

l'appellation
Faugères
nature schiste
PRESS KIT 2010/2011





A developing communication strategy

For this Languedoc AOC, it was back to basics in 2009 with a catch phrase emphasizing the assets of its fantastic terroir "Faugères, the Nature schiste appellation". It was also a year marked by a seduction campaign launched in Montpellier and its suburbs. It was a far-reaching group drive that made a lasting impression.

The payoffs were considerable : it raised the visibility of the appellation, its approach was particularly well received by the catering and hotel trade network as well as by leading supermarket chains and wholesalers. 2010/2011 will be used to prolong this first stage. A number of events will be renewed and the appellation will repeat its "seduction" operation from Béziers to Sète with a very strong presence of advertising on the points of sale in all the different distribution networks.

NATURE

In this fantastic terroir of preserved and unspoiled landscapes, many wine-growers have embarked on organic or even bio-dynamic agriculture and all of them respect environmental biodiversity. As early as 1996, the Faugères AOC promoted the fight for a reasoned agriculture and set up a task force on that theme.

SCHISTS

Yellow, grey, ochre, orange and, deep down, beautifully blue schists in the Faugères area make up one of the world's most ancient soils and the only homogeneous terroir of Languedoc. These features are found in various places of Europe and it is noticeable that, most of the time, the wines produced there have character, a strong personality and are nicely mineral.

The schist terroir association

Faugères AOC wine-growers hit upon the idea of gathering within an association all those who wanted to work for the promotion of schist terroirs, increase their knowledge of their agronomic potentialities and enhance their cultural heritage and landscape-based qualities.

The association will be composed of wine-growers' unions or representative organizations. These wine-growers have to work in homogeneous schist terroirs.

Programme of the year

• February 22-24, Vinisud

The Faugères AOC will have a strong presence in this wine show with 22 wine estates representing close to 80 pc of the market volume. It will also be an opportunity to push forward its young visual identity and to present the brand-new schist terroirs association

• Monday April 26, the Vintage

At Faugères, presented to professionals (Catering and hotel trade, large-scale retailers, wine trade) in the presence of wine-growers, it also allows to taste old vintages and the famous Fine of Faugères. It is a very friendly occasion when participants take the time to appreciate wines and discuss them.

• From June 5 to 11, from Béziers to Sète "seduction" operation "

The Nature schiste appellation will be largely represented with tasting sessions at the wine-stores and in the department stores in the presence of wine-growers.

During the week before the event, promotional material will be handed out and a press campaign will be launched. Before the beginning of the tourist season the Faugères AOC should be placed in a position of strength by opinion-formers.

• Sunday June 6 Spring in the vineyards

The public is invited to go for a ramble on its terroir. This is an opportunity to discover one of Languedoc's most beautiful natural areas and marvellous wines on the occasion of wine tastings in the 7 villages' cellars.

• Sunday July 11

The Faugères AOC wine-growers stage St John's day, open their cellars to the public and put their casks in the village's alleys. The appellation is named after the village.

Artists and musicians liven up the event, which ends with a ball in the presence of the Faugères association's whole chapter.

• All year round with CIVL (Interprofessional Council of Languedoc wines)

The Faugères AOC takes part in inter-professional events. They target Sommelier schools for conferences and tastings of Languedoc's AOC wines.

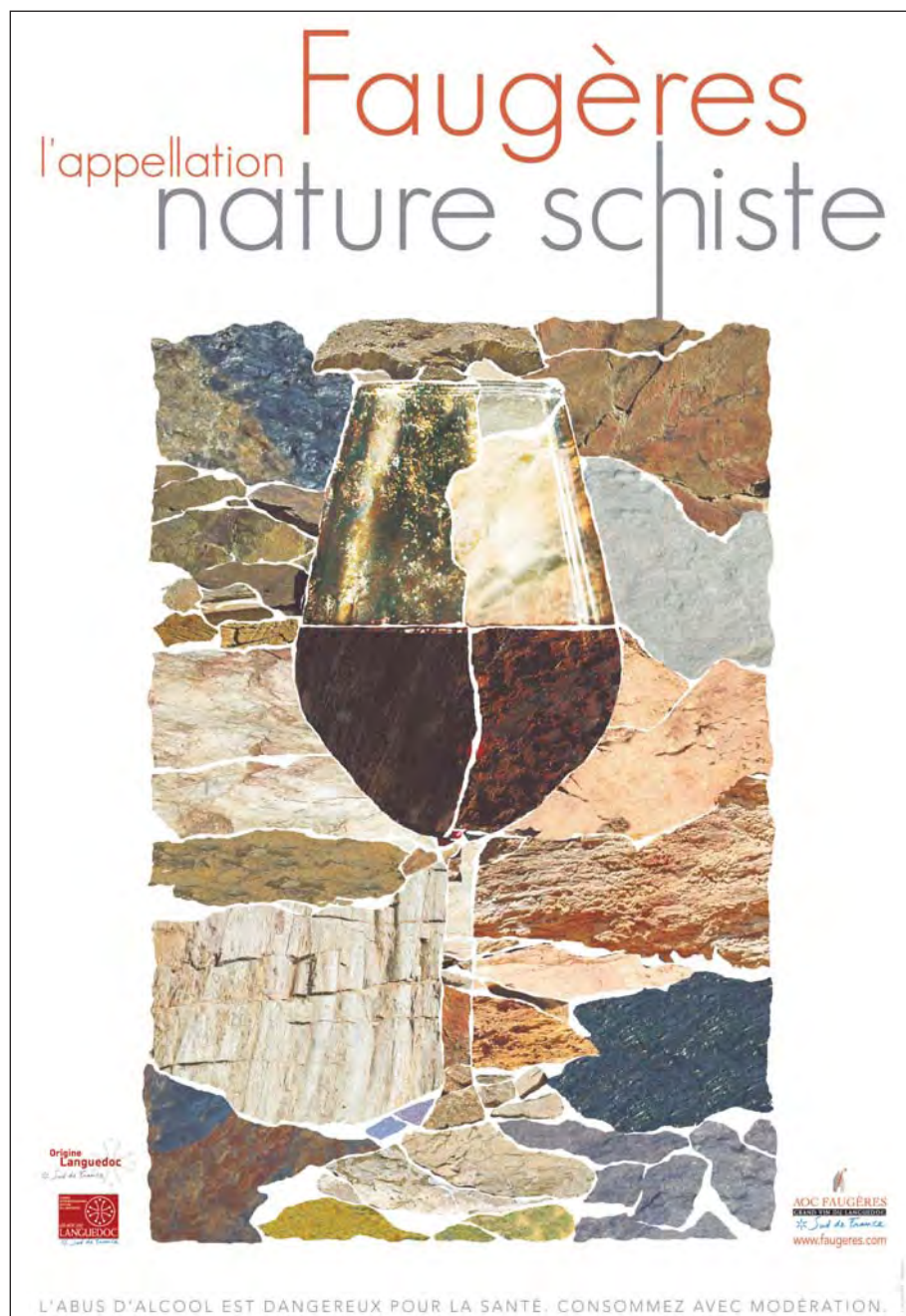
Besides, the Faugères AOC welcomes journalists and wine trade professionals on its terroir.

A tremendously successful visual

In a few months' time, after ratifying the recommendations of an auditor, a group of elected members, officials of the wine-growers' association and the AOC bureau worked to create a new image consistent with the accepted base line : "Faugères, the Nature schiste appellation".

The chosen visual is a mosaic, which symbolizes, in a clear manner, not only the diversity of schists but also that of wines, of their mineral content, a diversity reflected in this family all the wine-makers gathered under the Faugères appellation are members of.

The designs were created from photographs of stone walls and schists taken in the vineyards. This very graphic and attractive image that the Bureau took care to test on a consumer panel is recurrent on all its communication and advertising media on the points of sale. This visual was unanimously adopted by the wine-growers of the appellation and its recurrent use in posters has been highly successful among their private or professional customers. It is a strongly unifying element that falls within the scope of the Faugères AOC strategy.





A particular appellation area



Since 1948

"In the 1950s you needed passion to believe that these villages, 250 meters above sea-level, could still live on vineyards and wine: the parcelling out of slopes, the summer drought, everything encouraged wine-makers to go down to the rich Beziers plain.

But a few of them who were more stubborn, passionate and clear-sighted than the others decided to succeed, and that they might as well set an example that all those who went down the difficult road of quality in Languedoc would envy." Jean Clavel

Thus began the modern history of the Faugères appellation. It didn't start from scratch. Already in the 19th century a brandy was produced whose quality was crowned by the granting of the appellation "Fine (liqueur brandy) of Faugères" in 1948. On the same year, the Faugères appellation area was delimited, in 1955 red and rosé wines became VDQS (Approved regional vineyard) in 1982 they were classified as AOC.

In 2005 white wines were added to the range and were recognized as AOC wines.

Today, about ten producers have also brought back to life the Fine of Faugères. After the necessary years of ageing, the first vintages were marketed, in particular those of 2000 and 2001.

A homogeneous schist terroir

In a Mediterranean-type climate, schist soils with their capacity to retain water and heat bring a particular touch: here it is customary to say that grapes ripen at night, when the ground releases the calories stored in the daytime. 80 % of the soils are made of sandstone schist stemming from the crushing of clays in the primary era.

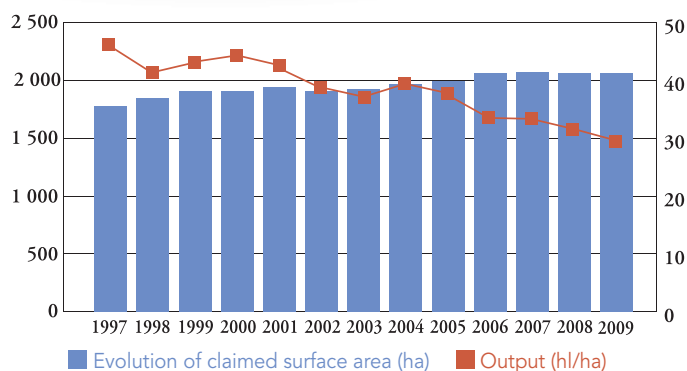
They bring the correct acidity "naturally", especially in reasoned cultivation, to wines offering fine and elegant tannins even when they are young. The vineyards are located on steep hillsides at an average height of 250 m. To limit erosion terrace cultivation along contour lines draws a landscape of remarkable beauty.

The economy of the appellation : facts and figures



The Faugères appellation groups together 51 privately-run wine estates (of which 23 new ones were set up between 2000 and 2010) and a wine cooperative. They claim to cultivate 2,075 hectares (5,000 acres). The average production is 65,000 hectolitres (60,500 in 2009) of which 85% red wine, 13% rosé, 2% white with outputs well under 40hl/hectare. 80% of marketed wines are home-processed. Between them, sales at the wineries reach 20% of volumes.

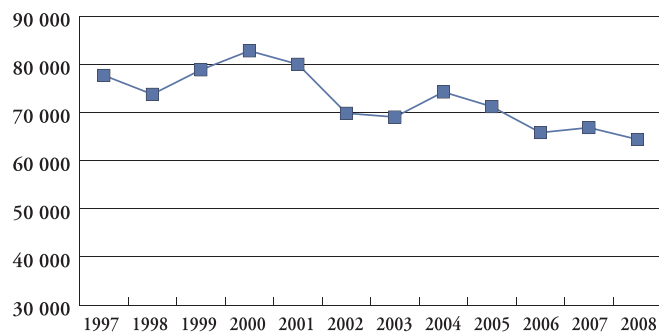
Evolution of claimed surface area (ha) and outputs (hl/ha) - 2009 figures



The output is among France's lowest (30 hl/ha) for an authorized average of 50 hl/ha.

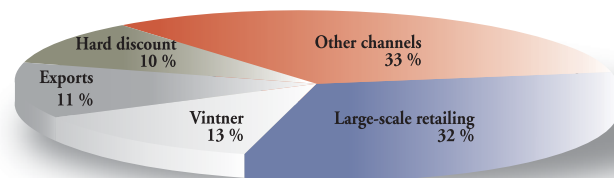
Putting into perspective surface areas planted with vines and outputs clearly shows how the appellation is evolving. The number of producers and claimed surface areas is increasing but the overall surface area remains unchanged with outputs very carefully controlled.

Evolution of approved volumes until 2008



With approved volumes (as claimed today) tending to come close to 65,000 hl, the Faugères AOC finds its balance in the pyramid of Languedoc appellations.

Distribution networks



The Faugères AOC is present on the different markets in a relatively balanced manner.

It corresponds to a wide range of production structures, each working on segments suited to their supply.

The repositioning of Faugères, the nature schiste appellation

Producers have been carrying out a policy of falling back on the Languedoc appellation with the aim of repositioning the Faugères appellation.

It was translated into higher wine in bulk prices with an increase of over 5 pc in one year (despite a sluggish domestic context) and the good performance of packaged wine sales. The conversion of an increasing number of conventional wineries into organic ones concurrently contributes to enhancing the appellation.



Producers and villages



Autignac

747 inhabitants (Autignacois)

Altitude : 150 m

Origin of the name: Altiniaco's domain (1155)

This peaceful wine-growing village is situated on a low hill in the Béziers plain. Until 1307 this city had been established on the Belloc site where the castrum stood along with the Notre Dame de Belloc church dated 1140. At the time, the people, terrorized by the Black Plague, abandoned the village and grouped together further North.

There, Raymond of Albinac and of Margon had his castle built. In 1788 a fire destroyed the major part of the castle as well as the Saint Martin church. The latter was restored in 1899.

Heritage

- Vestiges of the old castle (bastide)
- Rampart walk
- Saint Martin church

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Cabrerolles



354 inhabitants (Cabrerollais)

Altitude : 150 à 700 m

Origin of the name: Cabraïrole

Derived from the Latin capra, goat, suffix ola, place.

Between the plain and the mountain, the village and its castrum are erected at the end of a rocky outcrop separating two deep small valleys opening out onto the Béziers plain.

The village has four hamlets: La Liquière, Lenthéric, Aigues-Vives, La Borie Nouvelle. Its history is linked with its strategic location on a major road connecting through the Avants-Monts the upper Orb Basin to the Béziers plain.

History and heritage are discovered thanks to a nature trail crossing the village and leading up to the fortified surrounding walls and the Notre Dame de la Roque chapel.

Heritage

- Feudal architectural grouping of Cabrerolles
- Saint Amand parish church (XVIIIth century)
- Meteoric circus of le Clot



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150 inhabitants (Caussiniojoulais)

Altitude : 315 m

Origin of the name: Caucenogilo (Caucinus and the suffix ajolis, Causse (limestone plateau) in the clouds)

The castle of Caussiniojous is mentioned in 966 in the viscount of Narbonne's last will and testament. It belonged to the lords of Faugères before the XVIth century and it was handed over to the king's army around 1580. On the north wall, two square towers, observation posts, are connected by a rampart. East of the keep, there is the former front gate. The church dates back to the XVIth century, it is situated at the entrance to the village and was built on the site of a Xth century Romanesque chapel.

Well worth seeing

- Le Pioch (556 m)
- Saint Etienne church
- Castle
- Lanes and gardens decorated with flowers
- Porches of the village's mediaeval heart



Producers and villages



Faugères

Altitude : 250 m
438 inhabitants (Faugérois)

The "commune" (administrative district) is made up of the village of Faugères itself but also of the hamlets of Soumartre and La Caumette as well as the place known as the Poux-sec. Well before our era, capitelles (dry stone huts) appeared on the hills. Originally they were shelters for shepherds.

The castle of Faugères seems to date back to 1030 but the Wars of Religion in the XVIth and XVIIth century unfortunately destroyed most of its fortifications. Only part of the keep and a rampart tower remain. Four temples are known in Faugères, with the Saint-Christophe church they watch over the inhabitants of this village with a dualistic soul.

On top of the hill reaching 417 m at its highest point, the celebrated mills (the three towers) are worth visiting and offer a panoramic view on the landscape and the vineyard.

Well worth seeing

- Ruins of the pre-Roman chapel Saint-Etienne de Frontignan
- Lime kiln
- Eco-museum "L'Oustal des Abeilles" at Soumartre
- Mills and their hiking path

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Fos

96 inhabitants (Fossénois)

Altitude : 463 m

The Thongue, a small river, which has its source 2 km upstream, flows under the walls of the village. The houses spread out on an abrupt slope on its right bank. A steep street makes it possible to arrive in front of the church and the castle built under Francis Ist. A passageway above the street enabled the lord of the castle to attend church services without leaving his home. On leaving the lanes of the old village decorated with flowers, you can discover a reconstructed charcoal kiln and going up again on the chemin (path) des Aires, you'll find the Clos de l'Aire, a collection of yesterday's and today's vines with simple explanations allowing adults and younger people to enter the world of wine-making in an entertaining manner.

Well worth seeing

- General-purpose oven
- Restored Romanesque church
- Source of the Thongue
- Clos de l'Aire, collection of vines

Laurens

1005 inhabitants (Laurentiens)

Altitude : 140 m

This small town is situated 30 km (20 miles) away from Mediterranean beaches, at the confluence of two brooks named Naubine and Sauvanès that give birth to the Libron. The soil favors the blooming of flora, particularly the laurel.

That's the reason why the Romans, as early as the 1st century AD gave the village the name: "city of the laurel"

The 12th century castle is an imposing rectangular building, composed of two storeys and an inner courtyard. Since 1982, it has housed the town-hall and just beside the castle, a bell-tower stands above the entrance to the old village: this tower was successively used as watchtower by the lord and belfry by the community. The Saint-Laurent church was opened to worshippers in 1786 and turned into a lecture hall starting from 1923.

Well worth seeing

- Bell-tower
- Parish church
- Triumphant cockerel at the village school
- Visigothic jewels
- Sauvanès monastic barn



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Producers and villages



Roquessels

123 inhabitants (Roquessellois)
Altitude : 190 m

The village is built in the form of an amphitheatre at the foot of a steep outcrop on which stand the ruins of a castle built in the Xth century. The Cassan abbey between Gabian and Roujan, collected the tithe as original priory of the Roquessels church. The chapel (restored in 1993) which boasts an old font, a 1,000-year old one or so, was dedicated to Notre Dame (Our Lady). The castle valiantly withstood various attacks during the Wars of Religion. Today, only ruins are left as well as the chapel with its admirable Romanesque windows and its thick three-faced walls.

Well worth seeing

- Ruins of the castle (Xth century)
- Notre Dame Chapel (Xth century)
- Lanes and gardens decorated with flowers

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The 2009 Faugères vintage Original and concentrated



Winter and spring were sufficiently wet (respectively about 400 et 200 mm) so the year was off to a good start in that respect.

Another positive factor is that diseases exerted less pressure than the previous year. There were few problems with mildew and grape bunch worms; powdery mildew necessitated careful and unfailing monitoring all the same on some plots, in particular Carignan vines.

After a rather mild spring, the summer drought, particularly pronounced this year, strongly limited the growth of berries and consequently brought about a very small crop generally.

The lack of heavy rains during the summer and in September made it possible for the grapes to be in an excellent sanitary condition at picking time and enabled wine-growers to manage the crop confidently: each of them could follow the ripening of his vineyards and make his own choices. In any case, grapes were very ripe with an important phenolic potential. But after a relatively smooth grape harvest, wine-making was sometimes trickier to manage because of high alcohol contents among other things. In the end, the wines are concentrated, very fruity and nevertheless with a long after-taste. Their originality is surprising. They give a real sense of "pas déjà vu"

We are therefore really eager to discover what pleasant surprises this 2009 vintage still has in store for us.



The vines and wines of the appellation

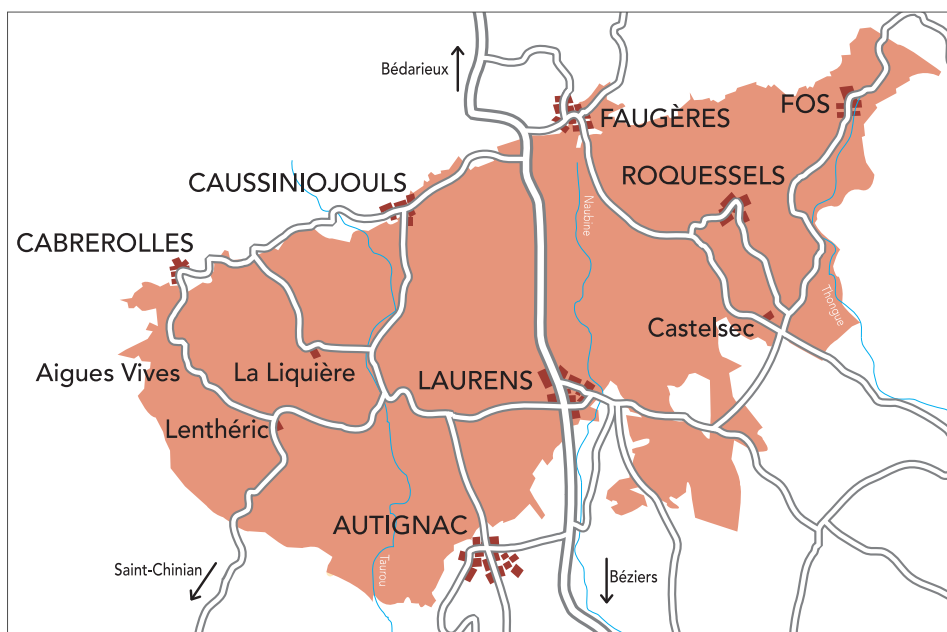
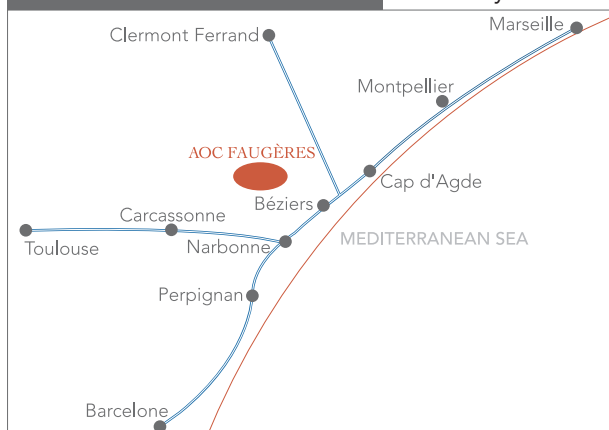
- Syrah, Grenache, Mourvèdre, Carignan and Cinsault grapes for full-bodied, round and powerful wines that offer silky tannins. The same varieties for rosé wines with floral notes and aromas of red berries.
- Roussane, white Grenache, Maryanne, Vermentino (Rolle) for white wines, which fully express the minerality of this schist terroir.
- The 2000 and 2001 vintages of Faugères Fine (liqueur brandy) are available now for tasting. It is a mellow and elegant brandy with a pleasant character.



Autignac, Cabrerolles, Caussiniojols, Faugères, Fos, Laurens, Roquessels, seven villages in the centre of this Languedoc amphitheater on a schist "terroir", with a view on the Caroux.

2, 075 hectares (5,000 acres) of vineyards embedded in a landscape of holm oaks, chestnut trees, strawberry trees and rockroses.

FAUGÈRES IN LANGUEDOC



agence AOC - Béziers - photos S. Privat - B. Vidal - L. Micola
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