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## THE NEOWINEMAKERS

By OLIVIER DEBRAY

There are Depardieu and Carole Bouquet, but so many others, less well-known but as much passionate.

They are the new converted. Attached to the vintner's conviction and faith, these former prosperous industrialists, well-bred offsprings, or hedonist visionary, are well-placed in the French viticultural world. Some of them chose ground as you enter in religion, others chose to get a completely different life, or to realize the dream of a life.

Spectacular retraining, judicious investment, realized passion, these wine-maker beginners' grounds are manifolds, but to succeed in this dreaming undertaking, you'd better not to forget rags from your former life, and manage your viticultural project as an advised businessman.

Stephane Paillard created the Bureau Viticole 15 years ago, to advise and accompany projects of these vintner-to-be. According to him, oenologist by his training, and worked in the Vallée-du-Rhône and in Bordeaux area before moving in Saint-Rémy-de-Provence, the motivation of these investors originates in the will to change of life. "Regarding these neowinemakers, legacy or successional's purpose for investments for next generations, as during the 80's, is over. Their projects are considered on shorter perspectives, with a hedonist pleasure quest - to live the wine-maker's life for a time. In search of authenticity, conviviality, quality of life of course, but en famille, enjoying vacation pleasure. I defined and specified the concept of "wine-residence" and its recent declension, the "viticultural garden". There are the heart of our speciality since the Bureau Viticole's creation. The "wine-residence" is a human-scale concept, in which pain never overstep pleasure. Indeed capital asset is about 3 to 8 millions euros, in average. Moreover, it is often on their own financing, because of the bank's shivery. And kipping the hope to get an account's balance at the end of each fiscal year, with the help of Mother Nature to avoid big climatic hazards during ten years..."

*Stéphane Paillard, in his office in Saint-Rémy de Provence. This man built his good reputation installing many candidates to calling of winemaker. Those we call today the "neowinemakers"*



So you'd better be richly funded before begin a such grape-wine adventure. According to Stephane Paillard, it is impossible from now on to "talk about annual profitability of the paid-in capital, but about a lock of a quota from your own capital between 10 and 13%, and during 8 or 15 years, for a consolidation of the money pour into the project at the end, when selling.

Passion, irrational, phantasm, are at the heart of these kinds of investments. A need for acknowledgement too, but also a sort of humbleness, actuate these men and women to launch into this adventure. At the beginning, there is always a passion for wine.

For Stephane Paillard, the type profiling of the neowinemaker changed these last years. "often enough, men, mature middle-aged, from the business world - young retired or applicant for changing of profession. Wine's amateur, space and nature lover, they are dreaming for many years to produce their own wine. They could decide to concretise it when stopping their former carrier. They contact our office in the two or three years before to test the project and its reliability. By a majority French in the past, they are from Europe now, with many Anglo-Saxons, Scandinavians, and Russian and Asian new investors emerging.

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