



GOUTORBE
BOUILLOT
CHAMPAGNE

DAMERY
NURTURING MOTHER EARTH



FOREWORD

This brochure is designed for any professional willing to become one of our commercial partners. We would be happy to deliver a part of our heritage to you through our champagnes. To make sure you will make the best of our brand, you will enhance all its strengths and respect its roots, we have provided you with a summary of our identity and our potential.

**All three of us remain at your disposal
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OUR IDENTITY

Champagne Goutorbe-Bouillot is a family estate. Heirs of the families Goutorbe and Bouillot, we have been **producers winegrowers** since the creation of the brand and we are also labelled as **Independent Winegrowers** (by membership). Our structure is located in Damery, a village in the Vallée de la Marne, at the heart of the Champagne area. We run **8 hectares** with **HVE certification (High Environmental Value)**.

POSITIONING

Our positioning: the solera technique and our story are deeply linked to our earth.

"Damery, nurturing mother earth" is our motto, which summarizes our identity in 4 words, because our approach to our work is quite particular. The earth is our soil, the only one that welcomes and nurtures us. We draw our inspiration from this nurturing earth on which we depend. Our difference lies within the earth, within our cellar, by a special technique called solera. In our tanks and barrels, the reserve wine welcomes the wine of the year, to challenge time. Everything is based on the same stand, sublimated by the combination of years, and this enables our House to continue.

OUR STORY

The story of the family Goutorbe-Bouillot is closed within the village of Damery. Three families: the Bouillots, the Goutorbes and the Papeux, used to work - and still work - for champagne, on the same land.

01. THE BOUILLOT FAMILY



As from 1755, the Bouillot family walked up and down the vines of Damery and grew their own grapes, solely with Pinot Meunier grape variety. As barrel makers at the time, the men would circle their barrels to vinify their growths.

After two centuries of harvests under the supremacy of great Houses, the winegrowers became angrier. Their incomes were no longer acceptable and they rebelled. The Bouillot family, who were running lands and vines, took part to the famous winegrowers' riot of 1911.

As a result of 1911 and many years of slump in sales, the winegrowers started the making of champagne, winning thereby some kind of independence. The first 100% Meunier champagne wines accompanied the still red wines (from Pinot Noir of Cumières).

February 1913, Pierrette Bouillot, a winegrower in Damery, got married with Jules Goutorbe. They set up in the village, 35 rue Pasteur...

02. THE GOUTORBE FAMILY WINEGROWERS SINCE 1730



Jules Goutorbe had learned to work the land with his father. He and his brother Victor, some "colourful" characters, have marked the life of the village and the family alike.

A that time already, Damery could count the 5 hectares of vines of the estate. From this vineyard the first champagnes in dry and half-dry dosage produced by Jules Goutorbe were born.

During his second marriage, Jules married Louise, a woman of character, who worked with him to the first effervescences and also dealt with the sales. They combined their strengths to make a living with their estate.

In 1939, Damery saw the building of a Cooperative: the winegrowers were joining the fruits of their labour. In solidarity with the other winemakers, Jules Goutorbe delivered a large part of his grape-picking to this new structure.

Then the Second World War burst and shook up the village. The House, with its large yard, a dovecot, a horse stable, a big vegetable garden and a small building where the haystacks were stored, was one of the only ones to resist the bombings.

The fifties were harsh: Jules fell ill and sold a large part of his vines against the half of his harvest for three years. He entrusted his vines to his son-in-law who was a farmer, Edmond Papeux.

Louise, as a wise matriarch, held on to her heritage. Thanks to her, the Goutorbe-Bouillots are still winegrowers today.



03. THE PAPLEUX FAMILY



After the First World War, France was deeply lacking labour force, so some Belgian farmers came to take over some French farms. In this social context, in 1923, Edmond Papleux arrived to work in his uncle Armand's farm in Damery. Edmond then married Suzanne Goutorbe and they had a daughter named Pierrette. They set up in a family farm a few kilometers from Damery.

But Suzanne died prematurely of typhus. After this terrible death, the village of Damery welcomed Edmond definitely. In 1943, he married Paulette. They brought up Pierrette and gave her three brothers and sisters: Georges, Monique and Dominique.

The young Belgian, who had seen no vines before being 17 years old, had to conduct both agriculture and winegrowing. The two trades are parallel and inseparable. The lands and the vines are tilled by horse-drawn ploughs. They nearly lived in self-sufficiency with some cows, hens, rabbits and pigs. And they continued to cultivate the agricultural lands. The growers left early for the vines and returned home at dawn. The vineyard lodges kept the material and were a shelter for filling breaks.

The fifties marked the expansion of champagne. The work, still very manual, gathered large tables around the family, the workers, transient employees and railway workers that they fed and accommodated.

In 1965, Edmond created new cellars, and with Paulette's insistence, he built a private house above the cellars as an extension of the winery. The family set up at number 14, rue Anatole France, in the centre of Damery. This house, surrounded by orchards and a plot of vines planted by Jules in 1930, became the centre of Goutorbe-Bouillot estate.

04. DOMINIQUE, & DOMINIQUE

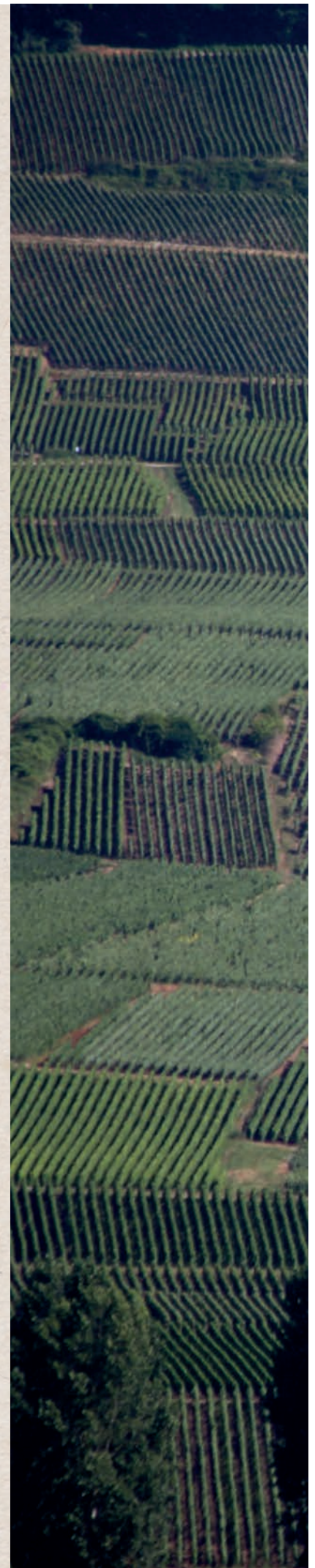
Emanipated at 18 years of age, Dominique, the son of Edmond and Paulette, set up in the winegrowing property, his elder brother running the agricultural lands. After studies in viticulture, he took over rapidly since Edmond was already 63 years old. The first vines of white grape-variety arrived in the family estate. The cellar was expanded and a building could welcome customers.

Dominique got married on 17th August 1979 with Dominique! Coming from Avize, the young woman studied to become a social assistant. A few years after their wedding, they set up in Louise and Jules' house.

In 1982, Dominique and Dominique had their first child, a daughter, called Célia. Two years later, Bastien was born. Since then, the young mother resigned to work full time on the estate.

With her arrival, she brought in new impetus: computers took place in the office of Champagne Goutorbe-Bouillot.

In the eighties, the two Dominique renewed the labels of Champagne Goutorbe-Bouillot. In 1993, the company became an EARL (a private limited company) for couple management, and later, a family management, with Bastien and lately Célia. Today, Dominique, Dominique and their son Bastien grow 8 hectares.







05. BASTIEN

B Bastien started studying in Léon Bourgeois High School of Épernay, then in Reims in law school. He took the opportunity to study in Italy for 9 months with Erasmus.

With his law degree, he joined ICN (School of Commerce of Nancy). During a gap year, he worked 6 months in Épernay, at Moët et Chandon, on Eurasian markets. Then he left 6 months for England to get trained in prestigious brands such as Dom Pérignon or Belvédère. Back to Nancy for his third year, he made a marketing internship in the House Krug in Paris. At the end of his studies, he left again for London to continue his international experience.

Free to make his own choices, Bastien was installed in London with Anne-Claire, his future wife and future mother of their little Léon. He worked at the "Wine Shop" of Harrod's stores where he discovered some wines of the world and opened up to new cultures. There he met producers, sellers and buyers from all countries.

From his experiences came the desire to take over the family estate.

Back to the estate in 2010, he took over alternating courses to take a BTS diploma (2-year technical studies) in Viticulture-Oenology and started the first exports of Champagne Goutorbe-Bouillot in England and Italy.

Bastien and Dominique cultivate vines and wine together. The association ensures continuity in the making of champagnes.



OUR VINEYARD

Grapes were born from the earth, from what it contains, from its nutrients. It is the nurturing mother. It is the support of the vine. If the earth is noble, rich, generous, it welcomes vines and offers all its benefits. Among all this, men are merely external helpers. They plough the land, arch the vine, and live with the harvest of their fruits. And it's a repetitive cycle.

01. THE EARTH IS THE VINE



Damery is the nurturing mother earth of Champagne Goutorbe-Bouillot. All the vineyard of the family lies in its hold. Its subsoils are mainly composed of chalk or marls.

At the time of the grandparents, Pinot Meunier was the king. Today, it is shared with Pinot Noir (25%) and Chardonnay (35%), the 8 hectares of the estate.

The vines, aged on average from 30 to 35, have always been worked in the hands of the family Goutorbe-Bouillot. Grubbed-up, replanted every 5 years on 40 ares, the vines are also renewed over generations. Each plot of land has its story. The vine plunging its roots into it exalts its story. In the vineyard, some plots stand out: there is the Clos (enclosed vineyard), adjoining the house; the vines intended for the vinification of red wine; the plots of old vines...

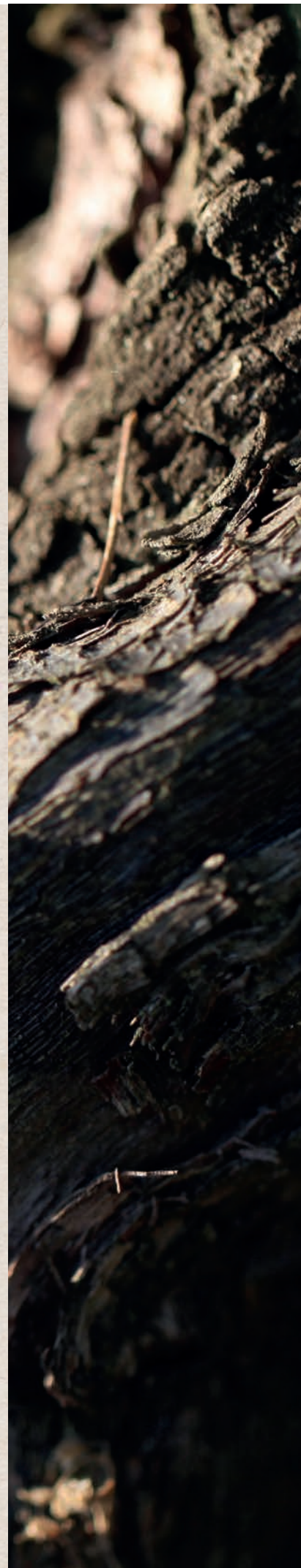
02. SUPERVISED CONTROL



Man plays a very great role when he cultivates vines: he influences their environment and finality, their fruit. Aware of this influence, Dominique and Bastien practice reasoned culture, even organic culture at plot level. HVE certifications (High Environmental Value) and Sustainable Viticulture of the estate testify it.

The vineyard has been in organic amendments only, for a very long time. The vines with a rich soil are progressively covered with grass, and ploughed. In the sloping vines with poor soils, composts are spread to enrich the soil and fight against erosion. Insecticides are no longer included in our cultivation practices, hedges are seen again along some vines, thus fostering the maintenance of secondary fauna, crucial to the defences of the vines.

The man's hand is always in contact with vines, but not alone! So are tractors. Therefore, the choice of advanced equipment is highly important. All investments are made in order to improve the practices, and ensure the constant evolution of our estate quality.



OUR RANGE

01.A SECULAR SOLERA

Like the best recipes, the practice of solera arrived by chance in Champagne Goutorbe-Bouillot. In 1980, during blending operations due to a handling error, the glass tiles of a tank in concrete collapsed. The only way to keep the tank was to maintain it full! Since then, each year, new vintage years mix with old ones. The principle of solera or rather, of permanent reserve was created. Seeing the quality and complexity of aromas increase with this practice, solera has been continued since. Each year Bastien and Dominique care about the balance of the wine, "neither too young, nor too old".

After a traditional grape-picking, by hand, in a friendly atmosphere, by a team of grape pickers, the grapes sorted out at the plot arrive in the wine-press in the hour following the bunch cut. 8 belons of settling then welcome each juice, always by plot and grape variety. The juices are left to decant for 24 hours, naturally.

Then, the thermo-regulated stainless steel tanks are filled up with the new vintage. The juices are brought back to 15°C before seeding with yeasts. This is said to be the ideal degree to sublimate the finesse of aromas. The juices are maintained at 18°C after fermentation.

The alcoholic fermentation is blocked at 18°C for a slow evolution (lasting between 5 days and 3 weeks), regularly followed by the two collaborators.

At the end of the alcoholic fermentation, the grossest lees are eliminated by a quick racking, the finest lees being kept to further nurture the wine and keep all its roundness.

By choice, the malolactic fermentation will be blocked in order to keep some relative freshness of wines and not hide the natural aromas of grapes. The brioche nature of wines will be achieved rather by ageing than by malolactic fermentation.

The tanks are then filled in and somehow « forgotten » for 6 months. Some tanks contains wines of the year (N), others wines from the previous year (N-1) and others the mix of wines from former years (N-x). So, with the phenomenon of solera, old wines educate young ones.

Wines are kept at constant temperature. End of February, Bastien and Dominique taste each base of base of solera and each wine of year N and year N-1. In the blending, a third of each wine (N, N-1, N-x) will make up the future champagne. This requires tasting 40 samples including 12 for the cuvee Reflets de Rivière for example.

Dominique and Bastien have chosen long ageing on lees, a one-year disgorging (autolysis of liqueur into wine) and a precise cork allowing for a gas exchange between the outside and the inside of the wine container.



02. THE CUVEES



The style of Goutorbe-Bouillot champagnes is a balance between maturity and freshness, in particular through the method of solera.

It's a skilful blend of patience, tests, and projection, but also of mathematics and feeling. With the wines of the year comes freshness; with "old wines", a lasting length in the palate. Both effects counterbalance and the possibilities are numerous when two years and solera are blended. Solera ensures continuity in the House style.

Champagnes

- **REFLETS DE RIVIÈRE** - Brut
(available in Bottle, Half-Bottle and Magnum)
- **NOIR COTEAUX** - Brut
- **CHAMP DE CRAIE** - Blanc de Blancs - Brut
(available in Extra-Brut)
- **LE « RU » DES CHARMES** - Rosé - Brut
- **LOUISE B** - Brut
- **LE CLOS DES MONNAIES** - Brut

Wines

- **RED COTEAUX CHAMPENOIS** - 2012

Spirits

- **RATAFIA**







OUR COMPETITIVE STRENGTHS

A FAMILY STORY FOUNDED **IN 1750.**

A UNIQUE IDENTITY LINKED TO OUR TERROIR :
DAMERY, "NURTURING MOTHER EARTH".

AN UNSUSUAL PRODUCT APPROACH: **SOLERA.**

A LABELLING **INDEPENDENT WINEGROWER.**

HIGH ENVIRONMENTAL VALUE CERTIFICATION LEVEL 3.

A RICH **RANGE OF CHAMPAGNES**
(BLENDING, MONO-GRAPE-VARIETIES, PREMIUMS,
EXTRA-BRUT...).

ONE OF THE FEW **CLOS** IN CHAMPAGNE.

A **RATAFIA** WITH HIGH-END PACKAGING.

A **RED COTEAUX CHAMPENOIS** PRODUCED FROM
OUR TERROIR.

OUR COMMERCIAL PARTNERSHIP

WORK PHILOSOPHY



We are at your disposal to organize a visit, a wine tasting, and of course, to exchange with you about our job. Any request for communication tools will be considered and we will answer it whenever possible.

PERSONAL CONTACT

Dedicated to the business development, speaking fluent English, and also as a wine-grower and the winemaker of our cuvees, Bastien will be happy to be your referent for any request.

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CURRENT PROMOTION AND TARGETED PARTNERSHIPS

We are pleased that say that our brand is already represented in various countries. To continue our development, we are opened to any agent, importer, cellar master and CHR - bars/hotels/restaurants industry wishing to become one of our ambassadors, in France and abroad.

MORE INFORMATION ON:

www.goutorbe-bouillot.fr





THE ABUSE OF ALCOHOL IS HAZARDOUS FOR YOUR HEALTH. PLEASE DRINK IN MODERATION.

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