

FROM A WINE ENCOUNTER TO THE BIRTH OF A NEW COMPANY



Jean-Marc POTTIEZ,

Wine marketing specialist who previously created the Fortant de France brand known for its Languedoc varietal wines and headed Champagne Nicolas Feuillatte and then Champagne Jacquart.

Romain DUVERNAY,

Oenologist, gifted wine taster who favours the Rhône Valley.

Created the brand that bears his name.



Aware of the Rhône Valley international development potential and incredible wealth of wines, **Jean-Marc POTTIEZ** decided to establish **NEWRHÔNE MILLESIMES** there at the beginning of 2016, linking with the finest oenologist of the region, **Romain DUVERNAY**, and buying back his signature brand.

Then, in support of the signature brand, he set out to promote exceptional domaines and their winegrowers, mostly from organic vineyards, to respond to new expectations from consumers and to this ever-growing market trend.

When put together, the experience of wine company management and growers' partnerships of one and the remarkable wine tasting skills of the other, have allowed the **ROMAIN DUVERNAY** brand to gain recognition on both national and international markets, through its level of quality.

The remarkable quality of its cuvées, mostly from single estate vineyards, has certainly come to the attention of celebrated professional wine tasters such as Robert Parker, Michel Bettane and Thierry Desseauve, Jancis Robinson and many others; and allow our wines to win year on year a fair share of medals in the most prestigious international wine competitions (Decanter, Wine Advocate, Wine & Spirits Magazine, ...).

The Rhône Wine Region



The Rhône wine region stretches from Vienne to Avignon along the Rhône River in the south of France. Scattered over the more or less steep banks of the river, it is the third largest French wine producing region after Languedoc-Roussillon and Bordeaux.

The region is characterised by its sun-drenched Mediterranean climate, interspersed with short periods of rainstorms and mistral, a mighty wind which benefits the vines running down the valley from North to South.

There is a great diversity of soils all making up a rich and varied terroir which produces wines with a really strong identity.

Its grape varieties of choice are: Syrah, Grenache, Mourvèdre for red wines, Grenache Blanc, Viognier, Roussanne, Marsanne, Muscat petit grains and Clairette for whites wines All of them have spread out throughout the world, thanks to their own essential qualities.

It is with the same focus on quality every year that Jean-Marc POTTIEZ, together with Romain Duvernay, will keep developing **NEWRHÔNE MILLESIMES**, working with the utmost professional dedication with the grape varieties which give its charm to the Rhône Valley.

Notably, he intends to start highlighting white wines from both the northern but also southern part of the Rhône Valley as in his opinion, they are not promoted enough to consumers at this time.

With its signature brand, our company NEWRHÔNE MILLESIMES invites you to explore the extreme diversity of its terroirs which gives its wines their rich expression and meet the winegrowers who give them their soul.

ROMAIN DUVERNAY

GRANDS VINS DE LA VALLÉE DU RHÔNE

