

*In the Mâconnais
and the Rhone Valley,
two estates in the ascendant,
one man at the helm.*

DOMAINE
DES **CRÊTS**

DOMAINE
DE
PIÉBLANC



PRESS INFORMATION

2019

Foreword

There are those men, ambitious and optimistic, who possess an entrepreneurial drive that inspires them to create, construct and grow. Men who value, nurture and respect the earth to better reveal its soul. Men who are passionate about the world around them, with a thoroughly contemporary vision of it.

Men like Matthieu Ponson who, in 2014, decided to live his passion for winemaking after a total lifestyle and career change. This is his story.

1.

An overriding passion



MATTHIEU PONSON AND WINE

Roots in the vineyards

Matthieu Ponson grew up in **Cornas**, in a **family of epicureans**, with an oenologist for a grandfather. His playground was the natural environment close to the family home, where he would **spend his time in the vines** with his brother. Already back then he had a **strong affinity with the earth** and an **interest in wine**.

Unlike his brother, Thomas Ponson, who quickly discovered his vocation as a chef, Matthieu did not immediately make a career of his passion. A **born entrepreneur**, the first professional opportunities that presented themselves to him were in a sphere very different to that of wine... Telecommunications. He worked as an **engineer** for a number of years, and in 2000 was instrumental in the creation of the company Sogelink, near Lyon.



A desire to return to the earth

During these early years Matthieu Ponson’s interest for wine, and more particularly for **Burgundy wines**, never diminished. His enthusiasm was nourished in the course of many visits to the region’s vineyards and fine tables in the company of a friend who traded in vines. In 2009, after many **encounters** and discoveries, and driven by a yearning to live his passion, he acquired a Premier Cru clos at Chassagne, followed by a small parcel at Pommard. This first step into the world of viticulture only served to reinforce his determination to change career and mount his new project. At the age of 43, Matthieu Ponson **radically changed his life to become a winemaker**. Motivated by a profound **desire to express his creativity and to return to the earth**, it was quite naturally to Burgundy that he turned to establish his first estate, **Domaine des Crêts**. Then, for family reasons, he chose the Rhone Valley to create a second estate, **Domaine de Piéblanc**. His professional experience now served him in good stead, opening up new horizons to him thanks to his global vision of both vineyard management and marketing.

Philosophy founded on respect

Matthieu Ponson strives to make the souls of his two estates speak with one voice. **Respect** is at the heart of all his actions; respect for nature, respect for the vines, respect for man. He is committed to making **wines that reflect their terroir**. Wines of great quality that **respect the environment**. This man who likes to **construct and create** spares no effort in caring for his grapes and his vines to produce **wines of great typicity, and distinct complexity**, that are **in the image of their appellations**.



“If I were a colour, it wouldn’t be red, or white, but the colour of the earth. It isn’t the same colour in the Ventoux as it is in the Mâconnais... it is the earth that “cultivates” in every sense of the word”



2.

Domaine des Crêts

Attaining the heights



The fruit of an encounter

To commence his Burgundy adventure, Matthieu Ponson joined forces with **François Lequin**, a well-respected wine-maker of the Cote de Beaune. Together they purchased 4 hectares of vines and a winemaking facility in the **Mâconnais** and created Domaine des Crêts. Their cellar, constructed in lime and poplar wood, is situated at Ozenay, and their two parcels of vines stretch across the heights of Tournus.

The expression of Chardonnay

Matthieu Ponson seeks to make wines of **minerality and tension**. Priority is given to **complexity, freshness and richness**. Domaine des Crêts sits on a limestone clay terroir at the northern tip of the Mâconnais which, in perfect harmony with Matthieu's vision, gives rise to **wines that are fresh, taut and complex**. And to capture their perfect expression they are vinified in "Beaune" style.

PROFILE

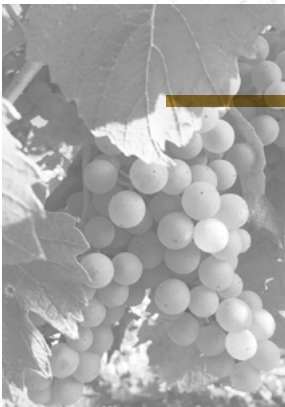
CREATION: 2014

SURFACE: 4 hectares

GRAPE VARIETY: Chardonnay

APELLATION:
AOC Mâcon-Chardonnay

METHOD OF CULTIVATION:
Reasoned, undergoing conversion to organic agriculture.
AB accreditation from the 2020 vintage.



DOMAINE DES CRÊTS

AOC Mâcon-Chardonnay

CLIMAT « *L'Échenault de Serre* »

2017

Its fine floral aromas are evocative of broom, acacia and honeysuckle. A touch of oak and lightly reductive notes amplify the aromatic palette of this mineral wine.

Terroir: a parcel of intensely chalky, rocky soil facing south/south east

Grape Variety: Chardonnay

Winemaking and Ageing: hand-picked into 30kg crates, then pressed in whole bunches. Indigenous yeasts, aged for 14 months of which 11 are in oak barrels (10% new).

Ex-cellar price: 18 €



AOC Mâcon-Chardonnay

CLIMAT « *En Bout* »

2017

This fresh, fruity wine develops slightly herbaceous characters. It is characterised by its superbly rich and complex mineral notes, and its taut flintiness. Excellent maturity levels enable it to preserve perfect balance and length.

Terroir: a south/south-east facing parcel of shallow limestone rock

Grape Variety: Chardonnay

Winemaking and Ageing: hand-picked into 30kg crates, then pressed in whole bunches. Indigenous yeasts, aged for 14 months of which 11 are in oak barrels (10% new)

Ex-cellar price: 18 €



Domaine de Piéblanc

A vineyard at the summit

A convergence of skills

In the interests of maintaining a good work/life balance, Matthieu Ponson was in search of an estate in the Vaucluse where he could make his home. In 2014 he was completely won over by Caromb, **at the foot of Mont Ventoux**, and the beauty of its fragrant, Tuscan-like landscapes only two hours from Lyon. And so Domaine de Piéblanc came into being. The name, meaning “White Mountain” in local dialect, was inspired by this majestic backdrop. Composed at first of just 7 hectares, the estate soon grew with the addition of 15 hectares at neighbouring Suzette, in the **Beaumes-de-Venise** appellation. As both **owner and principal protagonist**, Matthieu does practically everything himself, from vineyard work to bottling. On these **altitude terroirs** he puts the emphasis on **freshness** and **ripeness** to obtain **well-balanced wines**, coaxing the best out of this well-disposed land that enjoys a wide thermal amplitude between the day and the night.

A palette of wines

Matthieu Ponson's objective is to bring out the best in the **grape varieties** that he cultivates. Using similar winemaking methods, he seeks to reveal the typicity of each variety and the aura of the **terroir** from which it springs. To this end, he has created a range of wines with different profiles to give expression to this individuality.



PROFILE

CREATION: 2014

SURFACE: 30 hectares

GRAPE VARIETIES: Grenache, Syrah, Cinsault, Carignan

APPELLATIONS: AOC Ventoux, AOC Beaumes-de-Venise and AOC Gigondas (from 2019)

METHOD OF CULTIVATION:

Reasoned, undergoing conversion to organic agriculture. AB accreditation from the 2020 vintage.

Ventoux reds

AOC Ventoux

La Tuilière 2017

This easy drinking wine incarnates all the values of the estate. Fresh and fruity, with subtle floral notes, it is deliciously authentic with good structure and length.

Terroir: terraces of sandy clay and alluvial deposits.

Grape Varieties: 65% Grenache, 15% Syrah, 10% Cinsault, 10% Carignan

Winemaking and Ageing: hand-picked into small 15kg crates, sorted by hand with destemming, vatting for 25 days with twice daily pumping over. Aged for 8 months in stainless steel vats.

Ex-cellar price: 11 €

AOC Ventoux

Bouquier 2016

Delicate aromas of ripe red fruit are accompanied by floral notes, revealing all the elegance of the fruit. A lovely velvety mouth with supple tannins.

Terroir: 50-year-old Grenache from the parcel “Bouquier” that faces south east on soils of sandy clay and alluvial deposits.

Grape Varieties: 85% Grenache, 15% Syrah

Winemaking and Ageing: hand-picked into small 15kg crates, sorted by hand with destemming, vatting for 25 days with twice daily pumping over. Aged for 8 months in stainless steel vats.

Ex-cellar price: 14 €

AOC Ventoux

La Barre 2016

A deep inky colour, with intense aromas of black cherry, blackberry and a touch of oak on the nose. The mouth is elegant with a long, fruity finish.

Terroir: 40-year-old Syrah from the parcel “La Barre”, south facing and bordered by woodland.

Grape Varieties: 90% Syrah, 10% Grenache

Winemaking and Ageing: hand-picked into small 15kg crates, sorted by hand with destemming, vatting for 25 days with twice daily pumping over. Aged for 18 months, $\frac{2}{3}$ in stainless steel vats and $\frac{1}{3}$ in new barrels.

Ex-cellar price: 18 €



Ventoux rosé

AOC Ventoux

Rosé de Piéblanc 2018

Prettily pale pink with explosive aromas of strawberry, vine peach and redcurrant jelly. Good balance in the mouth with superb freshness and a saline finish.

Grape Varieties: 80% Cinsault, 20% Grenache

Winemaking and Ageing: hand-picked into small 15kg crates, sorted by hand and directly pressed. Aged for 6 months in stainless steel vats.

Ex-cellar price: 10 €



AOC Beaumes-de-Venise

Les Hauts 2016

Intense aromas of wild cherry, blackberry, laurel and olive tapenade. Spicy notes evolve in the mouth with superb freshness leading to a persistent finish.



Grape Varieties: 50% Grenache, 50% Syrah

Terroir: terraces formed on Triassic soils

Winemaking and Ageing: hand-picked into small 15kg crates, sorted by hand with destemming, vatting for 25 days with twice daily pumping over. Aged for 8 months in stainless steel vats, and 30% in barrel for the Syrah.

Ex-cellar price: 15 €

A dynamism that knows no bounds

Matthieu Ponson continues the development of Domaine de Piéblanc and has extended his vineyards into AOC Gigondas, where he now has 6 hectares on deep, clay soils. In parallel, he has launched a construction project for a new cellar at Gigondas which will enable all of the appellations to be vinified under the same roof from 2021 onwards.



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