

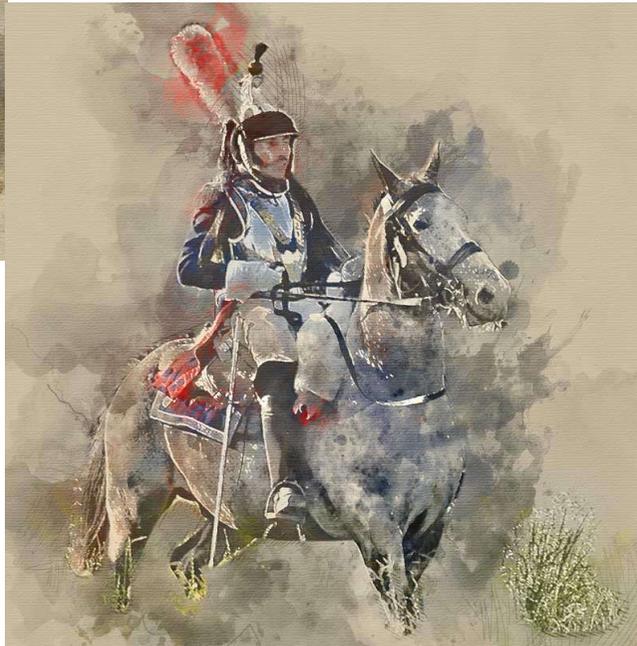


CHAMPAGNE

Jean

de Villaré

*“I cannot live without champagne, in case of victory, I deserve it, in case of defeat, I need it.”* Napoléon Bonaparte



CHAMPAGNE  
Jean  
de Villaré



*Jean, a native of Paris, joined the army of Napoleon at the age of 15, attracted to adventure and the unknown. Because of his intelligence and keen mind, his superiors noticed him immediately. And just like that, he found himself regularly at Napoleon's side, who was a Champagne enthusiast. The latter introduced Jean to the subtleties of Champagne.*

*After Napoleon's exile to St Helena, Jean went back to Paris with the hopes of finding a suitable young woman to marry and starting a family. But once at home, he realized that life in the city is no longer for him and, more and more, he got bored.*

*Always fascinated by the subtlety of Champagne, Jean decided to leave his hometown again and went straight to Reims. With only his horse and a few coins of gold in his pocket, he set off. On the first evening of his journey, he arrived in Villaré, a small village in the Seine et Marne where he spent the night in a tavern.*

*The following morning, he was dumbstruck with the beauty of the place and decided to ride around on horseback to explore. With the first rays of sunlight, he discovered the vineyard at Chantemanche, just outside Villaré, and he immediately fell in love with it. He gave up the idea of going to Reims and decided to stay in Villaré to become a winemaker instead.*

*Fortuitously, the landowner died heirless a few weeks earlier and Jean grabbed the opportunity to buy a few hectares of vineyards with his gold coins. He began cultivating his vines and producing his own bottles of Champagne, and got increasingly known in the region as Jean de Villaré...*

*Until the end of the 19th century, the Champagne produced in Chantemanche continued to thrive. The vineyards were very large and reached more than 60,000 hectares. But all of the sudden, the grape phylloxera eradicated everything in 1919. After that many parcels remained abandoned...*

*In the eighties, the Baron-Fuenté family started to buy land parcels and to replant vines. Little by little, the family managed to restore the vineyards. Today, the Baron-Fuenté family owns 10 Ha of Chardonnay at Chantemanche and produces excellent Blanc de Blancs champagne.*

*In memory of the valiant Jean, the Baron-Fuenté family created the Champagne Jean de Villaré brand, which currently subjugates the export market.*





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# OUR WINEMAKING PHILOSOPHY

Our approach to winemaking starts in the vineyards and ends in well-balanced and exceptional ranges of Champagnes :

- We hand pick grapes in order to select the best quality.
- We use as much Pinot Meunier grapes as possible to give a fruity style to our Champagne.
- We utilize as little sulfite as possible, only using fresh grapes coming from our local vineyards.
- We make sure that there is a very short time between the harvest and the start of fermentation in the vats. Grapes remain then perfectly fresh.

- The alcoholic fermentation takes place in stainless steel vats where the temperature is maintained at 16 Celsius (60 F) in order to bring freshness to the cuvées.
- The second fermentation in bottle lasts at least 36 months, to give our Champagne a rich, hearty and round taste, with fine and delicate bubbles.
- Finally, we disgorge every 3 months so our Champagne remains fresh.



# Grand Cru Brut

## Grape variety:

50% Pinot Noir – 50% Chardonnay

## Characteristics:

5 years of bottle ageing. Champagne made exclusively from Chardonnay Grand Cru grapes from the Côte des Blancs and Pinot Noir Grands Crus grapes from the Montagne de Reims. A wine with a light yellow hue, thin and vivid bubbles. The nose is powerful and smart with flower notes and fruity hints. The palate is smooth and well-balanced, very pure.

## Pairing with foods:

Ideal champagne for a gastronomical meal, like coquilles Saint-Jacques with a mousseline of champagne, duck with mushrooms or apple pie.



# Blanc de Blancs

## **Grape variety:**

100% Chardonnay

## **Characteristics:**

3 years of bottle ageing. This pure and delicate champagne comes from the Chardonnay grapes from a selection of our best vineyards. Pale yellow colour with reflections of transparent green. The bubbles seem to dance in your glass and give a very festive impression. Elegant and mineral nose, with hints of acacia flowers and apples. Fresh and frank in the mouth with a touch of lemon zest, this cuvee is the perfect expression of the mineral Chardonnay grape.

## **Pairing with foods:**

Very nice with oysters, sushi and seafood, or simply as an aperitif



# Rosé Brut

## Grape variety:

65% Chardonnay – 20% Meunier – 15% Pinot Noir

## Characteristics :

3 years of bottle ageing.

The colour reflects the pale hue of rose petals.

At first floral, the bouquet centres in on elegant notes of rose. It then becomes more complex with aromas of fresh grapes and small red fruits.

In the mouth this Champagne is very fruity, with hints of strawberry and raspberry. The finish is smooth with round tannins.

## Pairing with foods :

Best serve as an aperitif or with a red fruit or chocolate dessert.



# Demi-Sec

## **Grape variety:**

35% Chardonnay – 65% Meunier

## **Characteristics:**

3 years of bottle ageing. Light yellow in colour with very fine mousse. Its intense, fruity and fresh bouquet leads into delicate aromas of mirabelle plum. In the mouth, this champagne is both fullbodied and delicate, giving the impression of munching a piece of fruit. The finish is long, with notes of apple, pear and citrus fruits.

## **Pairing with foods:**

This champagne is perfect with dessert. People also enjoy it with cheeses like Comté or Roquefort.



# Grande Réserve Brut

## Grape variety:

65% Meunier – 35% Chardonnay

## Characteristics:

3 years of bottle ageing. The translucent, pale golden colour of the Champagne Jean de Villaré Grande Réserve gives way to initial aromas that are elegant and pure. These are complemented by succulent notes of apple, peach and apricot. In the mouth, this very well-balanced champagne is complex and round. The mouth is supple and a well balanced. Unctuous with a good length in the mouth.

## Pairing with foods:

Best serve as an aperitif or with tapas.



2018



## SELLING POINTS SUMMARY:

- 100% Family-owned company
- Total control of the whole production process : from grape growing to the end product
- Use of the Pinot Meunier grapes in majority in our blends, which make our Champagne original and distinctive from other Champagne brands
- Very good value Champagnes
- Have received good ratings in international wine competitions

## OUR GOAL :

- Champagne Jean de Villaré is to produce products that are approachable and affordable, taste-wise and price-wise :
- Our Champagnes are mostly dedicated to the majority : from the « newbie » who never had any Champagne experience to the champagne expert,
- Our Champagnes do not compete with « big name » Champagnes. We are supplementary and are usually considered as « house champagne »
- Our Champagnes are not the formal yearly celebration « bubbly ». Most likely, our Champagnes are served during those laid-back family week-end gatherings
- Our Champagnes are not just for apéritifs. The whole range of our Champagnes can be paired with different types of food.

