW?

The **Territoire des Pierres Dorées** is striving to become a Dénomination Géographique Complémentaire to the Beaujolais appellation. The indication "Pierres Dorées" would be added to the existing appellation of a part of the communes of the vineyard, referring to an area of a little more than 500 hectares (between a fourth and a third of the AOC Beaujolais), stretching between Rivolet in the west, the Saône in the east, L'Arbresle in the south and Saint-Julien in the north. The application for recognition filed with France's INAO (National Institute of Origin and Quality), defining the production conditions and areas, is currently being processed. "Beaujolais Pierres Dorées" can already be recognised as many Beaujolais wine estates and trading houses include "Pierres Dorées" on their labels.
The "Beaujolais Pierres Dorées" project came into being about fifteen years ago motivated by a small group of winegrowers established in the Pierres Dorées area determined to highlight the identity of their territory and its wines. At present, over 100 growers claim the the prestigious "Pierres Dorées" indication. Here, the hilly relief is clearly marked since the altitudes of the vines range from 170 to 750 metres.

Bringing together 43 communes in the Beaujolais appellation, the Pierres Dorées geographic area is made up of four major geological sectors. In the southwest, grainy rocks produce fairly homogeneous soils with predominantly coarse sand, which is granite (emblematic of Beaujolais crus) dating back 320 million years and gneiss, the oldest Beaujolais rocks (over 500 million years old). In the Azergues valley, a band of varied magmatic and metamorphic rocks yields equally diverse soils: sandier when from plagiogranites, more silty-sand on bluish volcanic rocks. Further upstream in the valley, the formations give way to sandstone, dark shale and volcanic tuffs from the Carboniferous period. The sedimentary rock of the Mesozoic Era (Triassic and Early Jurassic) occupy half of Pierres Dorées. Limestone with gryphae, Cancellophycus (the golden stones), Ciret and oolites (Lucenay stone) is interspersed with marl and sandstone. The wide plateaus to the west of the chalky secondary range of Pommiers are covered with residual clay soils with cherts (resulting from the slow weathering of limestone) or, to a lesser extent, soils having evolved from ancient alluvial deposits. The complexity of the Pierres Dorées terroirs provides the opportunity to taste reds and whites with a wide range of aromas. These wines are definitely meant for cellar ageing.

AOC BEAUJOLAIS VILLAGES

FACT SHEET

DEPARTMENTS: Rhône and Saône-et-Loire

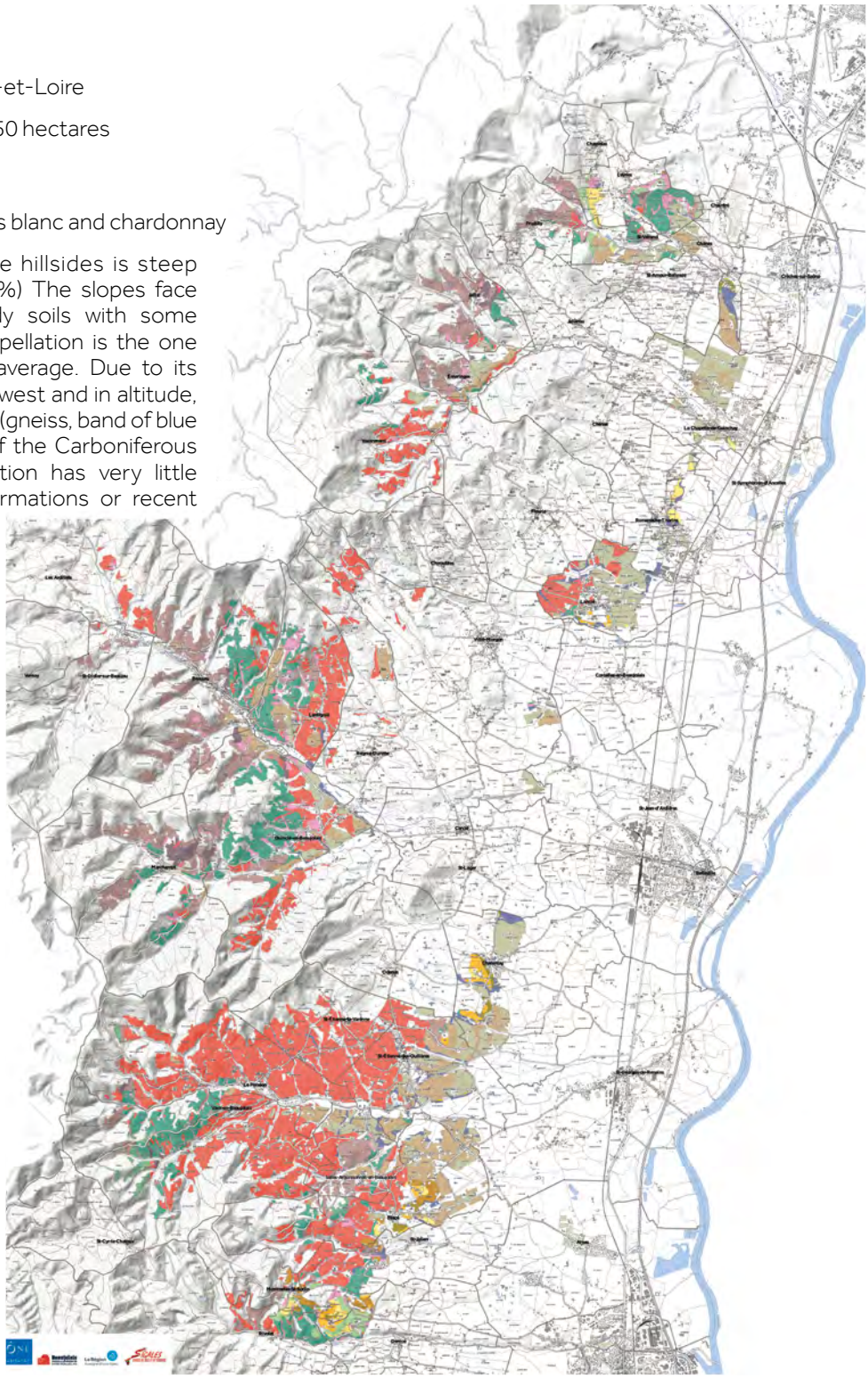
SURFACE AREA HARVESTED: 3 250 hectares

AVERAGE ALTITUDE: 332 metres

GRAPE VARIETIES: gamay noir à jus blanc and chardonnay

SOILS: overall, the terrain on the hillsides is steep (sometimes with inclines up to 50%) The slopes face east-south-east, on granite, sandy soils with some volcanic sedimentary rock. This appellation is the one that has the steepest slopes on average. Due to its geographic location fairly far to the west and in altitude, the terrain is mainly primary in origin (gneiss, band of blue stones, sandstone or dark shale of the Carboniferous period, granite, etc.). This appellation has very little limestone, marl, ancient alluvial formations or recent colluviums.

DISTINGUISHING FEATURES :
Three areas
(south - central - sector of crus).
Easy-to-drink. Structured. Round.



The Beaujolais Villages appellation is located in the northern part of the vineyard and includes 38 villages. The **steep vineyards** facing east-south-east between 200 and 500 metres in altitude, surround the 10 Beaujolais crus of the northern half of the vineyard, where there are as many terroirs as there are villages. The wines produced in the southern part of the Beaujolais Villages appellation are easy-to-drink and fruity; those from the central area, they are richer and structured; and in the area of crus, the wines are more robust and round. They can be enjoyed young or after a few years cellar ageing.

REDS

The "Villages" reds offer a wide range of fruity wines with more structure than the AOC Beaujolais. They are harmonious and focused on the palate, with expressive red fruit aromas. They can be enjoyed young but also have good ageing potential.

ROSÉS

Lively, sapid and fleshy, the rosés are limpid with highlights that shine. On the palate, they are expressive and fruit driven. Intense, fruity and fragrant, they offer roundness, freshness and smoothness.

WHITES

The whites offer nice aromatic intensity with floral and mineral notes. Some of the more intense, more complex vintages can be cellared a few years.



DID YOU KNOW?

This was the **first appellation in France to use the term "villages".** There are **Beaujolais Villages wines that indicate the commune** where the grapes originated, such as: **Beaujolais Quincié, Beaujolais Lantignié, Beaujolais Leynes, Beaujolais Blacé, Beaujolais Lancié and Beaujolais Le Perréon.**

The mixture of pink granite and blue stones, characteristic of the terroirs classified as crus in the north of the Beaujolais region, is the geological signature of Lantignié. In 2015, a collective of winegrowers and producers in Lantignié got together to showcase the specificity of their terroirs and ensure that their practices remain environmentally friendly. The non-profit "**Vignerons et Terroirs de Lantignié"** was created in 2017. It is open to all the local growers who want to fly their appellation flag higher. The Lantignié group has several goals: enhance the land and provide the growers with a tool worthy of their wines, allowing them to express their full potential, and pave the way for generalising good agroecological practices that benefit the terroirs.

Similar initiatives can be seen in other areas of Beaujolais Villages where the village name is cited. That is the case in Blacé, for example, with the creation of the collective of winegrowers **"Origine Blacé".**

BEAUJOLAIS NOUVEAU

Beaujolais Nouveau is not an appellation. Beaujolais and Beaujolais Villages are the regional appellations that produce *Beaujolais Nouveau* wines, which belong to the big Beaujolais vineyard family.

THE SAGA OF BEAUJOLAIS NOUVEAU

The spirit of the third Thursday of each November also has its roots in Saint Martin's Day, a festival celebrating the end of the winegrowing year and the release of the "new wine" in European countries. Since the 1950s, this wine-related "happy day" has become modern and gone global, thanks to the Beaujolais vineyards. It was not until a French decree in 1985 that the expression **"3rd Thursday of November"** became the market release date for the "Nouveau", solely produced by the Beaujolais and Beaujolais Villages appellations. After Western Europe and North America, Beaujolais Nouveau went on to conquer Japan starting in the 80s, then Eastern Europe after the fall of the Berlin Wall, Southeast Asia in the 1990s and more recently China.

For over 70 years now, there has been a celebration to mark the arrival of Beaujolais Nouveau wines and the end of a 12-month cycle of labour for winegrowers. They now account for 25% of the vineyard's total production.
These delicious young wines are like genuine rays of sunshine, brightening up the start of winter. Epicureans tick off the 3rd Thursday of November on their agendas as an **absolute must-do moment for sharing!**

Making "Beaujolais nouveau" relies on the talent and know-how of the winegrowers and négociants. If the maceration vat is run off too soon, the wine will be too lightweight and colourless. On the other hand, if it is done too late, the tannins will be too harsh (for the most part, harvesting by hand, whole-bunch vinification mainly to preserve the aromas and fruitiness).

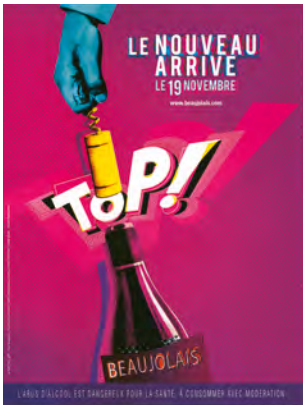
Goal: achieve a **pure pleasure** wine, without astringency; make a wine that is **delicate, refreshing and fruit driven.** There's a wide range of Beaujolais and Beaujolais Villages Nouveaux: classic, traditional cuvées bursting with pleasure produced by well-known wineries and trading houses; brilliant wines produced by young winegrowers; a few rosés; some Beaujolais Nouveau wines that are lighter and subtler, others fuller... whatever the case, there's something for everyone!

As for Influencers, they have decided to put this festive event and its pleasure wines back in the spotlight. In fact, this not-to-be-missed event is gradually stretching out over **the whole end of November for all Beaujolais wines.** The Nouveau is still the trigger and leading ambassador for the new vintage each year, but wine shops, restaurants and retailers seize the opportunity to showcase the 12 Beaujolais appellations.




PAR LE RAIL
LE BEAUJOLAIS NOUVEAU
est arrivé
À L'HEURE
GUS
DÉGUSTEZ-LE DANS CE TRAIN
à consommer avec modération


le nouveau est arrivé !
Beaujolais
20 novembre 2008
L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION.


LE NOUVEAU ARRIVE
LE 19 NOVEMBRE
TOP!
BEAUJOLAIS
L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION


Beaujolais
NOUVEAU
UN ART FRANÇAIS
L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION.


les beaujolais nouveaux sont arrivés
la belle jolie
le beau jolais
Jeudi 16 Novembre 2017
L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION.


RENDEZ-VOUS
JEUDI
21 NOVEMBRE
2019
NOUVEAU
BY Beaujolais


NOUVEAU
BY Beaujolais
RENDEZ-VOUS
19-NOV-2020
LES Beaujolais
NOUVEAUX
SONT ARRIVÉS

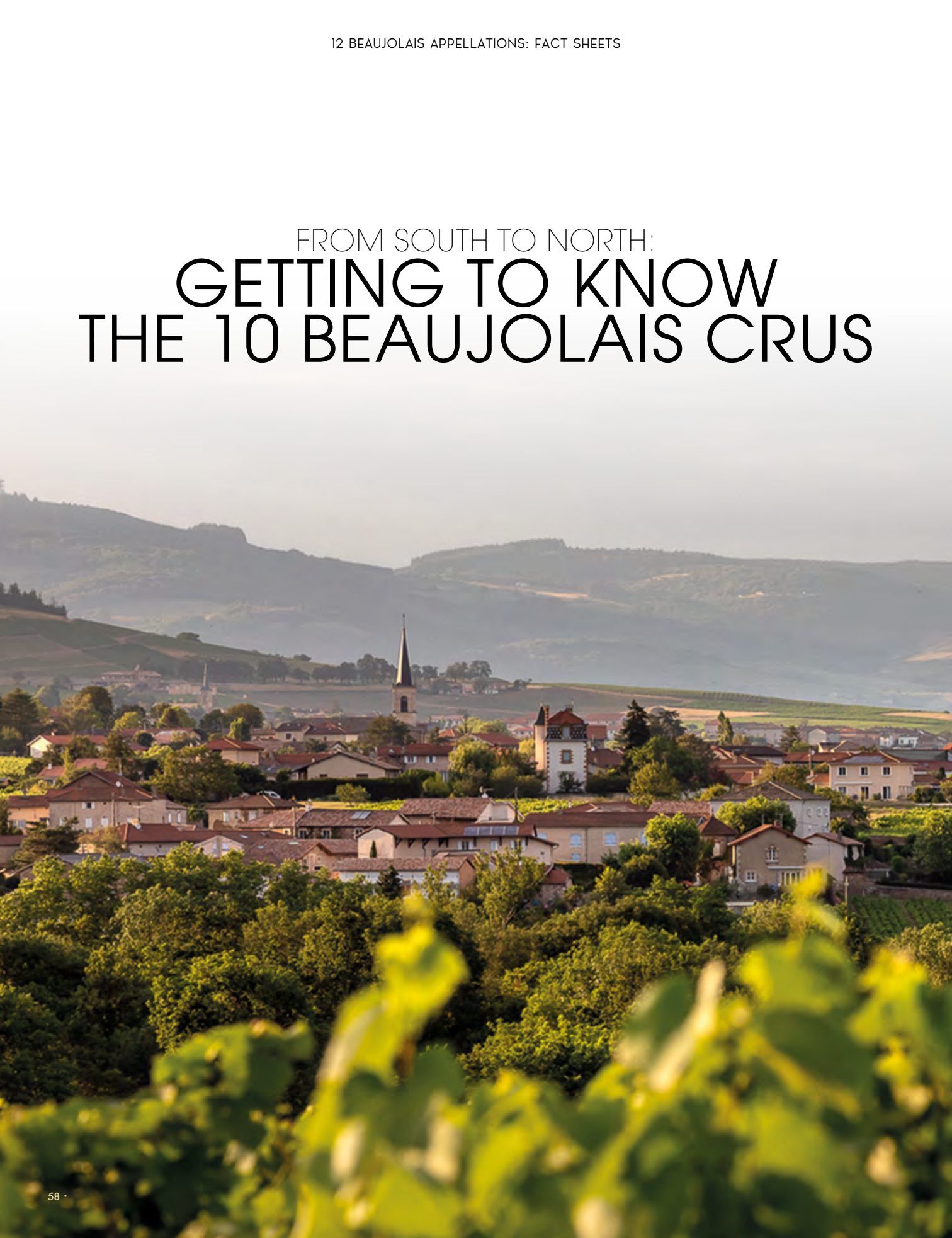

LES
BEAUJOLAIS
NOUVEAUX
SONT ARRIVÉS
BEAUJOLAIS
Beau Rendez-vous
NOUVEAU
BY Beaujolais
L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION


LES BEAUJOLAIS
NOUVEAUX ARRIVENT
À PARTIR DU
JEUDI
17
NOV
2022
NOUVEAU
BY Beaujolais


LES Beaujolais
NOUVEAUX
À PARTIR DU
JEUDI 21 NOV.
NOUVEAU
BY Beaujolais
L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION.

FROM SOUTH TO NORTH:

GETTING TO KNOW THE 10 BEAUJOLAIS CRUS



The 10 Beaujolais crus follow the course of the Saône river. First comes Brouilly, Côte de Brouilly, then Régnié, Morgon, Chiroubles, Fleurie, Moulin-à-Vent, Chénas, Juliénas and finally Saint-Amour in the north, bordering the Mâcon region. Appellations offering red wines synonymous with enjoyment and diversity.

Each Beaujolais cru is divided up into several *lieux-dits*. Dating back a very long time and already used to describe wines two centuries ago, *lieux-dits* are part of the Beaujolais identity.

A *lieu-dit* is a geographical entity smaller than a cru, officially recognised by the land registry, and which makes it possible to characterise the terroir more precisely.

Beaujolais crus are currently making a move upmarket. A lot of work focusing on these *lieux-dits* is being carried out: tastings, surveys on winemaking practices as well as historical and toponymic research, etc.

Winegrowers are proud to be producing plot-by-plot cuvées, expressing the uniqueness and identity of each *lieu-dit*. To take this process a step further, certain Beaujolais crus have applied for recognition as "Premiers Crus" for some of these *lieux-dits,* described as exceptional terroirs. The culmination of this process would then be to establish an additional rank in the hierarchy of Beaujolais appellations.



AOC BROUILLY

FACT SHEET

DEPARTMENT: Rhône

SURFACE AREA HARVESTED: 1 180 hectares

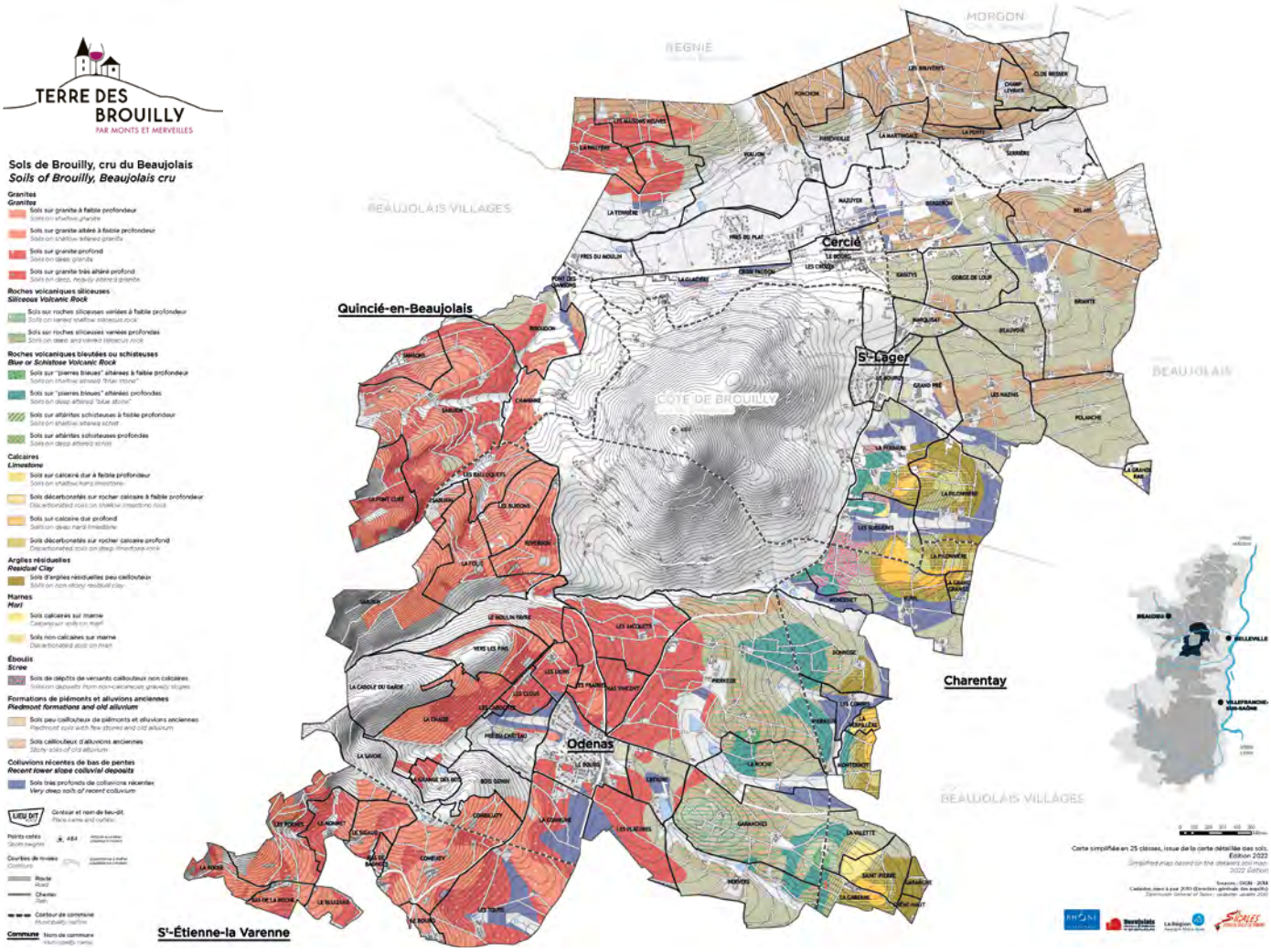
AVERAGE ALTITUDE: 290 metres

GRAPE VARIETY: 100 % gamay noir à jus blanc

SOILS: the Brouilly appellation is the largest with the widest range of soils. Granite is the main substratum in the vines and ranks second in surface area behind the Fleurie appellation. There are 4 or 5 limestone hills from the Jurassic period on the eastern side of the AOC between "La Pilonnière" and "La Garenne", formed by a fault zone related to the collapse of the Bressan rift. Very calcareous marls can also be found with relatively recent calcareous conglomerate deposits, formed during the Tertiary or Quaternary period (around 2 to 10 million years ago) Pink and green pelites (colourful schists) have also been discovered. The surface area is quite small but this type of rock is fairly rare in the Beaujolais vineyard. The soils are moderately steep compared with other crus.

DISTINGUISHING FEATURES :
Fruity. Round. Smooth.

THE 10 MOST CLAIMED LIEUX-DITS*:
Pissevieille, Reverdon, La Terrière, Saint-Pierre, La Martingale, Saburin, Combiaty, Briante, Les Clous, Marquisat



* Data based on the portion of area claimed in the planted area, and the number of years claimed since 2014.

Brouilly, **the southernmost and most extensive of the Beaujolais crus,** stretches out over the communes of Quincié-en-Beaujolais, Odenas, Saint-Etienne-la-Varenne, Charentay, Saint-Lager and Cercié. The vines grow on slopes from 195 metres to 525 metres in altitude. The appellation winds around Mont Brouilly, climbing quite a way up to the granite hills.

Visually, Brouilly wines are dazzling due to their ruby red colour, more purplish when from the granitic terroirs and darker when from the eastern alluvial area. Their fruit aromas, dominated by strawberry and raspberry, are subtly present on the palate. Smooth and round, the Brouilly cru encompasses a mosaic of fruity, easy-to-drink, friendly wines. They are pleasant wines that pair well with a variety of dishes and can be enjoyed as early as the Spring just after the harvest.



DID YOU KNOW?

Terre des Brouilly is a one-of-a-kind initiative in the Beaujolais region because it groups together two crus: Brouilly and Côte de Brouilly. The Terre des Brouilly winegrowers have joined forces to promote and enhance the wealth and complexity of the terroirs in these two appellations. **"Alt. 484 Gamay on the roc(s)"** is the collective signature created to reflect the uniqueness of the Brouilly and Côte de Brouilly crus with a cuvée typical of the two AOCs. Alt. 484 refers to the 484 metres in altitude of Mont Brouilly, a landmark shared by the two Beaujolais crus.

AOC CÔTE DE BROUILLY

FACT SHEET

DEPARTMENT: Rhône

SURFACE AREA HARVESTED: 300 hectares

AVERAGE ALTITUDE: 300 metres

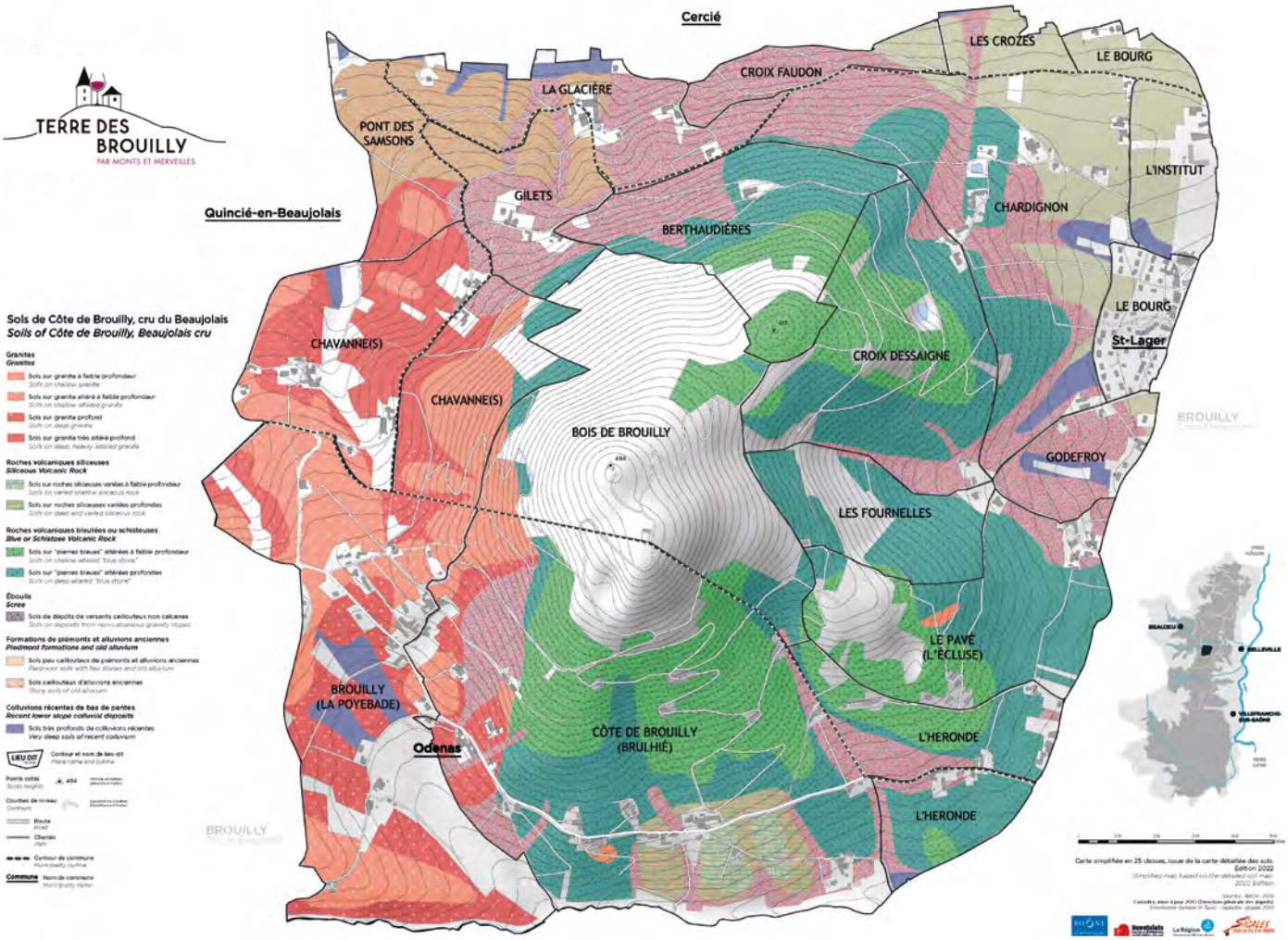
GRAPE VARIETY: 100 % gamay noir à jus blanc

SOILS: mainly a product of bluish rock from ancient underwater volcanism, known locally as pierres bleues. The Côte de Brouilly appellation is the kingdom of blue stone. Although hard and resistant, this rock is very often full of cracks, allowing the roots of the vines to reach deep into the heart of the geological terroir.

Nearly two-thirds of this cru's vineyard are planted on very steep, stony slopes: over 50% of the AOC's plots have a slope gradient exceeding 15%. The appellation has the highest proportion of vines on its north-facing slopes.

DISTINGUISHING FEATURES :
Expressive. Delicate. Spirited.

THE 10 MOST CLAIMED LIEUX-DITS*:
L'Héronde, Croix Dessaigne, Godefroy, Chavanne(s), Chardignon, Les Fournelles, Côte de Brouilly (Brulhié), Le Pavé, Berthaudières, Brouilly (La Poyebade)



* Data based on the portion of area claimed in the planted area, and the number of years claimed since 2014.

At the summit and on the slopes of Mont Brouilly - the veritable emblem of the appellation - the Côte de Brouilly cru covers a small area in four communes: Saint-Lager, Odenas, Quincié-en-Beaujolais and Cercié. The appellation **only pertains to the Mont Brouilly slopes,** right at the boundary of the Brouilly appellation.

Intense garnet red in colour, Côte de Brouilly wines offer a complex range: aromas of red fruit as well as lovely notes of fresh plums, floral fragrances, mineral and peppery notes. On the palate, the wines are vibrant and structured: the blue stones and sunshine are conducive to the development of tannins and endow the wines with a powerful, mineral and spicy character. After a few years of cellar ageing, Côte de Brouilly wines age deliciously well, becoming rounder and fuller on the palate.



(ACCORDING TO LEGEND...)

From Antiquity, this small isolated, independent mountain belonging to the Beaujolais mountain range appears to have served as a place of worship for pagans. In 100 AD, the Romans were already growing vines here. A man named Brulius, a lieutenant in the Roman army, is said to have received the hill as a reward for winning many battles during the war. After settling here, he gave the hill his name. As an officer of the imperial legion under Julius Caesar, Brulius lived on the hill and decided to make the most of its outstanding sunshine to plant vines there in quantity. That was the start of a long history of grape growing on **Mont Brouilly.**

DID YOU KNOW?

Home to a chapel and the statue Notre-Dame au Raisin, Mont Brouilly is undeniably like a lighthouse known to all. From atop its 484 metres in altitude, it overlooks the vines of the famous Brouilly and Côte de Brouilly appellations. Labelled as a geo-site within the framework of the **"UNESCO Global Geopark"** network, a panoramic viewpoint has been set up at the top of Mont Brouilly as a showcase of the region's diverse geology. Worth a note: Mont Brouilly owes its specific character to erosion and is not a former volcano!

AOC RÉGNIÉ

FACT SHEET

DEPARTMENT: Rhône

SURFACE AREA HARVESTED: 380 hectares

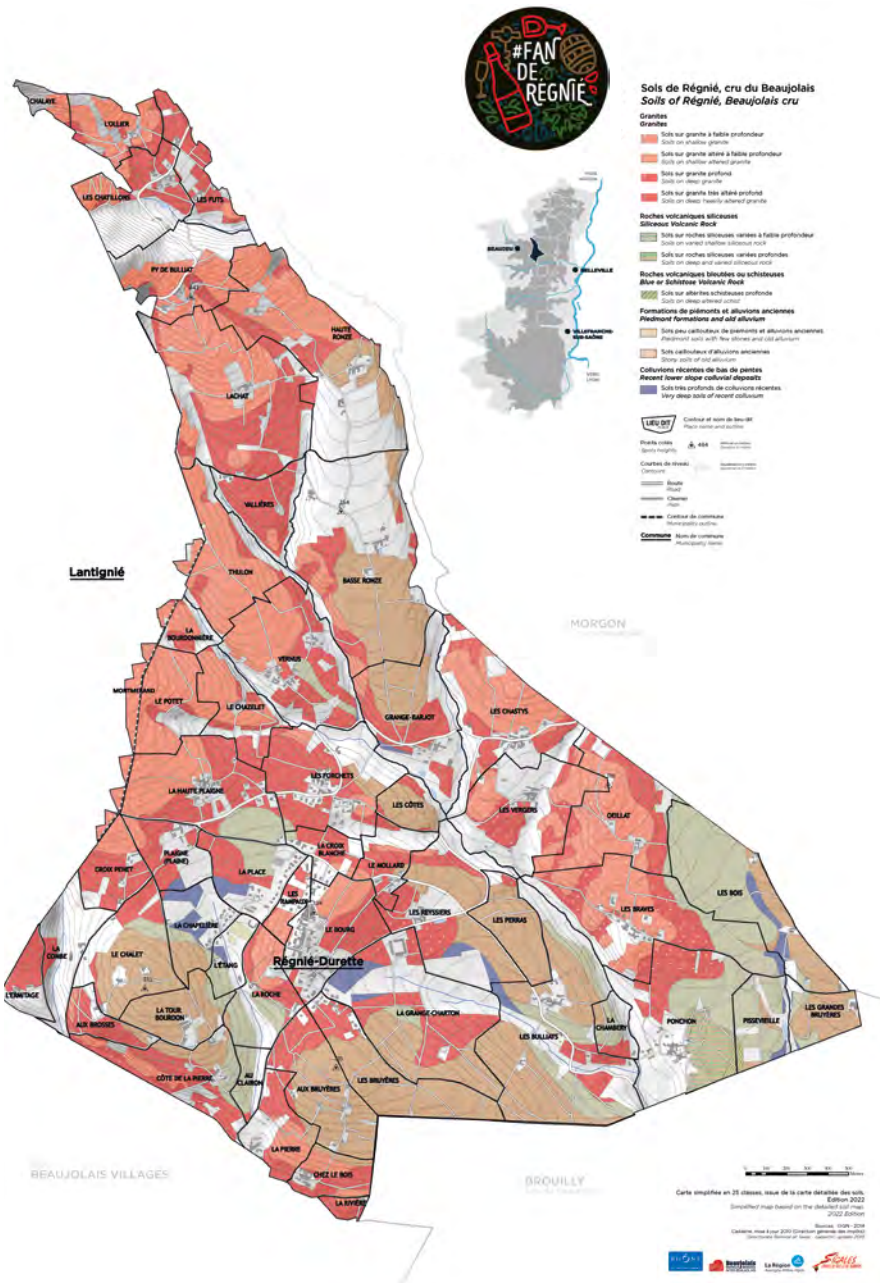
AVERAGE ALTITUDE: 350 metres

GRAPE VARIETY: 100 % gamay noir à jus blanc

SOILS: Régnié is one of the most granitic crus. Its slopes vary in incline, giving rise to soils at different stages of development. Several of the hills are topped with ancient pebble deposits on the surface whereas underneath, the soils are more clayey. The geological structure here is mainly made up of two large families: granitic rock and highly-varied piedmont formations. There are a few noteworthy geological features, such as ancient pebbly formations with big blocks of sandstone: Tour Bourdon and Les Bruyères are curiosities and evidence a few glacial tongues originating from the glaciation of the Beaujolais mountains during the Quaternary glacial periods. In the south of the appellation, there are also some rocks evidence of contact between the granitic magma and the already-existent schist (especially bright colours strewn with fine, silvery mica flakes). This cru's slopes are moderately steep: a large majority of the plots have a slope gradient of less than 15-20%.

DISTINGUISHING FEATURES :
Refreshing. Brilliant. Structured.

THE 10 MOST CLAIMED LIEUX-DITS*:
La Pierre, La Haute Plaigne, Les Bruyères, Les Reyssiers, Vallières, Croix Penet, Oeillat, Les Braves, Les Chastys, Les Forchets



* Data based on the portion of area claimed in the planted area, and the number of years claimed since 2014.

The AOC Régnié mainly stretches over the commune of Régnié-Durette, but also has a few hectares in Lantignié. The village of Régnié-Durette is especially noteworthy for its **church that has two spires** (built in 1867 following the plans by Pierre Bossan, the architect who later built the Basilica of Notre-Dame de Fourvière in Lyon).

Régnié wines are bright red, like a perfectly ripe cherry. They are easy-to-drink, very aromatic and appreciated for their long finish.



(ACCORDING TO LEGEND...)

Vines have grown on the slopes of Régnié-Durette since Antiquity. The Romans were the ones who planted them in Gaul, in Beaujolais and especially in Régnié, as confirmed by the discovery of the remains of a Gallo-Roman villa, which belonged to Reginus, a Roman nobleman who bestowed his name on the commune.

AOC MORGON

FACT SHEET

DEPARTMENT: Rhône

SURFACE AREA HARVESTED: 1 060 hectares

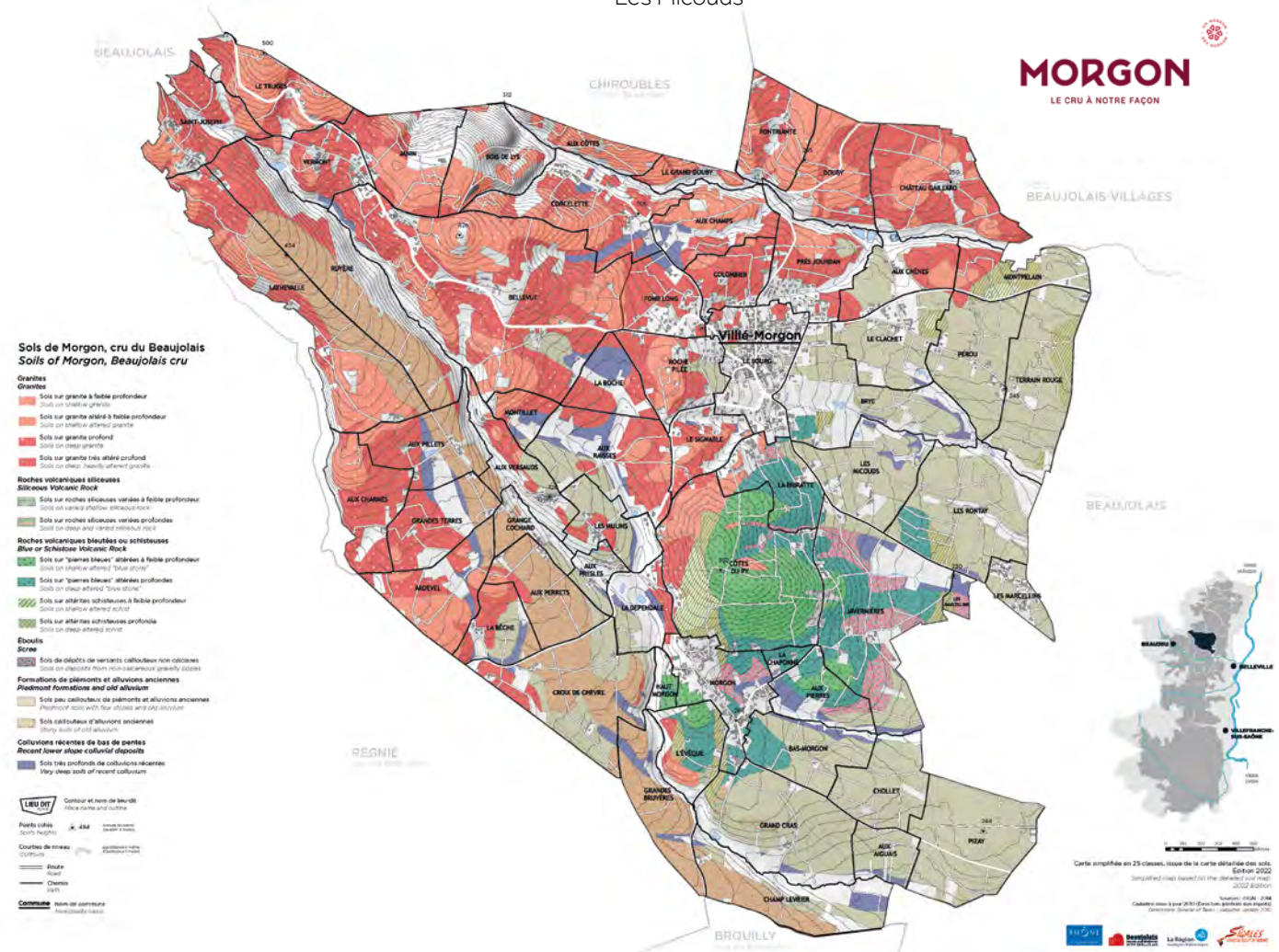
AVERAGE ALTITUDE: 310 metres

GRAPE VARIETY: 100 % gamay noir à jus blanc

SOILS: Morgon is a cru that extends over a large area, second only in size to Brouilly, which explains why its soils are so diverse. It is one of the three crus with the gentlest slopes, along with Saint-Amour and Moulin-à-Vent. Its three main types of soil are distinct in structure and location. First, granite-based soils cover all the hillsides from the centre of Villié-Morgon to Corcelette and Saint-Joseph. Then, soils from the band of blue stones are located on the summit and the eastern slope of Côte du Py and going eastwards gradually give way to foothills with ancient alluvial soils. However, two small pockets of granite can be seen on the northern slope of the Côte du Py. Finally, an intriguing path of clay blocks hides the granite and snakes its way along the ridgeway, perched between Morcille and Douby. There are also a few noteworthy geological features: pelitic schist, very old clays transformed into purplish-red fractured rock known as "terrain rouge" (red terrain).

DISTINGUISHING FEATURES :
Fleshy. Dense. Powerful.

THE 10 MOST CLAIMED LIEUX-DITS*:
Aux Charmes, Corcelette, Côte du Py, Douby, Grand Cras, Morgon, Les Marcellins, Château-Gaillard, Aux Chênes, Les Micouds



* Data based on the portion of area claimed in the planted area, and the number of years claimed since 2014.

The Morgon cru, overlooked by **Mont du Py,** is located in the largest winegrowing commune of the Beaujolais region: Villié-Morgon.

The originality of Morgon wines lies in their aromas of kirsch, ripe stone fruit (cherry, plum, peach, apricot) and unique spices. Sometimes, a few characteristic mineral notes round out their wealth of aromas. Morgon wines can be enjoyed in their youth but they are luscious, fleshy and powerful wines that improve over time. It is the waiting that gives them the ability **"to Morgon"** (i.e. to achieve the Morgon personality).



DID YOU KNOW?

Félix Marmonier is the inventor of the first screw press for which a patent was filed in 1874. Since then, Marmonier has practically become a household name when it comes to describing a wine press. His family, well-known owner of vineyards in Morgon, donated the bust of the Gaul to the Morgon cru, which has now become the emblem of the appellation.

AOC CHIROUBLES

FACT SHEET

DEPARTMENT: Rhône

SURFACE AREA HARVESTED: 280 hectares

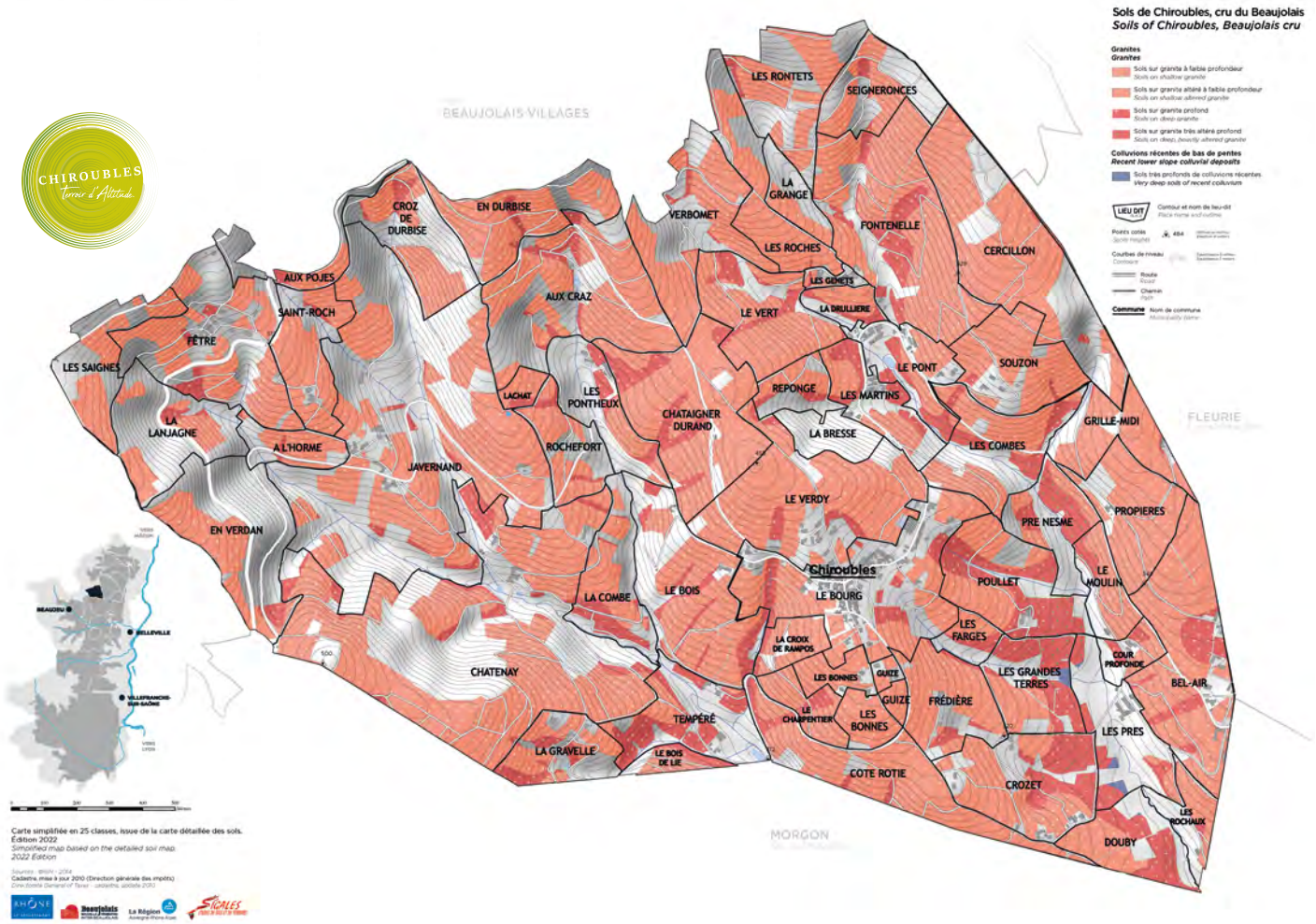
AVERAGE ALTITUDE: 410 metres

GRAPE VARIETY: 100 % gamay noir à jus blanc

SOILS: the altitude gradient of the Chiroubles vineyards is very steep, with the lowest plots at 270 metres and the highest at 600 metres. It is the steepest of all the Beaujolais crus. The AOC is especially uniform in terms of soil. The whole commune is located right in the middle of the granitic axis in northern Beaujolais. It is extremely rare for an appellation to be so uniform in terms of rock substratum and soil depth. This cru is therefore 100%-granitic with numerous veins (micro-granite, lamprophyre) that traverse the granite, leading the appellation's soils to be frequently covered in small boulders, unlike other granitic crus. The 350-million-year-old granite has gradually weathered into friable saprolite, locally called 'gore'. This saprolite corresponds to the weathered granite that has remained in situ and retained some cohesion where vine roots can grow. This is where the soils are the thinnest and sandiest in the Beaujolais region.

DISTINGUISHING FEATURES :
Fresh. Generous. Expressive.

THE 10 MOST CLAIMED LIEUX-DITS*:
Grille-Midi, Les Pontheux, Javernand, Rochefort, Bel-Air, Tempéré, Les Rochaux, Fontenelle, Cercillon, Chatenay



* Data based on the portion of area claimed in the planted area, and the number of years claimed since 2014.

The Chiroubles cru is located north of the Rhône, in the heart of the village by the same name. The AOC is nestled on hillsides arranged in **granite cirques** whose series of amphitheatre-like valleys provide the vines with optimal exposure. These are the **highest vines in Beaujolais** (often on slopes with inclines over 30%). The Chiroubles growers are often considered "heroic", given how physically demanding and meticulous the work is on the rugged hillsides.

Both fruit-driven, delicate on the palate and elegant, Chiroubles wines are bright red in colour with a sumptuous nose where floral aromas blend together, evoking small red fruit, offering freshness and delicacy on the palate.



DID YOU KNOW?

Chiroubles owes almost everything to granite – the hard rock worn away by the weather. Generation after generation, the village inhabitants have piled up the stones resulting from the deterioration of the subsoil. In the local dialect, the piles of sharp-edged stones are called 'piarris'. In old French, they are known as 'chirats'. From chirat to Chiroubles, it's just a bit of a stretch to explain where the name of this Beaujolais commune came from. However, that etymological theory has yet to be confirmed.

AOC FLEURIE

FACT SHEET

DEPARTMENT: Rhône

SURFACE AREA HARVESTED: 790 hectares

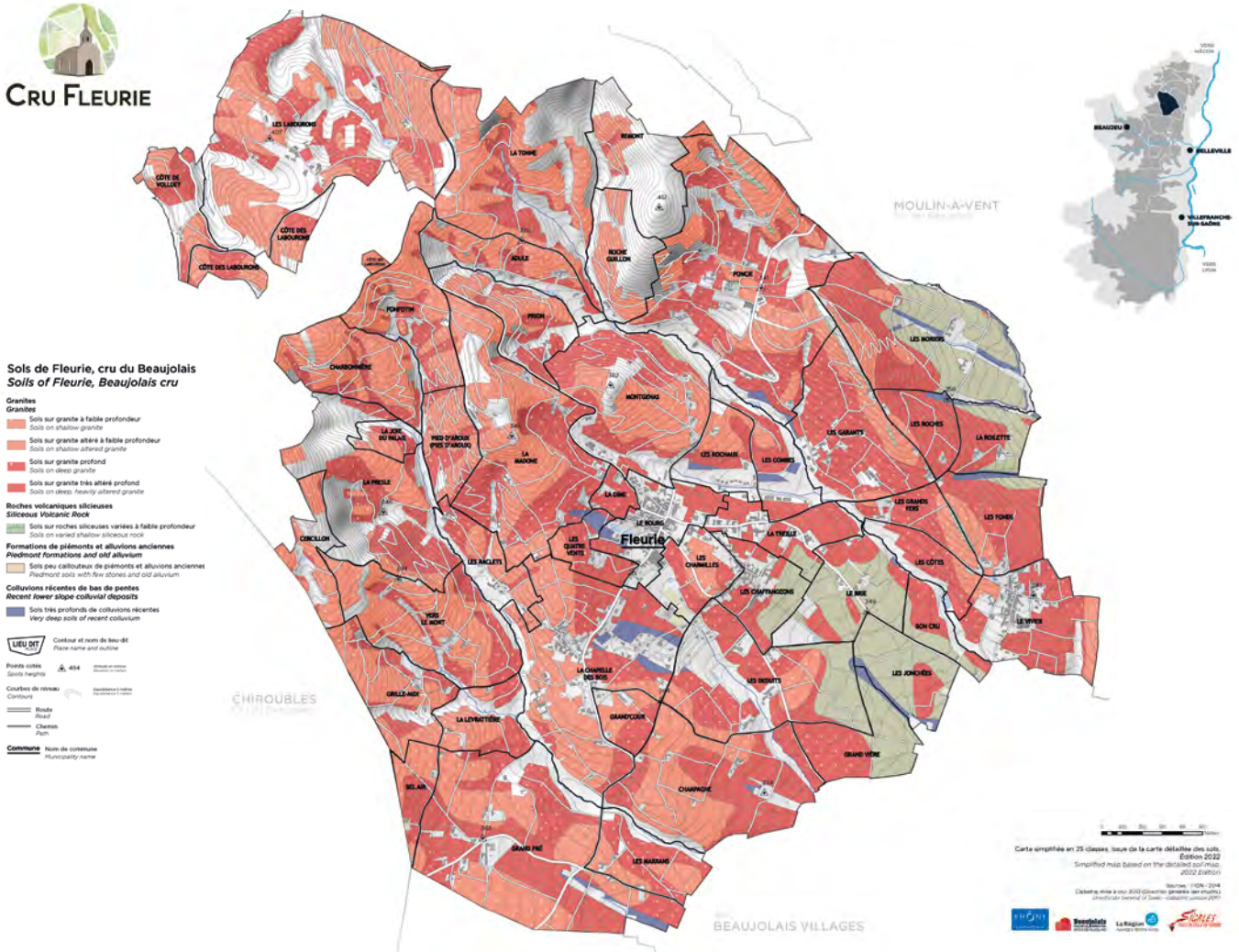
AVERAGE ALTITUDE: 340 metres

GRAPE VARIETY: 100 % gamay noir à jus blanc

SOILS: Fleurie belongs to the group of four very steep crus, along with Chiroubles, Côte de Brouilly and Juliénas. The slopes range from steep to medium for three-fourths of the appellation. Fleurie is the archetype of a granitic cru with over 90% of its soils originating from pink granite (it ranks first in terms of absolute surface area, and second after Chiroubles, proportionately). The soil homogeneity varies slightly regarding its depth and the evolution of the primary rock. The Fleurie massif is made up of large-crystal granite. At the foot of the Chapelle de la Madone, in the high sloping areas, a soil skeleton peeks through the weathered parent rocks, in which the vines have to cling, inserting their roots into the slightest fault. Here, the soil - poor and acidic - is dry. Above the village, to the east, the soil enriched by rain alluvium from further up is deeper and contains more clay. Veins of quartz dot the granite in the "Poncié" vineyards.

DISTINGUISHING FEATURES :
Luminous. Fruity. Delicate.

THE 10 MOST CLAIMED LIEUX-DITS*:
Grille-Midi, La Madone, Les Quatre Vents, Les Moriers, Les Garants, Le Bourg, Grand'Cour, Poncié, La Joie du Palais, La Roilette



* Data based on the portion of area claimed in the planted area, and the number of years claimed since 2014.

The Fleurie appellation is located only in the commune by the same name. Facing southeast and northeast, it has the geographical particularity of sloping down from a range of peaks: Fût d'Avenas, Col de Durbize, Col des Labourons and Pic Raymont. Around its village and its Madonna, the appellation spans across **several small valleys.**

The terroir runs the gamut: wines from the higher areas with poor soils are very delicate and aromatic, while the lower slopes – with deeper, clayey terrain – produce more structured wines, very suitable for ageing. Fleurie wines are immediately delightful by virtue of their plush texture, elegance and fruity, floral aromas. With their lovely carmine red colour, Fleurie wines are often considered the most feminine of the Beaujolais crus. Perhaps due to the Madonna of Fleurie that stands over and protectively beholds the landscape and the vines?



(ACCORDING TO LEGEND...)

The **Chapel of the Madonna** on one of the hills overlooking Fleurie was built during the Franco-Prussian War of 1870. According to one version, the chapel was built in 1866 after the inhabitants prayed for the Virgin to fight against powdery mildew – the disease attacking the vines. But the most likely theory is that the chapel came into being after 1870, following a prayer that the Prussians not invade Fleurie.

AOC MOULIN-À-VENT

FACT SHEET

DEPARTMENTS: Rhône and Saône-et-Loire

SURFACE AREA HARVESTED: 620 hectares

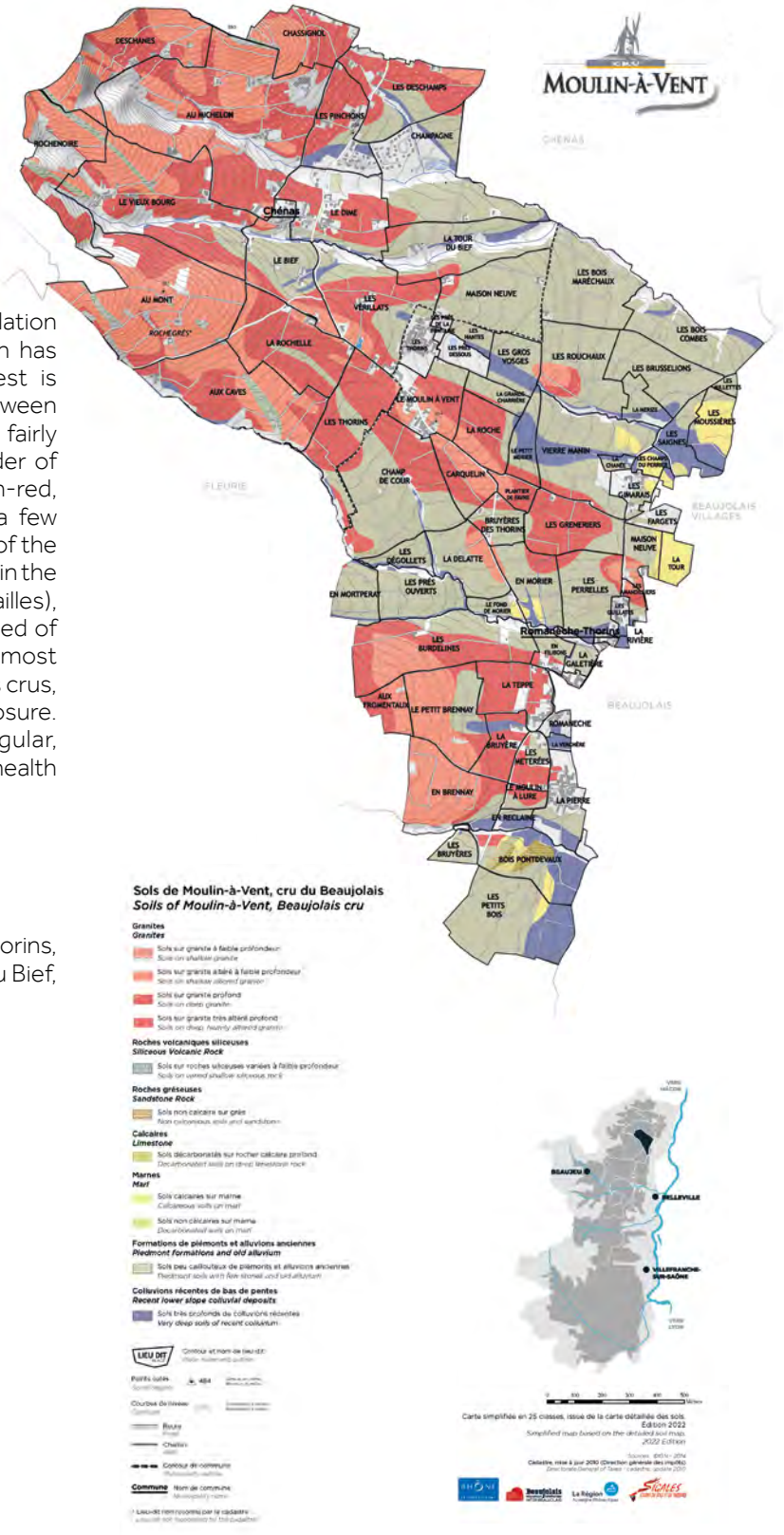
AVERAGE ALTITUDE: 255 metres

GRAPE VARIETY: 100 % gamay noir à jus blanc

SOILS: in the land registry, the Moulin-à-Vent appellation lists 71 lieux-dits. A major part of the appellation has relatively fine sandy granite slopes while the rest is covered with foothills that are more clayey. Between the two, there are large transitional areas with fairly weathered granite. Along the whole western border of the cru, and especially on the high slopes, pinkish-red, large-crystal granite is predominant. There are a few noteworthy geological features: in the south-east of the appellation, limestone soils resulting from marl, and in the south, the renowned Moulin-à-Vent 'horses' (écailles), in other words, a sedimentary fault plane composed of sandstone, limestone and marl. With some of the most moderate altitudes and slopes of the ten Beaujolais crus, this AOC also benefits from mainly south-east exposure. The presence of the windmill testifies to regular, powerful winds conducive to an optimal state of health for the vines.

DISTINGUISHING FEATURES :
Elegant. Complex. Powerful.

THE 10 MOST CLAIMED LIEUX-DITS*:
Rochegrès, Carquelin, La Pierre, Les Vérillats, Les Thorins, Champ de Cour, La Rochelle, Aux Caves, La Tour du Bief, Rochenoire



* Data based on the portion of area claimed in the planted area, and the number of years claimed since 2014.

Standing at 278 metres, the windmill (moulin) – surrounded by vineyards – dates back to the 15th century and is classified as a historical monument. It exemplifies the prestige and pride of the small appellation, which straddles two communes: Romanèche-Thorins (71) and Chénas (69).

On April 17, 1924, the Moulin-à-Vent cru became the first appellation in order to protect itself against frauds linked to its growing reputation. Its geographical area was demarcated and it became **the first Beaujolais cru,** 12 years before its recognition as an "Appellation d'origine contrôlée" in 1936. That fame is partially due to their great potential for laying down (up to 10 years or more depending on the vintage). After a few years, Moulin-à-Vent wines develop floral, spice and ripe fruit aromas with notes of undergrowth, providing complex, structured wines. When younger, they are floral and fruity, with violet and cherry aromas.



(ANECDOTE)

In 1932, Henri Mommessin, at the head of one of the largest Beaujolais trading houses, ran into one of his friends: "*You sure seem upset, Henri, what's the matter? – I just came back from Beaune, where an auction was being held. I had my sights set on a plot of Moulin-à-Vent that I wanted to buy very badly, but the prices shot up too high and the deal slipped through my fingers. – So, what did you do? – Since I couldn't buy that vineyard, I used the money I'd brought to buy Le Clos de Tart which was on sale at the same auction.*" Eighty-five years later, 1 hectare of Moulin-à-Vent sells for around €100,000, whereas slightly less than 8 hectares of Le Clos de Tart just sold for over €280 million. Up until right before World War II, a bottle of Moulin-à-Vent sold for the same price as a Vosne-Romanée premier cru, yet today that difference is multiplied by 10.

AOC CHÉNAS

FACT SHEET

DEPARTMENTS: Rhône and Saône-et-Loire

SURFACE AREA HARVESTED: 220 hectares

AVERAGE ALTITUDE: 250 metres

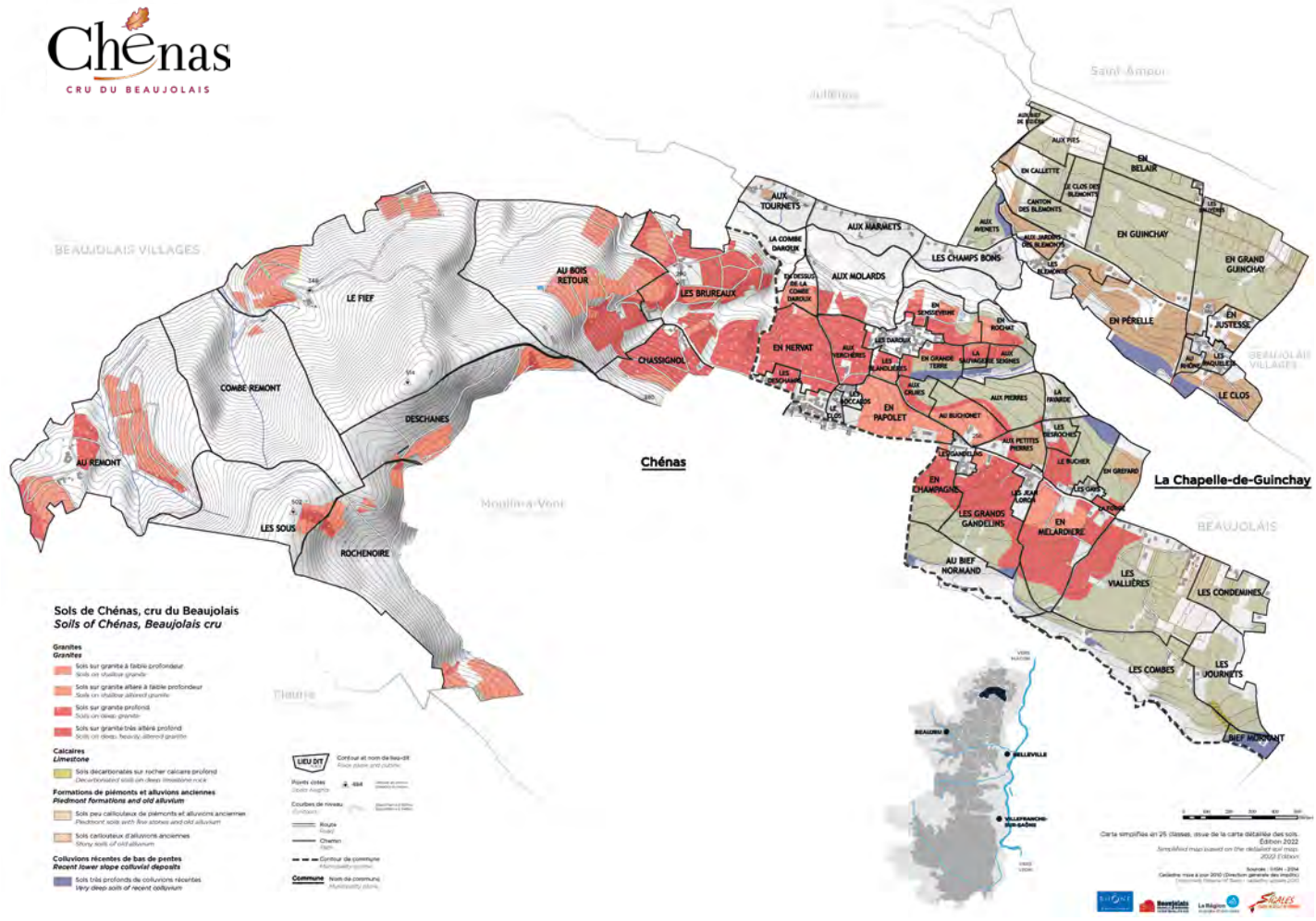
GRAPE VARIETY: 100 % gamay noir à jus blanc

SOILS: Chénas is the smallest of the crus in terms of surface area. It varies substantially from east to west. In the west are very steep, high granite hills whereas in the east, ancient alluvial soils with pebble deposits give rise to gentler slopes.

The cru's soil profile is fairly similar to Moulin-à-Vent's: soil from granite is found in almost equal amounts as soil from ancient piedmont deposits. This appellation has one of the highest proportions of soil from piedmont deposits, ranking just behind Saint-Amour. A tiny area in "Les Journets" is located on recently-formed limestone soil.

DISTINGUISHING FEATURES :
Generous. Structured. Silky.

THE 10 MOST CLAIMED LIEUX-DITS*:
Les Gandelins, Les Blémonts, Les Journets, Le Clos, Au Rémont, Les Daroux, Les Brureaux, Aux Petites Pierres, Combe Rémont, Au Bois Retour



* Data based on the portion of area claimed in the planted area, and the number of years claimed since 2014.

Chénas is the smallest appellation in Beaujolais in terms of surface area. It is located in the communes of La Chapelle-de-Guinchay (71) and Chénas (69), surrounding a large part of the Moulin-à-Vent appellation. It is named after the ancient oak forests formerly covering the commune, cleared by the Gallo-Romans then by the local monks by order of Philip V of France, known as The Tall. The vines stretch across rolling hills and valleys.

Highly sought-after, the **'rarest' of the Beaujolais crus** asserts itself as a generous wine, tender on the palate, intended for laying down. These gamay grapes express notes of small black fruit, peony and spices highlighted by mellow tannins. With its silkyness and sapidity, Chénas illustrates the 5th taste of Umami.



(ACCORDING TO LEGEND...)

It has often been said that the name Chénas came from: "a place formerly planted with oaks" since the old Gaul name for oak was 'cassanus'. However, the name could also have come from a Roman gens (family) named 'Canus'. Whatever the case, the old-growth, primeval forest did indeed exist in Chénas before the Gallo-Romans, the first to systematically clear it. Philip V of France, The Tall, is also said to have ordered the oaks be uprooted in 1316 to make way for the vines. A few years later, King Louis XIII's wine cellar was stocked up with Chénas wine. It is said to have been the only wine he accepted on his table.

AOC JULIÉNAS

FACT SHEET

DEPARTMENTS: Rhône and Saône-et-Loire

SURFACE AREA HARVESTED: 540 hectares

AVERAGE ALTITUDE: 330 metres

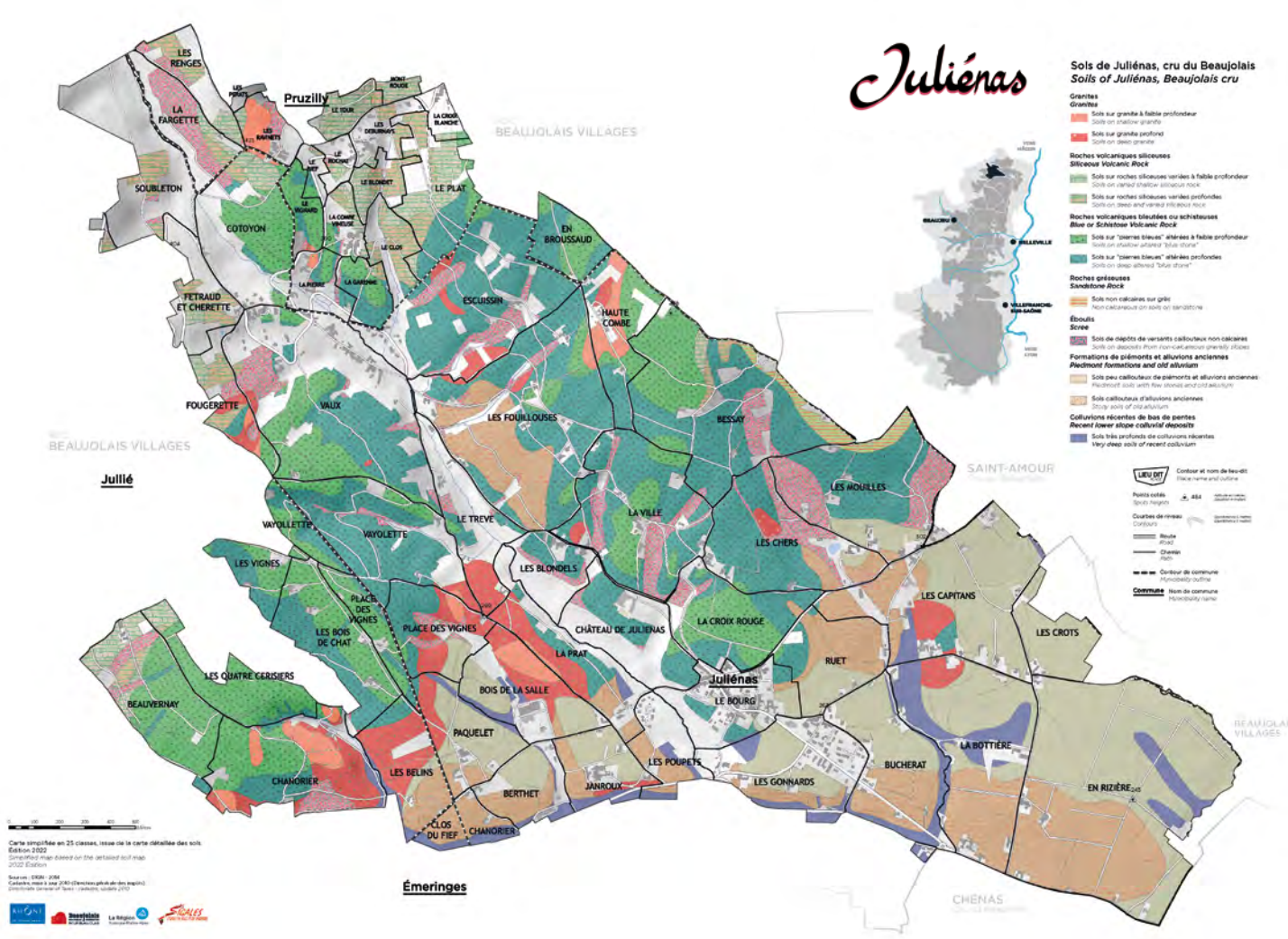
GRAPE VARIETY: 100 % gamay noir à jus blanc

SOILS: this is the third steepest cru, behind Chiroubles and Côte de Brouilly. Most of the soil comes from the band of blue stones. The slopes are extremely steep and mostly facing south, giving way to ancient alluvial plains, ledges and clayey subsoils to the east. Juliénas is the least granitic of the 10 crus.

Unlike all the other Beaujolais crus, the main parent materials in the appellation's soils are made up of many different rocks (diorites, bluish hard rocks with clearly visible crystals, finer grained microdiorites, and dark formations that are more schistose, or slaty) but all come from the band of blue stones.

DISTINGUISHING FEATURES :
Expressive. Fresh. Fleshy.

THE 10 MOST CLAIMED LIEUX-DITS*:
Berthet, Les Poupets, La Bottière, Beauvernay, Bessay, Vayolette, Les Capitans, Bois de la Salle, Les Crots, Le Clos



* Data based on the portion of area claimed in the planted area, and the number of years claimed since 2014.

Stretching across four communes (Juliénas, Jullié, Pruzilly and Emeringes) mainly in the Rhône with a small part in the Saône-et-Loire, the Juliénas cru benefits from excellent sunshine exposure. The altitude varies, starting at 230 metres and reaching 430 metres in the far northwest. The AOC definitely **has one of the most diverse soils in the Beaujolais:** schist, diorite and sandstone as well as clay.

Juliénas wines reveal a pleasant bouquet of peach, red fruit and floral aromas. They can be enjoyed young as well as after a few years of bottle-ageing.



(ACCORDING TO LEGEND...)

The name Juliénas is said to have come from Julius Caesar and his Roman legions who made a stopover here to quench their thirst during the Gallic Wars. However, Juliénas might just as well be a hamlet of Jullié, which developed independently from its original parish. In fact, etymologically, Juliénas is composed of "Jullié" and "as", which meant "property of". So the debate is open: did Julius Caesar, who mentions the region in his Commentaries on the Gallic Wars, give his name to Jullié, a neighbouring village, or to Juliénas?

AOC SAINT-AMOUR

FACT SHEET

DEPARTMENTS: Rhône and Saône-et-Loire

SURFACE AREA HARVESTED: 310 hectares

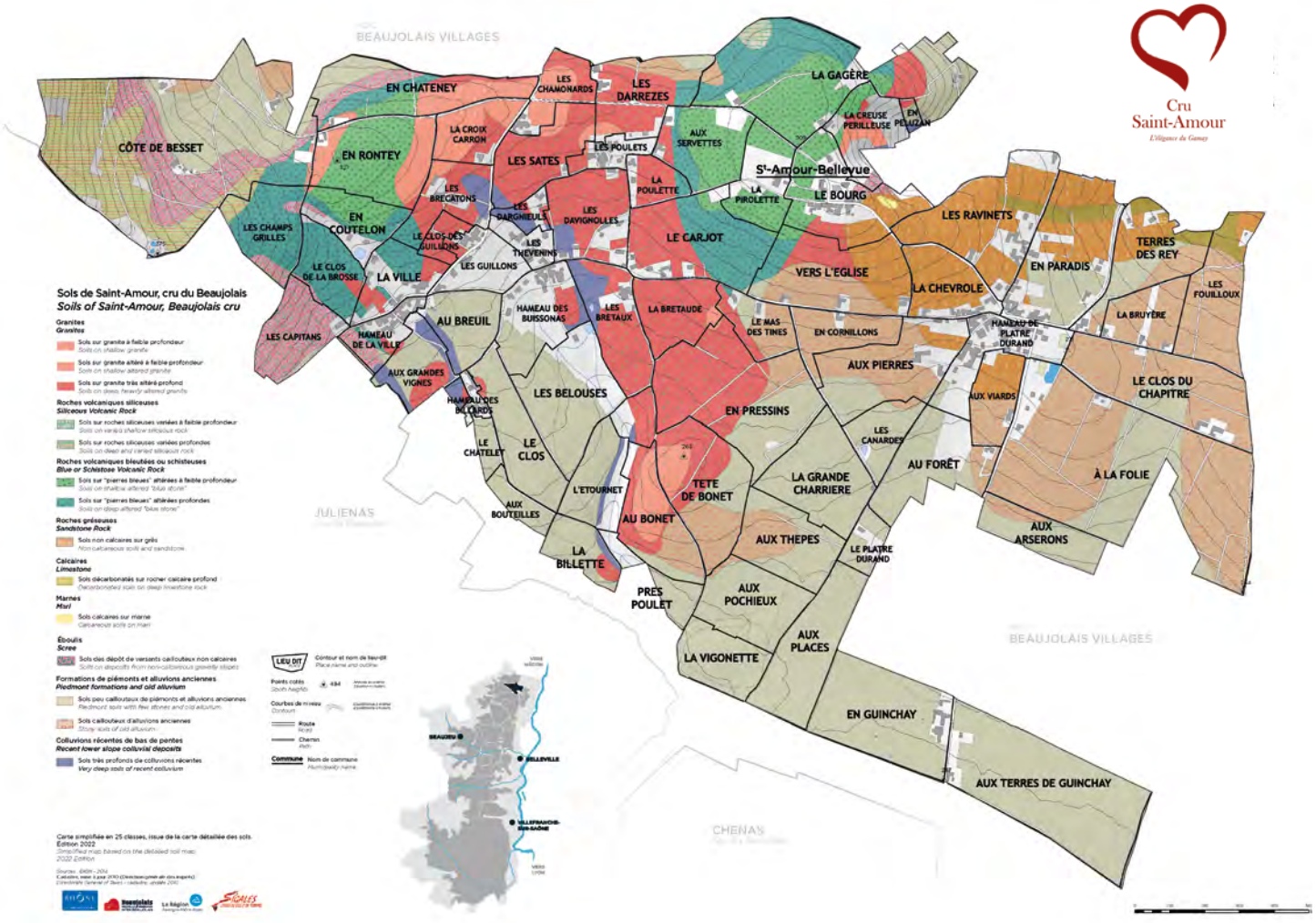
AVERAGE ALTITUDE: 335 metres

GRAPE VARIETY: 100 % gamay noir à jus blanc

SOILS: this is the northernmost of the Beaujolais crus with the gentlest slopes The appellation is both complex and diverse. It is mainly structured by a ridge running from west to east, located far to the north. The ridge defines areas with predominantly southern exposure, bordered by a small, northerly-facing slope overlooking the Prety and Arlois streams. Several geologic units are encountered before reaching the alluvial and piedmont formations in the east. On either side of the granite and its sandy - or sandy-clayey - soils, the blue stones blend with other more siliceous-looking, pinkish-grey rocks. This very heterogeneous terrain is nevertheless highly typical. Saint-Amour is the cru where the ancient alluvial deposits and piedmont formations are highest in proportion, making up a little more than half of the vineyard surface areas, which are extremely diverse and often very pebbly.

DISTINGUISHING FEATURES :
Fruity. Tender. Harmonious.

THE 10 MOST CLAIMED LIEUX-DITS*:
Les Ravinets, Au Breuil, Le Clos des Guillons, À la Folie, Clos du Chapitre, Côte de Besset, Les Capitans, Aux Pierres, Le Clos de la Brosse, La Bruyère



* Data based on the portion of area claimed in the planted area, and the number of years claimed since 2014.

Saint-Amour, **the northernmost of the Beaujolais crus,** is located in the commune by the same name, entirely in Saône-et-Loire (71). The altitude ranges from 240 to 320 metres with medium, moderate slopes.

Its heterogeneous soil includes granite, schist and clay, producing two types of wine. One type is light and easy-to-drink, with aromas of iris or violet and even raspberry. The other is powerful and complex, offering aromas of kirsch and spice. Strong point: tender, harmonious weight and texture.



(ACCORDING TO LEGEND...)

The highly suggestive name of Saint-Amour was inherited from the Roman soldier, Amor, who converted to Christianity and fled the massacres in the Swiss Valais, taking refuge in Gaul. There, he founded a monastery on a peak overlooking the Saône river valley. Growing grapes for winemaking dates back to the Middle Ages and the religious order, the Chapter of Saint-Vincent of Mâcon. At the time of the French Revolution, in 1793 to be exact, the name Saint-Amour disappeared and the commune was called Bellevue. That only lasted 3 years. Then the commune got its name back, and became Saint-Amour-Bellevue.

VINTAGES

DATING FROM 2009 TO 2024

2024

Beaujolais winemakers know that a vintage must be treasured! In 2024, with sunshine scarce and rain too frequent until July, the tone was set: fruitiness would prevail over tannicity. In the land of Gamay noir à jus blanc, the Beaujolais vineyard has a core asset, its realm of expertise: fruity wines. Message received in the cellars, extraction is proceeding gently, requiring no extra help as the skins are so fine. In the glass, the inimitable varietal aromas unfold: some red fruits, some black fruits, like a basket of fresh fruit. Juices ready by the end of winter, light, delicate and easy to drink. To be served slightly chilled and drunk in its prime.

2023

A luminous Beaujolais vintage. Nurtured under a bright sun, the juices are lively and full of delightful energy. The very DNA of the gamay noir à jus blanc variety expresses itself with just a hint of freshness. The traditional black fruits of sunny years give way to small red berries (raspberries and redcurrants). Slightly tangy on the palate, they are crisp and full-bodied. The finish is full of flavour, carried either by pleasant spicy notes (black pepper) or heady floral themes. Delicate juices for today and fine bottles for tomorrow that just need to rest for a few years in a wine cellar before they reveal their full potential.

2022

Another year bathed in sunshine in Beaujolais, placing the 2022 vintage in the continuity of the 2020, 2015 and 2009 vintages. Low yields offer a great concentration in juices. This one does not prevail overt the fruit: the proof, if one was needed of the magic of Gamay. The aromatic develops around notes of black fruits - blackcurrant, blackberry - and Rhone scents -violet, peony. However, the juices are neither stewed or candied, but rather on a coulis freshness. The powerful and velvety tannins are to be more caressing within 5 or 10 years. As regards white and rosé wines, a great maturity offers fleshy notes: mango, pineapple for white wines and peach nectarine for rosé wines. In other words, wines to be 'crunched' right away.

2021

2021 will remain a complicated year, with chaotic weather - a beautiful Indian summer has allowed the quality of the grapes to be maintained, even if the quantity is not there - and a sugar/acidity/tannin balance different from recent sunny years. The vinifications are done with more delicacy and precision. In the glass, gourmet, fresh, crunchy juices (raspberry, gariguette) plunge us into the heart of the fruity DNA of gamay. Surfing on a pretty delicate and elegant tannic structure, the 2021s are tender. They offer nice rebounds on the sweet spices for a salivating finish.

2020

Born like its big brothers 2018 and 2019 under the sun, 2020 is a very early vintage. Like a form of impatience for the grains of chardonnay and gamay noir, crushed by the heat, to join the freshness of the Beaujolais cellars. As for the reds, the location of the plot and a delicate vinification deliver two registers in the glass. Sunny terroirs produce tastes of black fruits (blackberry, blueberry) and scents of aromatic herbs from the south (sage, thyme); cooler terroirs at altitude deliver small red berries (currant, raspberry) and slightly peppery floral notes (peony). Both styles meet in consistent, round and concentrated juices. Over the years (more or less five), a beautiful and tonic spicy register will appear. As for the whites and rosés, due to a generous sunshine, rounder than tense, they play on seduction, drinkability and crunch.

2019

'Solar' vintages continue... Logically with dark tonalities and a kind of density in the glass. There's also no lack of Rhone-like aromas associated with this type of vintage: violet, iris, peony and black fruit. The generous character of the juices is perfectly expressed around solid and well-constructed, lively tannic structures. Fleshy, juicy, sappy vintage that should be left to "grow up" nicely under the wings of its elders, namely 2017 and 2018.

2018

XXL vintage. Rich on every level, with just the right breath of freshness as the icing on the cake. Darker than usual, the gamay takes on the deep purplish-blue glints of its neighbouring syrah. A wide range of aromas (blackberry, blueberry, plum and rose) that fit together perfectly, offering an enchanting nose. Rich, very juicy and dense on the palate, they never stop building on massive, racy tannins. Superb harmony cut out for ageing.

2017

It would be hard to be more truly Beaujolais than 2017. Just the right amount of sunshine, paired with good rainfall to end up with a nice balance. The colour is pretty and embodies the gamay signature: shimmering ruby red, deep purple, subtle purplish-blue. Open nose. Lovely cherry notes that, over time, will acquire kirschy notes; the very strong plum notes will also change over to sloe berry, offering a gentle vegetal flavour. The tannins are silky and soft that know exactly how to increase in strength becoming solid, sapid and saline on the palate. A vintage with great drinkability.

2016

Lovely fruitiness standing on tannins that are crisper than they are strong. Pleasant combination of small dominant red fruit, plum and a hint of gentle spice for just the right touch of liveliness. Balanced, easy-to-drink and tasty. Carried by a fresh breeze, the best bottles have pleasantly surprising longevity.

2015

'Solar' vintages: let the drum roll; the 2017, 2018, 2019 and 2020 vintages will follow... at a similar beat. In the glass, a perfect profusion of order, gourmandise and richness. Thanks to the abundant but never scorching sunshine the vintage provides wines that are both rich and generous on the palate. Colours range from the ruby red, so unique to gamay, to purplish glints. Plentiful fresh black fruit (blackberry, blueberry), a few notes of red fruit and a hint of plum for freshness. The very present, juicy and smooth tannins – thanks to their good maturity – are soft and silky. To be classified in the long-keeping vintages.

2014

Nice and solid fruit/tannin combination for this vintage. The colours shimmer. Lovely bursts of cherry and Morello cherry (the ones used for clafoutis), with a ravishing fruitiness carried by the cherry. Blackcurrant and gariguette strawberries follow on from lively, silky tannins full of pleasant energy. Beautifully balanced for a great classic.

2013

This was a year when it was much wiser to wait; slowly but surely, until the first autumn frosts. The vintage made its way to tasty juices full of nice energy. In the glass, it is bright and shiny. On the olfactory level, pure, fresh aromas (raspberry coulis, wild strawberry) for noses full of appeal. Zest and energy for elegant, slender tannins. Nice mouthfeel like a middle-distance runner.

2012

Rather pale sunshine at times, leading to some fairly thin skins, so the Beaujolais winegrowers had to be extra mindful of the vintage. Perpetually ruby red, red fruit full of freshness (raspberry and Morello cherry). Soft and delicate in terms of tannins. For the most part, wines to be enjoyed in their youth for their charming and bright fruitiness.

2011

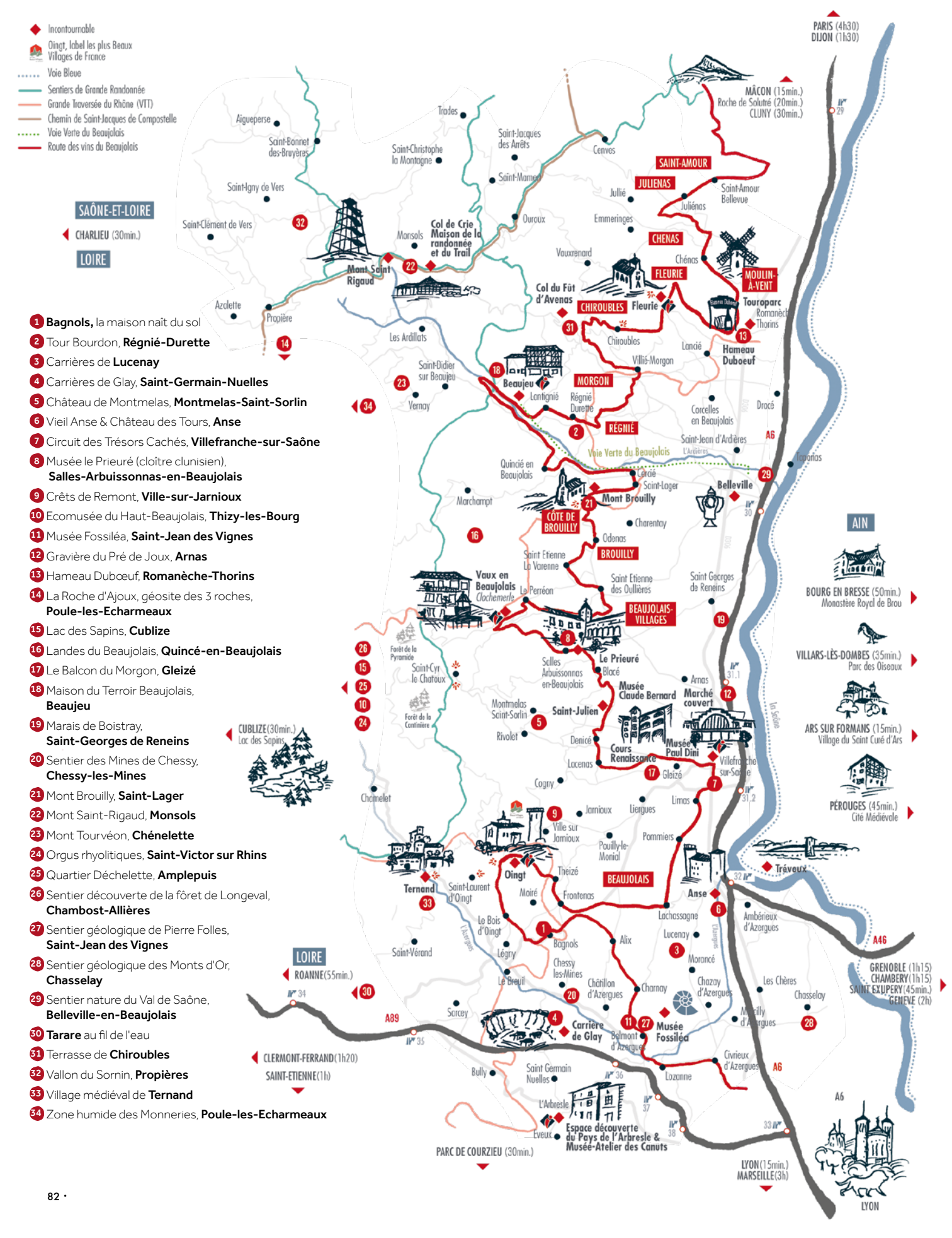
Just the right amount of sun for plump gamay grapes with a pretty purplish sparkle. In the glass, there are nice glints varying in depth. The very ripe strawberry and candied red fruit are the signature of nice maturity. The aromatic herbs (rosemary, sage) discreetly add complexity. Nice breadth on the palate, with smooth muted tannins. As a whole, it is generous and crisp.

2010

Gamay pur jus colours; sparkle and shine more than depth. The vintage is happily riding a wave of freshness. Freshly-picked redcurrants, wild strawberry flesh. Delicate, presence of rose, peony and a subtle peppery character. Lovely tannin structure with notes of elegance, focused. 2010 is solidly rooted in its terroirs.

2009

This is one of the rare solar vintages, atypical for its decade. The sun was at its zenith for months, resulting in a homogeneous harvest and dark, rich, heady juices. A nice balance between fruit and tannins, lovely spicy rebounds (peony, cinnamon over time), and the energy of a middle-distance runner, for excellent ageing potential.



1. **Bagnols,** la maison naît du sol
2. Tour Bourdon, **Régnié-Durette**
3. Carrières de **Lucenay**
4. Carrières de Glay, **Saint-Germain-Nuelles**
5. Château de Montmelas, **Montmelas-Saint-Sorlin**
6. Vieil Anse & Château des Tours, **Anse**
7. Circuit des Trésors Cachés, **Villefranche-sur-Saône**
8. Musée le Prieuré (cloître clunisien), **Salles-Arbuissonnas-en-Beaujolais**
9. Crêts de Remont, **Ville-sur-Jarnioux**
10. Ecomusée du Haut-Beaujolais, **Thizy-les-Bourg**
11. Musée Fossiléa, **Saint-Jean des Vignes**
12. Gravière du Pré de Joux, **Arnas**
13. Hameau Dubœuf, **Romanèche-Thorins**
14. La Roche d'Ajoux, géosite des 3 roches, **Poule-les-Echarmeaux**
15. Lac des Sapins, **Cublize**
16. Landes du Beaujolais, **Quincé-en-Beaujolais**
17. Le Balcon du Morgon, **Gleizé**
18. Maison du Terroir Beaujolais, **Beaujeu**
19. Marais de Boistray, **Saint-Georges de Reneins**
20. Sentier des Mines de Chessy, **Chessy-les-Mines**
21. Mont Brouilly, **Saint-Lager**
22. Mont Saint-Rigaud, **Monsols**
23. Mont Tourvéon, **Chénelette**
24. Orgus rhyolitiques, **Saint-Victor sur Rhins**
25. Quartier Déchelette, **Amplepuis**
26. Sentier découverte de la fôret de Longeval, **Chambost-Allières**
27. Sentier géologique de Pierre Folles, **Saint-Jean des Vignes**
28. Sentier géologique des Monts d'Or, **Chasselay**
29. Sentier nature du Val de Saône, **Belleville-en-Beaujolais**
30. **Tarare** au fil de l'eau
31. Terrasse de **Chiroubles**
32. Vallon du Sornin, **Propières**
33. Village médiéval de **Ternand**
34. Zone humide des Monneries, **Poule-les-Echarmeaux**



BEAUJOLAIS GETAWAYS:

THE VINEYARD OF A THOUSAND HILLS

Take the **Beaujolais Wine Route** to admire the **landscapes** and stop along the way, whenever you feel like it. From the outskirts of Lyon to the south of Burgundy, there's a lovely common theme in the Beaujolais vineyard, welcoming discoveries galore. The Beaujolais region is a haven – a home away from home – with nearly **300 châteaux and mansions,** including many wine estates. Drop by to tour a winery, to taste and learn about the wines. Here, combining the region's wine with the natural and cultural wealth of the territory is self-evident.

The Beaujolais region stretches out over fifty or so kilometres along the Saône river, between Lyon and Mâcon, and about thirty kilometres from east to west. Starting from Civrieux d'Azergues, in the south of the vineyards, the Beaujolais Wine Route covers 140 kilometres and crosses 38 villages. Like a backbone to the vineyard, it leads to the main tourist sites, in the heart of the 12 appellations. There are countless trips to choose from and personalising them is definitely an option.

EXPERIENCE THE BEAUJOLAIS WINE ROUTE
BY CAR, BY MOTORCYCLE, WITH A CAMPER VAN OR BY BIKE
→ **www.routedesvins-beaujolais.com**



Digital Roadbook available for download on the website

MUST-SEE PLACES
FROM SOUTH TO NORTH

Awarded the **"Pays d'art et d'histoire"** label, the Beaujolais region has plenty of heritage treasures for the curious at heart to discover.

In the medieval villages of **Pierres Dorées,** the narrow winding streets boast various shades of gold throughout the day. Historically, each village had a quarry extracting stones from the ferrous, chalky soil. Those stones are omnipresent, on the walls of the houses and the châteaux alike. Out of all the villages, it's a good idea to linger in Oingt, ranked among France's most beautiful villages (Beaux Villages de France). The fortified village, perched up high, is like a journey to a place untouched by time. Lots of artists as well as craftsmen and women have chosen Oingt to open up their studios, workshops and boutiques. Other places to visit include Lacenas and its incredible vat house, the châteaux in Jarnioux and Bagnols, the Ville-sur-Jarnioux spring, the reddish cobblestone streets in the village of Pommiers and the village ramparts in Ternand.

Along the Saône Valley, **Villefranche-sur-Saône,** the first town in the Beaujolais region, is home to many hidden treasures to be discovered by touring the outstanding homes and courtyards, nestled on either side of the Rue Nationale.

Take advantage of the stopover to do some shopping in the open-air mall and enter the bustling covered market, a real treat for the eyes and taste buds.

Perched up high in the heart of the vineyards, **Clochemerle** (whose official name is Vaux-en-Beaujolais) plunges its visitors into the folkloric universe of Gabriel Chevallier's novel. Anecdotes about the village can be discovered via the mural paintings, musical theatre, public urinal, talking window boxes or the climb up to Bal de la Saint-Roch.

To comprehend the **"UNESCO Global Geopark"** label awarded to the Beaujolais region in 2018, a climb up Mont Brouilly is a prerequisite. The remarkable summit offers an amazing panorama that allows visitors to grasp the scope of the territory's contrasting landscapes as well as its geological diversity. In the heart of the crus, tourists fall under the spell of the winegrowing village of Fleurie. Its walking tour through the vineyards reveals secrets about the flora and fauna, and the work done by growers, leading up to the Chapel of the Madonna with its remarkable view overlooking the hillsides, the Saône Valley, and even Mont Blanc on a clear day.









5 GEOSITES
NOT TO BE MISSED

Famous the world over for its wines, the Beaujolais region also has one of the richest and most complex geological heritages in France. The vineyard was certified with the **"UNESCO Global Geopark"** label in order to enhance its outstanding heritage. The diversity of the Beaujolais subsoil and its landscapes is a result of the convergence of several geological structures and phenomena that have left a noticeable mark on the area's living environment. That history, dating back several hundred million years, joins forces here, with the present, in human activity and the region's past as well as its heritage, culture and daily life.

A major part of its identity, both past and future, is derived from its stone: golden, red, green, white, grey or black – masterfully highlighted in traditional architecture. The geological and hydraulic resources were, and still are, the mainstay of the region's industry and craftsmanship, just as they determine the vocation of the soil. Granite, schist, limestone and clay for the vines and wines, siliceous volcanic rock for the pastures and forests, fertile alluvial deposits for the crops on the plains. The Beaujolais region and its everyday life are definitely rooted in the heart of the land.



CARRIÈRES DE GLAY (GLAY QUARRY)

Visitors are immersed in the past life of stone cutters and sculptors, who supplied the stones for building throughout the southern Beaujolais region all the way to Lyon. The limestone came from the seabed of the Jurassic period, dating back 175 million years. The old quarry is located in a natural setting, where certain plant and animal species are protected.

THE BONUS: sculptors are on site Monday, Wednesday, Thursday afternoon and Saturday morning, and the walking tour that takes visitors around the quarry.

MONT BROUILLY

The hill rises majestically up in the middle of the Beaujolais vineyards, thanks in large part to its geology. The blue stone, that makes up the hill, is one of the oldest stones in the area. Extremely hard and resistant to erosion, it conditions the morphology of the hill planted with vines. At the top, a 'geoscope' presents the region's long history and geological diversity. Two panoramic viewpoints allow visitors to grasp the scope of the territory's contrasting landscapes.

THE BONUS: after visiting the Mount, go down to the 'Espace des Brouilly' to enjoy a special, personable tasting and visit Le Clos Vitis – a fun, educational botanical garden focused on vines – to discover the origins and characteristics of the Beaujolais region and how it has evolved, its prominent figures and links with the botanical diversity of the "vitis" genus around the world.



TERRASSE DE CHIROUBLES

The terrace offers superb panoramic views overlooking the vine-covered hillsides and the Beaujolais crus. The Chiroubles appellation is special since 100% of its vines grow in granitic soil. The granite came from the 'bowels' of a gigantic mountain range that has since disappeared. From the Terrace, a path lets visitors walk to discover some geological curiosities in the granite massif.

THE BONUS: a trailbike circuit on site. Wine tastings and local terroir produce at the Chiroubles chalet. Panoramic restaurant.





FOSSILÉA, L'ODYSSÉE GÉOLOGIQUE DU BEAUJOLAIS

The museum provides a wonderful introduction to geology in the Beaujolais and Pierres Dorées (Golden Stones) area. With an impressive collection of fossils, the museum takes visitors back to the Jurassic period, when the Beaujolais region still had its head under water, so to speak. Life in the ocean was very developed back in the Jurassic period. The geological trail illustrates the different coastal and marine environments that came into being one after another over time.

THE BONUS: introductory fossil workshops to attend as a family.

MASSIF DU SAINT-RIGAUD

The Haut-Beaujolais has the highest peaks in the Beaujolais region. The area is characterised by a highland relief and dense forest cover. Thanks to its geological context, Mont Saint-Rigaud acts as a natural water supply, giving rise to many streams, and is home to environmentally sensitive wetlands.

THE BONUS: a mountain range located on a long-distance hiking path (GR7) and on the Camino de Santiago (Way of St. James) path. Watch the sunset from the Roche d'Ajoux.



WHAT'S ON IN BEAUJOLAIS:
DATES FOR THE DIARY



3RD WEEKEND OF JUNE
BIENVENUE EN BEAUJONOMIE

The event takes place every 3rd weekend in June when fifty or so Beaujolais estates and wineries each invite a chef to whip up a memorable, gourmet moment together: guests at a nice, big get-together with expressive and exceptional wines to share a tasty meal. A delicious, friendly and lively wine-filled programme for three days of festivities where sharing is king.
The concept: you select the event based on what you feel like – the venue, the menu whipped up by the hosts or designed by a chef, the food and wine pairings, the activities on offer during the meal, etc. On the given day, you walk through the doors of a Beaujolais estate or winery. In a cellar, in the privacy of a château, in the garden under a pergola or outside in the heart of the vineyards, you'll sit down for a big meal. In the bargain: a chance to meet and chat with other guests, alongside winegrowers, sipping a glass of Beaujolais and savouring on tasty dishes.

THE BONUS: you can enjoy activities planned by the hosts: guided tastings, a game of riddles, rides in a 2CV, open-air concerts in the vineyard...

www.bienvenue-en-beaujonomie.fr

JUNE TO NOVEMBER
MEETING THE WINEGROWERS

From the most intimate wine cellars to the most stunning châteaux, these tours set out to visit Beaujolais wine estates and trading houses so you can (re)discover their wines. During exclusive tours of their estates, these women and men share their passion for this unique terroir and invite visitors to awaken their inner oenologist. There is also a guided wine tasting, accompanied by a mâchon beaujolais, a genuine Lyonnais gastronomical tradition. A privileged moment to be savoured all summer long, in the heart of the Beaujolais vineyard

www.beaujolais-tourisme.com



JULY & AUGUST
BEAUJOLEZ-VOUS !

"Beaujolez-Vous !" is a selection of suggestions for free outings every week throughout the summer (every Tuesday thru Saturday), where a festive atmosphere with entertainment and local products are sure to be plentiful. On the agenda: every Tuesday, Les Temps Danse at the harbour of Belleville; every Wednesday, Les Estivales on the Terrasse de Chiroubles; every Thursday, night market on the grounds of the Fleurie town hall; every Friday, team or solo quizzes at Espace des Brouilly in Saint-Lager; every Saturday, Guinguette Village on the square at the Beaujeu town hall.

www.beaujolais-tourisme.com





JULY & AUGUST
ROSÉ, NUITS D'ÉTÉ

In July and August, the crowds swing to the beat of events combining the discovery of rosé wines and local produce, performances of all kinds in villages full of character. Some Beaujolais communes deck themselves out in pink, while monuments, châteaux and churches light up at nightfall. A programme packed with entertainment awaits fans of great festivities: on Thursdays, aperitifs with winegrowers; Fridays, cultural evenings; Saturdays, festive evenings and night markets; Sunday, wine & heritage walks. Tastings, food & wine pairings, discovery of the terroir and its heritage or open-air cinema, night markets, concerts and other shows are all on the agenda.

www.beaujolais-tourisme.com

AUGUST
OUT-OF-THE-ORDINARY APERITIFS

When heritage meets Beaujolais wines... At the top of the historic Tower of Oingt or on the rooftops of Villefranche-sur-Saône, aperitifs that are as amazing as they are unusual, inviting you to get the big picture to enjoy Beaujolais wines and local produce, guided by a winegrower from the appellation.

www.beaujolais-tourisme.com





3RD WEEKEND OF SEPTEMBER
LES VENDANGES MUSICALES

With its line-up of eclectic music, the Vendanges Musicales is a festival that mixes established and up-and-coming performers with a focus on young local talent. In the heart of the Pierres Dorées in the village of Charnay, the festival is also an opportunity to (re)discover the region and partake in a friendly, relaxed atmosphere on the château esplanade, with a glass of Beaujolais in hand, of course!

www.lesvendangesmusicales.fr

END OF HARVESTING
LA FÊTE DU PARADIS

In Beaujolais, 'paradis' refers to the sweet ruby-coloured juice that flows when the grapes are first pressed. Every year in October, the village of Odenas, located in the Brouilly appellation, celebrates the end of harvesting, all day (and night, too) by paying tribute to the Beaujolais traditions to the sound of brass bands. On the agenda: old-fashioned pressing, sausage cooked au gene (in grape pomace), a country-style meal and a chance to get a taste of 'paradis' as well as some lovely Beaujolais vintages.

www.feteduparadis.com





3RD WEEKEND OF OCTOBER
LE FASCINANT WEEK-END VIGNOBLES & DÉCOUVERTES

For four days, certified "Vignobles & Découvertes" partners from the Auvergne-Rhône-Alpes Region offer a rich and varied programme of events, with a combination of out-of- the-ordinary activities for food and wine enthusiasts: rides in a vintage 2CV, Beaujolais cuisine workshops for beginners, scavenger hunts with riddles, wine & food pairings and more... The aim is to discover the 12 Beaujolais appellations and their wonders, a chance to take part in fun, original and funky activities! To kick off the big weekend, Beaujolais Tourisme organises a prestigious gathering in an exceptional venue. At the unique, one-time event, guests will delight in 100% Beaujolais produce, whipped up by restaurant chefs and winemakers.

The "Vignobles & Découvertes" label makes it easier to plan your weekends and stays in the Beaujolais vineyards thanks to the carefully selected services and facilities.

www.beaujolais-tourisme.com

NOVEMBER
BEAUJOLAIS NOUVEAUX FLAGSHIP EVENT

Each year, seven major festivals are organized locally to celebrate the release of the Beaujolais Nouveaux: so meet up in the Beaujolais region for the International Beaujolais Marathon, "Les Sarmentelles" of Beaujeu, the Beaujolais Nouveau barrel tapping in Villefranche-sur-Saône, the Fête du Beaujolais Gourmand in Tarare, Nectar Nouveau in Belleville-en-Beaujolais, the Fête des Saveurs in Gleizé, and in Lyon for Beaujol'en Scène. One thing is sure, Beaujolais Days is a great 5-day celebration with a wide range of culture, tourism, gastronomy, festivities or sports to choose from, and there's something for everyone!

Find out more at:

rendez-vous.beaujolais.com

Official website: **www.beaujolaisnouveau.fr**



NEED ADVICE ABOUT VISITING THE BEAUJOLAIS REGION?

Beaujolais Tourisme

Beaujolais Tourisme (Beaujolais Tourist Office)

+33(0)4 74 07 27 40 - contact@beaujolais-tourisme.com

www.beaujolais-tourisme.com

NOTES

2025 KEY FIGURES FOR THE BEAUJOLAIS VINEYARD

The 12 Beaujolais appellations stand out thanks to the expression of their wines whether festive, expressive or exceptional. 100% red Beaujolais crus are located in the northern half: Brouilly, Chénas, Chiroubles, Côte de Brouilly, Fleurie, Juliénas, Morgon, Moulin-à-Vent, Régnié, Saint-Amour. The Beaujolais and Beaujolais Villages, to the south and encircling the crus can be either red, white, rosé or Nouveaux.



SURFACE HARVESTED

11,578 hectares
of vines claimed in the
12 AOCs of the Beaujolais region, in **85 communes**

PLANTATION DENSITY

5,000 to 10,000
vine stocks per hectare

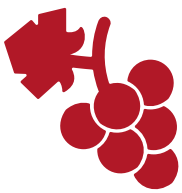
AVERAGE ESTATE SIZE

7
hectares



2,000 wine estates and négociants

9 wine cooperatives



95%
gamay noir à jus blanc
for reds and rosés

5%
chardonnay for whites



BREAKDOWN BY COLOUR IN VOLUME

93% reds
5% whites
2% rosés



TOTAL YEARLY PRODUCTION ALL BEAUJOLAIS AOCS & ALL COLOURS COMBINED

361,972 hectolitres
(average over 5 vintages 2021-2025: **481,500** hl,
or **64.2** million bottles)

BEAUJOLAIS AOCS SURFACE AREA HARVESTED AND VOLUMES PRODUCED IN 2025

	ha	hl	Million bottles
BEAUJOLAIS			
Reds	2,751	96,903	12.9
Rosés	199	7,781	1
Whites	381	13,126	1.8
BEAUJOLAIS VILLAGES			
Reds	2,552	76,334	10.2
Rosés	40	1,112	0.1
Whites	153	4,811	0.6
BEAUJOLAIS CRUS			
Brouilly	1,194	35,741	4.8
Côte de Brouilly	289	8,438	1.1
Régnié	367	10,369	1.4
Morgon	1,056	39,453	5.3
Chiroubles	237	6,910	0.9
Fleurie	777	23,960	3.2
Moulin-à-Vent	596	15,696	2.1
Chénas	199	3,821	0.5
Juliénas	493	9,139	1.2
Saint-Amour	295	8,380	1.1

SALES

71% **France:** 43.2 million bottles sold

29% **export:** 17.3 million bottles exported in 2025, in 150 countries worlwide

TOP COUNTRIES FOR EXPORT

	hl	Million bottles exported
USA	37,566	5
United Kingdom	22,198	3
Japan	15,270	2
Canada	14,224	1.9
Belgium	13,090	1.7

Sources: Inter Beaujolais, ODG, DNSCE (National Directorate for Foreign Trade. Statistics)

Beaujolais
NOUVELLE GÉNÉRATION

The handbook "Beaujolais, expressions of a vineyard"
is published by Inter Beaujolais, the Beaujolais Wine Council

Beaujolais Wines | beaujolais_wines | @vinsbeaujolais
Inter Beaujolais | @vinsdubeaujolais

www.beaujolais.com

Graphic design: Benoit Delaval - Arctic Graphic
Coordination and copywriting: Inter Beaujolais - Laura Pillot
Translation: Leslie Marcus and Catherine Dean
Photos and illustrations: Vins du Beaujolais / Étienne Ramousse, Fabrice Ferrer, Denis Laveur, Jonas Jacquel, Studio Baalt, Loïc Terrier, Nicolas Dormont, Prestafood and Com, Sadik sans Voltaire, Jules Travet, Jarlot, Beaujolais Tourisme, Fraise & Basilic, Emma Vernay, Slurp, Romain Renoux
Printing: Imprimerie Augagneur
2026-2027 edition
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DRINK AWARE: PLEASE REMEMBER TO DRINK RESPONSIBLY