

EDOUARD DELAUNAY UK TRADE & PRESS LAUNCH

at Michelin* restaurant, Hide, London

Jancis Robinson
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New life breathed into an old name in Burgundy.

No one could accuse Laurent Delaunay of underinvesting in his revival of the Burgundian negociant business founded in 1893 by his great-great-grandfather (pictured from the right, top row below). As explained towards the end of *Biblically* described, in 2017 fifth-generation wine producer Laurent bought back the business from much bigger negociant Bouvier, 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 1949 and continued for a while when it was sold to Bouvier, but this was at the time of the Cold War recession. They set out on their own in 1993, co-founding the Langedoc negociant *Chateau Chandon* and acquiring several more Langedoc wine producers along the way, including Les Janelles, and Abbots (renamed Abbots & Delaunay) from Nigel Stacey MW.

In 2003 they had bought a small distribution company in Burgundy, DVP, but the purchase of the name Edouard Delaunay came about after Laurent met Jean-Charles Bouvier in a restaurant in 2014. Bouvier, not surprisingly, kept the 15 ha (37 acres) of vineyard that had come with the Edouard Delaunay business, including some that are now part of *Domaine de la Vierge*, but once the sale was agreed, Laurent Delaunay began to buy wine, three small cruves in 2014 and 25 in 2017. He has renovated cellars at the rather grand *Chateau Chandon* property in *La Vierge* in the *Haute-Cote* (pictured below and at the top of this article) that the family had bought in the 1950s. He also put a winemaking team together headed by *Christophe Brouer*, who has international experience and was apparently chief winemaker at the *Lycée Viticole* in Beaune. Total capacity at *Chateau Chandon*, he says, is 10,000 cases.



Now that he is able to (re)launch the company properly, Laurent Delaunay has gone the whole PR hog – in a rather un-Burgundian way. Those of us invited to the tasting and lunch at *Hide* restaurant in London that comprised the UK media launch were treated to a scintillating film about the enterprise, extremely lavish bookends backed up by a data slick and a most welcome wine slogan is "The Most Atypical of the Great Houses of Burgundy". A tasting of 2017's was supplemented by some choice examples of the 400-bottle family cellar of museum wines, including the odd bottle as old as 1811 and most vintages from 1929 onwards.

Of course there is no direct relationship between the older wines described below and the rather more pedestrian 2017's, but some of us were going to refuse to taste a 1925 *Corton-Bresseaux* because of that.

change the order within groups using the menu below:

neutral but clean and well put together. Good energy. More

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:

- Feature on **JancisRobinson.com**
- 9 Social Media posts
- Total audience reach: **141,842**
- Article to appear in **World of Fine Wine**
- Edouard Delaunay wines listed with **Honest Grapes Wine Club** and **Bancroft**

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