

# EDOUARD DELAUNAY UK TRADE & PRESS LAUNCH

## Vertical Heritage Tasting at Michelin\* restaurant, Hide, London

Jancis Robinson  
JancisRobinson.com

New life breathed into an old name in Burgundy.

No one could accuse Laurent Delaunay of underinvesting in his relaunch of the Burgundy negociant business founded in 1893 by his great-great-grandfather (second from the right, top row below). As explained towards the end of Edouard's story described, in 2017 fifth-generation wine producer Laurent bought back the business from much bigger negociant Boisset, who had owned it since 1992.

Laurent and his wife Catherine, both graduates of Dijon wine school, joined his father in the family business in 1989 and continued for a while when it was sold to Boisset, but this was at the time of the Gulf War recession. They set out on their own in 1995, co-founding the Languedoc negociant Bader Clement and acquiring several more Languedoc wine producers along the way, including Les Javelles, and Abbots (previously Abbots & Delaunay) from Nigel Sneyd M.O.

In 2003 they had bought a small distribution company in Burgundy, DVD, but the purchase of the name Edouard Delaunay came about after Laurent met Jean-Charles Boisset in a restaurant in 2016. Boisset, not surprisingly, kept the 13 ha (37 acres) of vineyards that had come with the Edouard Delaunay business, including some that are now part of Clos de la Vougaerie, but once the sale was agreed, Laurent Delaunay began to buy wine, three small cuvées in 2016 and 25 in 2017 Ch de Charmont property in L'Etang-Vergy in the Hautes-Côtes (pictured below) had bought in the 1950s. He also put a winemaking team together headed by Cécilia and was apparently chief winemaker at the Lycee Vicole in Beaune, 10,000 cases.

Now that Laurent is rather well known and priced the sites above backed up grapes in Burgundy wine club members and most.

Of course older wines described below and the rather more pedestrian 2017s, but some of us were going to refuse to taste a 1955 Corton-Bressandes because of that.



### FEEDBACK

**Jancis Robinson MW** – *Enjoyed it very much.*

*The 1955 was such a treat.*

**Anne Krebiehl MW** – *It was very interesting to hear this Burgundian story and I was impressed with the wines, considering they are from bought-in grapes and only really the second vintage – what a debut!*

### OUTCOMES:

- Features on World of Fine Wine & JancisRobinson.com
- 10 Social Media posts
- Total audience reach: 182,585
- Wines listed with Honest Grapes Wine Club & Bancroft



EDOUARD DELAUNAY

Nuits-Saint-Georges

### PRESS

**Anne Krebiehl MW** - Wine Enthusiast

**Jancis Robinson MW** - JancisRobinson.com

**Stephen Brook** - Decanter

**Tom Harrow** - FT how to spend it,

Honest Grapes Wine Club

**Victoria Daskal** - World of Fine Wine

**TRADE**

**Adam Bruntlett** - Berry Brothers

**James Ceppi di Lecco** - Bancroft

**Simon Farr** - Cru World Wine