

NEWRHÔNE MILLESIMES is born

Story of a wine encounter

Our company NEWRHÔNE MILLESIMES was born when **Romain Duvernay**, a gifted wine taster who favours the Rhône Valley and is known as one of the finest palates of the region, met with **Jean-Marc Pottiez**, a wine marketing specialist, responsible for developing significant brands and signatures: first in Languedoc, where he was one of the pioneers of the rebirth of the region between 1985 and 1995, developing the production of wines from noble grape varieties, replacing the local ordinary table wines of so-so quality found in the region at the time and creating the FORTANT DE FRANCE brand;; then In Champagne at the end of the 20th century, where he established the NICOLAS FEUILLATTE brand as a rising star, associating it with the emerging 21st century and contemporary art, in a region so deeply stepped into tradition. He gave it its production and communication base, and as a result it now ranks as the third largest champagne brand in the world. Then, he gave the JACQUART brand its positioning in the international hotel and restaurant trade.



Having travelled the world and encountered equally consumer expectations from the four corners of the globe and the innovative approaches of key players from new wine producing countries in both hemispheres, Jean-Marc Pottiez became convinced that some vineyards from France possess the exceptional resources to answer the expectations of wine lovers everywhere. This has led him to invest notably in Burgundy and in Roussillon.

Birth of a brand

As the Rhône Valley, is a region of appellation which leads the way in international development, Jean-Marc POTTIEZ decided to create NEWRHÔNE MILLESIMES there, buying back the ROMAIN DUVERNAY brand which carries the name of its founder in order to showcase, besides the brand, exceptional domaines based in particular in the South of the Rhône Valley as well as organic wine producers..

Romain DUVERNAY has been roaming the vineyards of the Rhône Valley for over 22 years, becoming of its most renowned oenologists and wine tasters.

Put together, the knowledge and experience of export markets and wine company management of one and the wine making skills of the other will help the ROMAIN DUVERNAY brand stand out among human-sized Rhône Valley producers and shine as a key international player thanks to its level of quality.

Exceptional quality

The best professional wine tasters in the world were not wrong. Since the launch of the ROMAIN DUVERNAY signature in 2010, Michel Bettane & Thierry Desseauve, Robert Parker, Jancis Robinson, Stephan Tanzer or M. Larsson have had nothing but praise for the brand and internationally recognised tastings from Decanter, the International Wine Challenge, the Mondial of Brussels, the Wine Spectator or the Berliner Wine Trophy have noted during the past 5 years the remarkable quality of these cuvées.

It is with the same focus on quality every year that Jean-Marc Pottiez, together with Romain Duvernay, will keep on developing NEWRHÔNE MILLESIMES, working with the utmost professional dedication with the grape varieties which give its charm to the Rhône Valley, exploring its terroirs of extreme diversity and richly expressive wines and promoting the winegrowers who give them their soul.

