



Wine Producer

Arnaud Briday
Vigneron-Producteur
Domaine des Chers
Depuis 1956



Arnaud Briday
Wine-grower

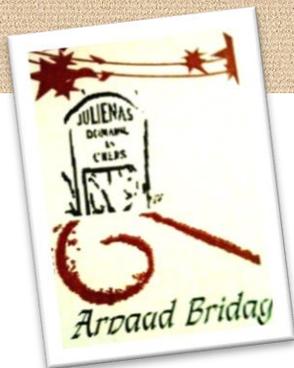
Arnaud Briday, owner of the Domaine des Chers situated in the vineyards of Beaujolais and Burgundy, is a third generation wine producer. The Domain's red wines are labelled AOC (Protected Designation of Origin) Julié纳斯 and Saint Amour, and have become a benchmark of quality, of particular note the excellent and romantically named red Le Secret de mon Père (The Secret of My Father).

Established in 1956, the Domaine des Chers covers two parcels : a 4 ha Julié纳斯 and 1 ha Saint Amour vineyards. They are both south facing, situated in the lushest and most beautiful growing areas of the Beaujolais region, and well established in the tasting circuit. The relatively small area cultivated makes for sustainable growing which allows, together with our unflinching commitment to quality, for the production of excellent quality red wine. Our aged vineyards are 40 to 100 years-old and our strongest oenological asset. An optimum yield of 50 hl showcases the richness of our Domaine des Chers wines to perfection. We produce 25,000 bottles per year, which are available for sale to members of the public, restaurants, wine wholesalers, and also for export to the international market. For our entire production and business output, we strictly adhere to a well-recognized charter of independent winemakers.



A votre santé!
Arnaud

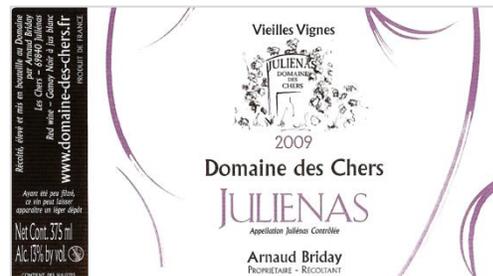
Domaine des Chers



Domaine des Chers

Juliéna's / Saint Amour / Moulin a Vent

Owner/Winemaker: Arnaud Briday



Estate History

Domaine des Chers was officially created in 1956 by Henri Briday. The Bridays had already been making wine in the Beaujolais region for a couple generations but never under an official name. That first vintage saw some of the most intense cold and freezing temperatures the area had ever seen. While this was a tough way to start, Henri did not let it discourage him. He was forced to replant most of his vines that died in the harsh winter. Bit by bit, the domaine grew and Henri started selling his Juliéna's in bottle. In the late 1970s Henri's only son, Jacques, took over for his father. Jacques invested everything into the success of his family's domaine. The winery remained stable and soon became a top reference for Juliéna's wines. In late 2008, Jacques' son, Arnaud, stepped in after the sudden passing of his father. Using his experience gained from working in other winemaking regions of France, Arnaud has been able to maintain the quality of wine at Domaine des Chers.

Blend: 100% Gamay **Area:** 10 acres in Juliéna's // 2.5 acres in Saint Amour // 3.25 acres in Moulin a Vent

In the vines

All of Arnaud's Juliéna's vines are located in an area known locally as 'Les Chers'. The vines range in age from 50 to 100+ years old, with the majority being over 65 years old. This extremely rocky vineyard is composed of schist and granite covered soils and is at an elevation of 1,400 feet. The combination of the rocky terrain, altitude, old vines, and the south-facing exposure makes for a maximum amount of sunshine, resulting in enhanced maturities compared to some of the lower-lying parcels in Juliéna's. Harvest is completely manual, so the grapes are taken care of before arriving at the cellar.

The same rules apply for Arnaud's vines in Saint-Amour and Moulin-a-Vent. Predominantly decomposed pink and grey granite on the surface of the vineyards. Average vine age in Saint Amour = 50 years old. Average vine age in Moulin a Vent is 80 years!!



**Juliéna's
Terroir**

In the cellar

At harvest the clusters are kept whole (on the stems) and are sent directly into cement or steel tanks upon arrival at the cellar. **Carbonic Maceration** [MSOffice1] will be initiated and will last one week in tank. Following vinification and *décuvage*, the wine will remain in cement tank to age. 4-6 months for the Saint Amour. 6-8 months for the Julienas and Moulin à Vent.



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