

La Lettre

des TERROIRS



MAISONS & DOMAINES
HENRIOT

N°3

P.2
EDITORIAL

P.3
TERROIRS
Flora and fauna
Living soil
Biocontrol
Partners

Clean Villages
and Hillsides
Dry stone wall building

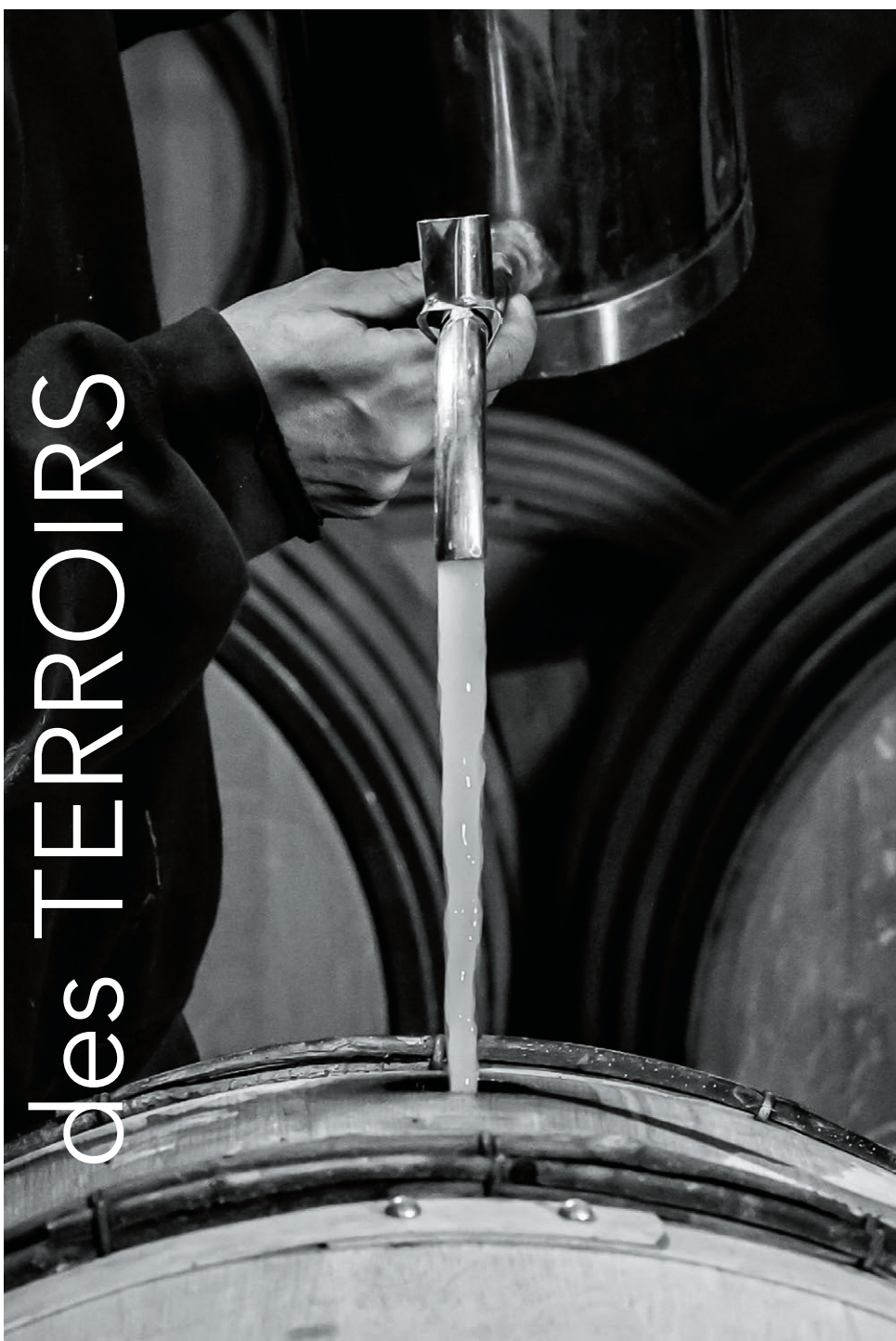
P.6
TASTING
Henriot Vintage 2012
Journey in Volnay

P.7
FEEDBACK
2021 Harvest

P.8
INTERVIEW
Climate
change

P.9
WORLDWIDE
Asia-Pacific

P.10
EVENTS
Reach for the stars!
Distributors



Editorial

*“We reconcile
two forces that are
too often seen as
conflicting: Nature
and culture.”*



*“The earth, which splits under
the ploughshare it sharpens,
In throbbing sections, it piles up
and breaks,
And, as it gapes open, smokes
like a flesh
That cracks and throbs and
smokes under the iron.
In two powdery heaps the wings
overturn it;
Its roots bare, its grasses scatter;
Its reptiles, its worms, unearthed
by the ploughshare,
Lie twisted on its breast in tortured
sections.”*

In his wonderful poem *Les Laboureurs*, Alphonse de Lamartine has us realise two things: the extraordinary diversity of life held in the soil and the sheer hard work involved in enabling this diversity to thrive. These days, many speak of sustainable development and protecting the environment but they often do so as if chanting some kind of mantra, casting a magical spell to ward off the curse of global warming and the “destruction of our planet”. We, however, as cultivators of the soils and magnifiers of the fruit, do not content ourselves with mere words.

It is through our actions, which are often humble, inconspicuous and undertaken in a variety of areas, that we work to this end. Not simply to satisfy the dogmas of a new religion but because we know that we need to take care of these treasures inherited from our elders if we are to pass them on to our own children in turn.

In this issue of *Lettre des Terroirs* you will be able to appreciate just how invested and committed our wine domaines are in looking after their terroirs.

This naturally involves taking good care of the soil and the plant, but it also involves managing the delicate balance between man’s actions and the preservation of Nature, the subtle organisation of which engenders the emotions induced by our wines.

This is the true magic of our craft, that which enables us to reconcile two forces that are too often seen as conflicting: Nature and culture.

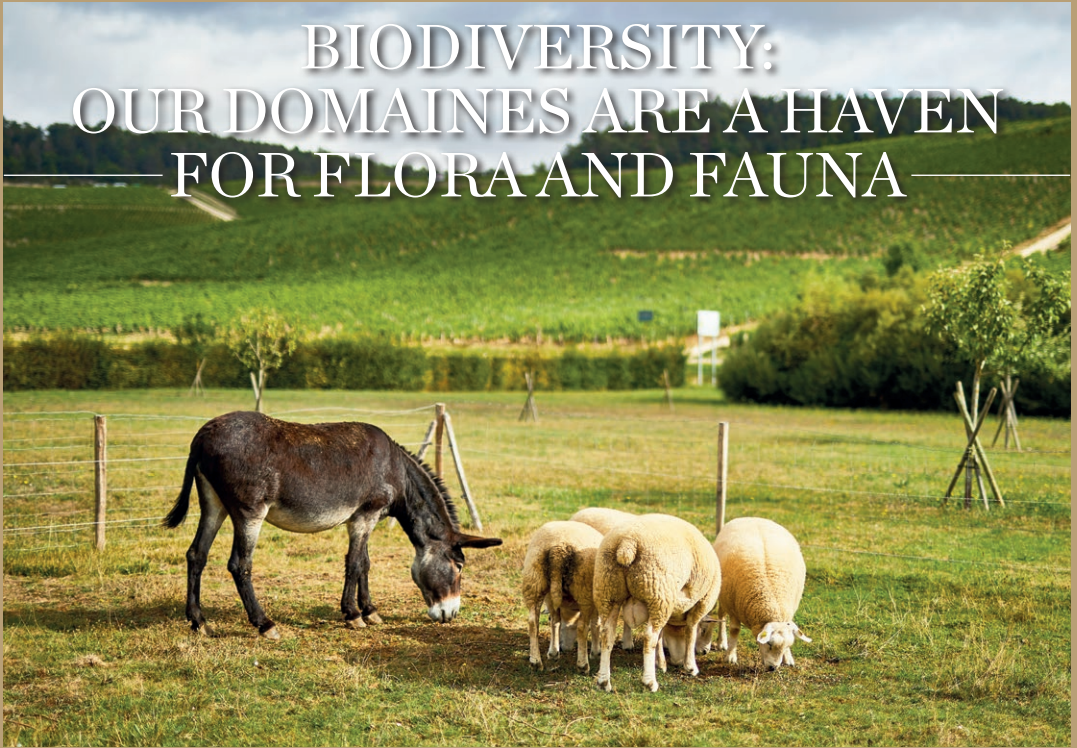
Now let us hope that Nature will spare us the mood swings we were forced to endure in 2021 and, when She sees the great care we have taken of our vines, may She bless us with a plentiful and high-quality harvest in 2022!

I would like to wish you and your loved ones a happy and healthy 2022.

Gilles de Larouzière Henriot

CHAIRMAN & CEO,
MAISONS & DOMAINES HENRIOT





The "William Fèvre" in Chablis

Preserving and developing biodiversity in our vineyards helps us to showcase our different terroirs and promote sustainable viticulture.

The vine has a complex ecosystem in which numerous species interact. Our domaines take very special care to preserve this delicate ecological balance.

"We are beholden to what Nature gives us. The least we can do is to protect Her". For Bouchard Père & Fils' Cellar Master, Frédéric Weber, respecting and supporting biodiversity is part of the company's overall approach to organic growing. This commitment is reflected in the numerous measures it takes to protect both flora and fauna. New hedgerows, copses and lone trees have been planted over recent years. These green spaces provide a home for birds and pollinating insects, thus enabling the local wildlife to flourish.

Biodiversity is also manifest in our viticultural practices. When a new plot is planted, the use of different rootstocks creates greater genetic diversity. Bouchard Père & Fils is gradually reintroducing massal selection, which consists of taking shoots from old vines selected after several years of observation. We also carry out complantation (the ancient mode of planting different varieties in the same vineyard) with a small percentage of old forgotten

grape varieties such as pinot beurot or pinot blanc to lend the wines greater complexity.

For Maison Henriot, biodiversity is a fundamental element in the Alliance Terroirs project, which aims to build and share knowledge, adapt growing practices, and protect and ensure the long-term sustainability of the vineyards. Maison Henriot fosters the diversity of flora and fauna in its vineyards and works with its partner growers to do the same in theirs. Hedgerows, as well as new species of trees, are regularly planted in the vineyards. The edges of the plots are grassed over and various new plantations have been introduced. By 2021, 600 rose bushes had been planted at the end of the vine rows. This is an ancestral method of alerting the growers to the presence of diseases such as powdery mildew. It also encourages certain insects to colonise the vineyards and beautifies the Champagne landscape.

Biodiversity has been a prime concern of William Fèvre's for over 20 years. The termination of the use of chemical

weed killers since the early 2000s has been instrumental in the return of flora and fauna specific to the local ecosystem. One of the first domaines in Burgundy to obtain HVE 3 (High Environment Value) certification, William Fèvre pursues its mission of turning the entire domaine into a paradise of biodiversity.

The William Fèvre team has created refuge spaces for the flora and fauna in the vineyards. It has installed nesting boxes for birds as well as shelters for bats, which are important in the biological control of insect pests. A farm has been set up in the middle of the domaine, at the foot of the Chablis Grands crus vineyards. Bees have been producing honey in William Fèvre's beehives since 2014 and, more recently, chickens have joined the barnyard and are providing eggs for the company's employees. Goats, sheep and donkeys now graze through the domaine's 2 hectares, meaning the tractor can stay in the shed.



"WE ARE BEHOLDEN TO WHAT NATURE GIVES US.
THE LEAST WE CAN DO IS TO PROTECT HER."

Frédéric Weber, Bouchard Père & Fils' Cellar Master



LIVING SOIL, THE HALLMARK OF OUR TERROIRS

Maisons & Domaines Henriot is particularly cautious to protect the microflora and microfauna. One of the things that determine the quality of a terroir is the quality of its soil. One cm³ of soil is home to a whole host of bacteria, yeasts, fungi and insects that are responsible for the decomposition of organic matter and the synthesis of minerals.

As part of the Alliance Terroirs project, Maison Henriot carries out several different soil analyses: soil horizons, organic matter, structure, textural profile, microbiology, root exploration, aeration rate, water capacity, etc. These indicators enable the company

to tailor its winegrowing practices to each terroir. Alice Tétienne, Maison Henriot's Cellar Master, tells us that the objective *"is to create harmony between the vine and its substrate while respecting the eco-system's balance"*. Manual weeding has been the norm for several years

at Bouchard Père & Fils. The edges of the plots are left in their natural state. When the plants decompose, they provide the organic matter needed to replenish the soil.

"After the vines are grubbed up, during the soil's resting period, we sow leguminous plants that are

rich in nitrogen. This allows us to plant the young vines in fertile and aerated soil," explains Frédéric Weber, Cellar Master.

At William Fèvre, biodynamic growing methods are used to enrich the soil. Each year, several tons of composted manure are spread over the various vineyard plots. They are reinforced by using of horn dung.

Cellar Master Didier Séguier explains: *"This process consists of burying a horn packed with dung for several months. Once mixed with a large quantity of water, this product activates micro-organisms that turn the manure into humus. The results are spectacular. By reinforcing the life in the soil, we help the vine to defend itself against external aggressions"*.



BIOCONTROL, A NATURAL —REINFORCEMENT OF THE VINE—

Several biocontrol techniques are used or trialled on our various domaines. The following are some of the eco-friendly alternative methods we use to protect the vine...

Talc

Sprinkling talc or clay on the leaves and fruit creates a thin film of protection from the sun during extremely hot weather.

Whey

Whey, a by-product of cheese production, is reputed to be effective in the fight against powdery mildew. William Fèvre started a trial on a 2-hectare plot of vines in 2021. If the results are

conclusive, a sourcing agreement could be signed with a goat farm located near the domaine.

Herbal teas

Horsetail or nettle decoctions reduce the need to use copper and sulfur. These decoctions are widely utilised on all our domaines. Bouchard Père & Fils, for example, uses wicker tea to prevent the development of fungi.

Essential oils

Orange or oregano essential oils can be an effective complement to conventional remedies for mildew. They are highly concentrated and must be applied with care. From 2022, Maison Henriot will be testing this solution to boost its vines' natural defences.

PARTNER WINEGROWERS

The Champagne wine region operates on a collaborative model which allows the Champagne Houses to use grapes grown by certain partner winegrowers in their own wines. To guarantee the quality of its wines, Maison Henriot applies the same high standards to these partnerships as it does to itself. In the Champagne region, the Champagne Houses and winegrowers work together. In this quest for excellence, Maison Henriot therefore works in close collaboration with its third-party winegrowers, most of whom are longstanding partners.

Maison Henriot's partners are 76 winegrowers from 36 families whose vineyards are located in the House's traditional and preferred terroirs of the Champagne region.

"There must be total consistency between the vision for the vineyards cultivated by Maison Henriot and that for the vineyards worked by our winegrower partners. In fact, the viticulture must be part of an overall sustainable development approach that ensures the long-term future of the Champagne vineyards", says

Maison Henriot's Cellar Master, Alice Tétienne.

To this end, Maison Henriot provides its partners with extensive technical support. Meetings take place regularly over the growing season to help the grower partners to decide what operations to carry out in the vineyards. The grower partners also receive training from approved winegrowing bodies and are supported, collectively and individually, in the implementation of environmental certifications (High Environmental Value, organic growing, etc.).

Maison Henriot also provides research and development services to its winegrower partners. *"We provide them with soil analyses to enable them to better understand their terroir and to tailor their winegrowing practices accordingly, and our team works with them to determine the right moment to start picking at harvest time", says Alice Tétienne.*

This close collaboration and atmosphere of mutual trust are important to ensuring the long-term sustainability of the vineyards and our blends within a constantly changing environment.

CLEAN VILLAGES AND HILLSIDES INITIATIVE

Sixteen enthusiastic volunteers from the Maison Henriot's staff took part in the "Clean Villages and Hillside" initiative launched by the town of Épernay on 1 October

2021. Its purpose was to collect waste from the vineyards once the harvest is over. Maison Henriot, part of whose vineyards are located in the Épernay *commune*, is committed to protecting

the environment and the beauty of the Champagne region. It is therefore only natural that it is fully supporting this initiative.

DRY STONE WALL BUILDING: THE TRADITION LIVES ON IN BURGUNDY

Bouchard Père & Fils continues the traditional practice of building dry stone wall. Over the centuries, farmers and winegrowers have built "cabottes" (shelters) and "murgers" (surrounding walls) using stones painstakingly collected from their plots of land, one by one. Bouchard Père & Fils' mason, Alain Condette, uses the traditional lime mortar technique to restore and sometimes even rebuild the 10 kilometres of walls that run throughout the Bouchard vineyards. These walls are host to a wealth of biodiversity tucked away between the stones as well as contributing to the conservation of the typical Burgundy landscape.



"Murger" - Bouchard Père & Fils, Corton-Charlemagne

HENRIOT VINTAGE 2012, A HARMONY OF CONTRASTS

The mastery of time, so important to the Champagne House's founder, Apolline Henriot, has been the key to the success of the 2012 vintage, which is being released for sale after 9 years' cellar-rest.

This vintage has been patiently constructed through close monitoring of the vines, precision in the crafting of the wines, and the judicious blending decisions made. The 2012 year started in a very worrisome manner but, in the end, more propitious weather conditions enabled the grapes to ripen smoothly until harvest.

"At harvest time, it was the heterogeneity of the grape profiles that was most striking, reflecting the different weather events that occurred that year," says Alice Tétienne, Maison Henriot's Cellar Master.

Henriot Vintage 2012 is a 54% chardonnay and 46% pinot noir blend from Premiers and Grands crus vineyards located in the two traditional Maison Henriot areas: the Montagne de Reims, with the crus of Mailly-Champagne, Verzy, Trépail and Avenay, and the Côte des Blancs, with the crus of Chouilly and Avize.

According to Alice Tétienne, *"the first nose is intense, almost heady, but it is balanced a few seconds later by an incredible elegance, with ethereal, floral notes. The aromatic notes then come flooding through: summer flowers, meringue and ripe fruit, followed by fresh summer berries, chalk, minerality, and the honed notes from the ageing. On the palate, we find the same ballet, which makes this creation so unique and so seductive"*.



Henriot Millésime 2012



"TIME IS OUR ALLY, PATIENCE OUR SECRET."

Gilles de Larouzière Henriot, Chairman & CEO, Maisons & Domaines Henriot



JOURNEY IN VOLNAY: A UNIQUE GIFT BOX

Bouchard Père & Fils has created 100 units of a limited-edition gift box designed to showcase the subtlety, elegance and diversity of the wines from Volnay. This Côte

de Beaune *commune* is historically significant for Bouchard Père & Fils, as its founder, Joseph Bouchard, acquired his first vines in Volnay's Les Caillerets in 1775.

Several prestigious crus (Volnay Premier cru, Volnay Frémiets Clos de la Rougeotte, Volnay Clos des Chênes, Volnay Taille Pieds, Volnay En Chevrete, Volnay Les Caillerets) are

featured in this "journey" thanks to the 6 hectares Bouchard Père & Fils owns in the Volnay appellation.

A LOOK BACK AT THE 2021 HARVEST

Focus on our Wine Houses



The Champagne vineyards

Maison Henriot

Despite the often-absent sunshine, the increase of the sugars over the grapes' ripening phase was surprising, while the acidity decreased slowly. The fruits' aromatics, on the other hand, took longer than usual to develop. *"This year, even more than in previous years, the tasting of the grapes was a key factor in determining the harvest date. The decision to start harvesting was only taken the day before the harvest actually started on 13 September"*, says Alice Tétienne, Maison Henriot's Cellar Master.

Although the year was particularly challenging and resulted in only a small heterogeneous harvest, the grapes and musts obtained looked very promising. The malolactic fermentation was slower than in previous years and we therefore needed to be a little more patient than usual. Maison Henriot is certainly looking forward to discovering the personality of each terroir when the still wines from this 2021 vintage are tasted.

Bouchard Père & Fils

The Burgundy region has not seen such difficult winegrowing conditions since 1830. Half of the pinot harvest and nearly three-quarters of the chardonnay harvest were decimated by frost.

Thanks to the biological control work carried out by the Bouchard Père & Fils team, the vines were able to cope with outbreaks of downy and powdery mildew. The regular foliage thinning carried out by the team also enabled the grapes to make the most of the sunshine.

This harvest, the smallest for decades, nevertheless showed good maturity. The harvest kicked off, a little later than in previous years, on

16 September. *"The white wines are very aromatic and show a lovely purity with distinctive lemony notes. The reds are more classic and very aromatic with light colours and silky tannins. This vintage will be soft and pleasant,"* predicts Frédéric Weber, Bouchard Père & Fils' Cellar Master.

William Fèvre

In April, William Fèvre's team spent 20 consecutive nights out in the vineyards.

"Frost is normal for us. We are equipped with candles or electric heating cables, thanks to which we managed to protect around 15 hectares of our finest crus", says William Fèvre's Cellar Master Didier Séguier. As elsewhere in Burgundy, the yields suffered with only 50% of the harvest on the Premiers crus and Grands crus. Thanks to the domaine's 20 years of experience in organic growing, it was able to stave off the diseases over the wet summer months. *"We have to be very responsive and take action on the spot, sometimes even between two showers of rain"*, says Didier Séguier. The 2021 vintage promises to be fruity and very expressive, with a lovely Chablis-style minerality and lusciousness.

Beaux Frères

"The 2021 vintage commenced on 30 August, and continued steadily for 26 days with moderate yields on non-estate vineyards and moderate to moderate-high on estate. We received fruit at a much faster rate thanks to our temporary ability to vinify specific negoce plots at my father's recently finished facility located adjacent to Beaux Frères. This is a notable quality driven hallmark because much of the terroirs in the Willamette Valley became ready at the same time.

Flavor and chemistry are reminiscent of 2018. Minimal acid adjustment and lower alcohol than what would have been expected for a record-breaking year for heat. The heat came early enough to have less of an impact on the major variables such as acid and sugar development. I was also expecting harvest to begin earlier but we have seen that the vines shutdown with respect to development of fruit when they experience extreme heat. Seed tannin was less ripe than average so we decreased the time in the vat by 2 days to make an average of 16 days in vat for 2021.

Our vintage produced wines with deep color much like Burgundy in 2020 but they do not have the same angular and powerful structure as what is seen in Burgundy in 2020. The wines have a roundness even at this early stage in élevage and again I think this is a product of not having extreme heat during the final ripening period. The berries were not shriveled and triage was very minimal. Overall, the perception of the vintage from our house is very, very good; I have been describing initial responses from many of our estate plots as nothing less than epic!" says Mikey Etzel, Beaux Frères' Cellar Master.



GLOBAL WARMING: MAISONS & DOMAINES HENRIOT — IS PREPARING FOR CHANGE —

The Intergovernmental Panel on Climate Change (IPCC) predicts a significant increase in average temperatures throughout the 21st century and the effects of global warming are already being felt in viticulture. Maisons & Domaines Henriot is fully aware of the challenge it faces and is adapting its winegrowing practices accordingly. We interviewed François Ménin, Head of Winegrowing at William Fèvre and Walter Dausse, his counterpart at Bouchard Père & Fils.

How are the effects of climate change being felt on your domaine?

François Ménin: The consistently earlier start of the harvest is, without doubt, the most obvious sign. The older generation in the Chablis region remembers the start of the harvest being in October. Today, the harvest often kicks off in August. The Chablis vineyards are located in a basin. When it gets hot elsewhere, it gets especially hot in Chablis. The increasing frequency of drought creates stress on the vine. Its wood is thinner and the grapes can be scorched by the sun.

Walter Dausse: We are all witnessing an increasingly early vegetative start in the spring, which makes the vines more vulnerable to frost, as it was the case in 2021. Extreme weather leads to higher mortality of the rootstocks, especially in the young vines.

What are you doing to offset the effects of global warming?

WD: We are adapting our pruning methods. We do a light first pass through the vineyards and put off the final pruning for as long as possible. The few days gained by this method can sometimes save the harvest should there be a frost. To enable us to respond in real-time and assist in our decision-making, we have weather stations placed throughout the vineyards. We work in association with the Chamber of Agriculture in this respect.

At the same time, we are conducting a long-term review on how best to adapt our vineyards. We started selecting more resistant rootstocks in 2015. After a few years of experience, the results are looking encouraging.

FM: We have taken similar measures in Chablis. We plant earlier in the year, but still following the lunar calendar as per our biodynamic rationale. At that time, the soil is not as dry. The lack of water creates competition for the water between the vines. We therefore have to adapt the density of the vines at the time of planting to achieve the best compromise. The periods of drought require us to water the plots more frequently, whereas this was hardly ever needed in the past. To compensate for this, we have improved our capacity to collect rain-water on the winery's roofs.

Champagne: the quest for aromas

Extreme climate-change-related weather phenomena sure, including episodes of frost, hail, heavy rain and drought, have become more frequent in the Champagne region over the past ten years.

As well as the challenge of protecting the vines, this requires us to adapt our winemaking methods, says Alice Tétienne, Maison Henriot's Cellar Master: *"Every year, we have to rethink our viticultural approach."*

In the past, the increase in sugar levels coincided with the drop in acidity and the increase in aromas. This phenomenon is now less automatic, which is why we need to be much more observant. Tasting the grapes in the

vineyards is becoming an increasingly important means of assessing the aromas in the grapes and for determining when best to pick them".

Smoke: an emerging threat in Oregon

The soils in the Willamette Valley have remarkable depth and the water retention capacity to withstand long periods of drought if proper soil management techniques are used. *"We are seeing more abnormal winter flooding and soil erosion than heat or drought damage,"* says Mikey Etzel, Beaux Frères' Cellar Master.

To counter these phenomena, the Beaux Frères team takes great care to ensure that there is sufficient plant cover on the soil. In the spring, they choose the best time to plough the soil, making sure that its lower layers

contain enough water to return to the vines at the end of the summer.

Beaux Frères uses tractors that minimise soil compaction and does not use any machinery in the vineyards at all when the soil has too much surface water. During the summer, the vines are no longer thinned out, which reduces the risk of the sun damaging the grapes. Until a couple of years ago, all the leaves around the bunches used to be removed.

In 2020, an unprecedented phenomenon disrupted the harvest. A strong wind combined with heat and drought triggered major fires in California. The

fires spread, carried by the wind, to within a few kilometres of the estate. This event resulted in the loss of over 80% of the production due to the chemical impact of the smoke on the wines.

"In the context of the climate crisis, smoke damage is our main concern. If there is an incident shortly before the harvest time, we will harvest as many bunches as possible as quickly as possible. Today, we are able to manage an under-ripe harvest in the winery, which we prefer to a ripe but smoke-affected harvest," says Mikey Etzel.

ASIA PACIFIC

Maisons & Domaines Henriot has significantly strengthened its position in the South-East Asia and Pacific region. The following is an overview of our activity in this part of the globe.

Asia-Pacific

Bouchard Père & Fils 200 Years Box Set -
2,000-unit limited-edition:
strong sales in Asia-Pacific with
1,200 two-bottle box sets shipped



South Korea

Launch of the Chablis Sea
Edition "Oyster" exclusive
partnership with the
Lotte department store



Indonesia

Champagne Henriot entered
into a new partnership
with Boga Fine Wine



Hong Kong

- Henriot 1996 Les Réserves listed at the Petrus restaurant in Hong Kong in time for the festive season
- Creation of a newsletter sent to all Four Seasons establishments in Asia-Pacific
- Champagne Henriot and Bouchard Père & Fils listed at Watsons Wines, a leading wine retailer in Hong Kong



Australia /
New Zealand

860 cases of "Journey in Chablis"
Premier cru and Grand cru 2019
box sets ordered

REACH FOR THE STARS!

The Maisons & Domaines Henriot wines are becoming increasingly sought after by luxury establishments. Every year, more and more Michelin-starred restaurants and luxury hotels are adding our wines to their wine lists. *"The image, history and traditions of these establishments are very much in keeping with our own. Like them, we focus on continuous quality improvement, while respecting our terroirs and their environment,"* says Caroline Mauduit, M&DH's Business Development Manager. The Maisons & Domaines Henriot wines' excellent performance in international wine competitions over the last few years has further enhanced our reputation with these ambassadors of French luxury. In 2021, our wines have been listed in chef Yannick Alléno's restaurants (Alléno - Paris in Pavillon Ledoyen (3 stars), l'Abyss (2 stars) and Le Pavillon (1 star), as well as in the Palme d'Or (2 stars) in the Hotel Martinez in Cannes, the Chantecler (1 star) in Nice's Negresco Hotel and the Jardin de Berne restaurant (1 star) located in the Var department.



Hotel Martinez



"WE FOCUS ON CONTINUOUS QUALITY IMPROVEMENT."

Caroline Mauduit, M&DH's Business Development Manager



OUR DISTRIBUTORS IN EUROPE

The Netherlands

Wijnkooperij De Lange

Already the importer of Champagne Henriot, Wijnkooperij De Lange now handles the distribution of Bouchard Père & Fils wines. Its stated objective is to move upmarket through a selective distribution in the country's finest establishments.

The United Kingdom

John E. Fells & Sons

This long-standing importer of Champagne Henriot, William Fèvre and Bouchard Père & Fils in the UK distributes its range directly in London and uses partners outside the capital. Fells offers a selection of wines from estates and producers from around the world whose common denominator is family governance. This importer's great strength is its access to all sectors of the British market, with strong growth potential within the restaurant trade. This positioning fits

perfectly with Maisons & Domaines Henriot's restaurant trade strategy, developed in 2021 with a particular focus on the Domaines' Premiers and Grands crus wines.

The Czech Republic

Ad Vivum

Ad Vivum has handled the distribution of Champagne Henriot since 1 November 2021. Henriot complements the impressive portfolio of this importer, which also boasts its own wine bar/shop in Prague and a strong presence in the gastronomy sector.

Sweden

Lively Wines

Lively Wines became the Swedish importer of Champagne Henriot, William Fèvre and Bouchard Père & Fils wines on 1 October 2021. Founded in 2014, this company has gone from strength to strength to become one of the market leaders

in Sweden today. This change in distribution is intended to establish a greater presence of M&DH's wines both within restaurants and the Bolaget system, Sweden's state-owned liquor monopoly.

Switzerland

Bonus Vins

Bonus Vins has a strong presence in the Swiss ski resorts (Gstaad, Crans Montana) as well as in the area around Lake Geneva (Geneva, Lausanne). It started distributing Champagne Henriot in the French-speaking part of Switzerland on 1 November 2021.

Maison Kubanek

Thomas Kubanek set up his own company to devote himself to his passion of selling champagne. He decided to focus on just one Champagne House: Maison Henriot. He has been handling Maison Henriot's distribution in the German and Italian-speaking parts of Switzerland since last summer.