

# Vins de Cheverny & Cour Cheverny

Press release 2022



VINS DE  
**CHEVERNY.**  
APPELLATION CONTRÔLÉE

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**CHEVERNY.**  
APPELLATION CONTRÔLÉE

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C!

# AUTHENTIC WINES, A TRUE REFLECTION OF THE TERROIR!

*At the gates of the Château de Chambord, between the Loire and Sologne regions, Cheverny and Cour Cheverny appellations draw from the richness of the terroir to produce fruity and floral wines of great character. The Romorantin grape variety seems to be able to realise its full potential here on these soils and has given birth to an original and characterful white wine under the Cour Cheverny appellation.*

**C**lose to Blois, the Cheverny and Cour Cheverny AOCs are located between two geological areas: to the east the Sologne with its sandy and clayey soils of the Mio-Pliocene period and to the west, clayey and siliceous soils of the cretaceous period. The outcrops of lacustrine limestone from the Aquitaine are at the origin of the clay limestone areas.

Running alongside the Loire Valley, the two vineyard areas form a semi-circle to the south of Blois. Small plateaus are dissected by numerous valleys throughout the area. The soils covering the two appellations are varied, sometimes similar to those of the neighbouring Sologne but with slopes allowing the free-flow of water and free-draining soils composed with either limestone and marl of the Burdigalian period, or of flinty clay and shelly sand.

Over the centuries, the vineyards have established themselves in small plots on the best quality land that are now clearly defined. The broken-up nature of this area with its varied farmland, natural areas and forests lead to a great biodiversity.

Numerous small wine estates bear witness to a prestigious and important viticultural past. In his work published in the XVIIIth century which documented the French wine-growing practices of the time, Guyot highlights the

good work of the winegrowers in the Cheverny area and the quality of its wines.

The Cheverny AOC has recently expanded with the inclusion of the wines of Chambord. Another project is planned for 2024 to redefine the boundaries of the Cour Cheverny AOC more precisely.

During the 19th century, the wines from the Cheverny region were considered as 'Crus'. It is interesting to know that both the small and large Chateaux of the area such as Château de Troussay, Château de Cheverny and the Domaine national de Chambord are now all making their own wines. The 'Sources de Cheverny' has also decided to develop its own vineyard.

The winemakers can be proud of their energy and their collective efforts to be able to produce such fruity and expressive wines. These wines obviously show different characters depending on the 'terroir' and the personality of the winemaker.

Today, Cheverny reunites all of its best assets to offer you a gentle voyage of discovery through its gastronomy, culture and history; where the protected environment, diversity of the vineyard and the richness of the terroir lend to a relaxed atmosphere and general well-being.



# CHEVERNY, A ROYAL VINEYARD

## *A distinct terroir*

The terroir of Cheverny is located on the left bank of the Loire, mainly around the town of Blois. It is bordered to the east and to the southeast by huge forests, including that of the Grande Sologne. To the southwest its boundaries meander along the path of the Bièvre river.

Its mild and temperate climate is a little drier than the vineyards located downstream towards Tours (25 to 50mm less of annual rainfall), and distinctly cooler (during the plants growing period with the lower average temperature being between 0.5 to 1°C, and the lower minimum temperature being less than 1°C). It is strongly influenced by the large forests and the river valleys of the Bièvre, Beuvron and Cosson, small tributaries of the Loire River.

The soils of these vineyards show real diversity. Most of them are predominantly made up of textured sand (derived from ancient terrasses, of formations from the Sologne or sandy aeolian deposits). However, we also come across stonier types of soil developed from Aquitanian limestone or occasionally from flinty-clay deposits.



## *A Historic terroir*

The presence of poor soils, suitable for viticulture but difficult to work was a determining factor leading to the establishment of the vineyards in the area.

Since antiquity, the Loire River has been a major communication route and an important link for trade. It has not only been used for exporting wine but also contributed to the distribution of grape varieties and the framework of their local use. Contrary to many wines from the Loire Valley, the wines of Cheverny are traditionally and legally required to be made from a blend of several grape varieties.



## *Export*

**1** bottle of **5**  
**Cheverny** in **5**  
is sold in Europe

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**1** bottle of **4**  
**Cheverny White** in **4**  
is sold outside of Europe

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**1** bottle of **6**  
**Cour Cheverny** in **6**  
is sold outside of Europe

## A vineyard expressing real character

Historical elements relating to the reputation of the wines: In 1577, the Parliament of Paris introduced a law prohibiting the Parisians from purchasing wines produced less than twenty leagues (88km) from the capital. Subsequently, to meet the needs of the Parisians, new vineyards were planted initially around Orléans, and then more and more downstream towards Blois and Tours.

To meet the demand, productive grape varieties were planted throughout the region. However, contrary to the Beauce wine region (located on the other bank of the Loire River), where plantations of Gros Noir (an extremely vigorous and productive grape variety with red-colored grape juice) were used, the Cheverny area as always maintained its traditions by producing only quality wines. The wines from the region were commonly referred to as «wines of Sologne».

The phylloxera crisis led to an evolution of the planted grape varieties in the area. Nowadays, the main grape varieties used are Sauvignon for the white and the Gamay and the Pinot Noir for the red. However, one cannot ignore the presence of the Romorantin, the unique grape variety used in the production

of the AOC Cour Cheverny, covering a large part of the geographical area.

The link between the geographical area, the quality, and the characteristics of the product. Strongly marked by the meandering Loire River (from erosion and silt deposits), the geology of the Cheverny area is quite original compared to that of the other appellations of the Loire valley.

Overall, the soils are made up of a predominate sandy structure or soils of a limestone substrata. The latter types of soil are traditionally reserved for the Pinot noir and the Chardonnay plantations, which is quite original in the Loire Valley.

## Map of AOC CHEVERNY AND AOC COUR CHEVERNY

*cheverny and cour cheverny wines*



**VINS DE CHEVERNY.**  
APPELLATION CONTRÔLÉE





# CHEVERNY AOC AND ITS EXPRESSIVE WINES

## The Cheverny AOC

The production area of the AOC comprises 25 villages (including Chambord since 2017). The annual production of around 25,000 hectoliters is divided into 60% for white wines and 40% for red and rosé. Nowadays, this appellation produces fine and fruity wines which are perfectly matched to the demands of the modern life: delicate, easy-going wines without excess.

## The grape varieties

The wines of Cheverny are traditionally and legally required to be blended.

For Cheverny whites, the grape varieties are Sauvignon, Chardonnay and Menu Pineau.

As for the Cheverny reds and rosés, Pinot Noir is the principal variety alongside the black Gamay with white juice.

## The Cheverny wines

• **White wines:** lively and delicate, they are a blend of Sauvignon, which expresses itself perfectly on this terroir releasing its powerful aromas (notes of blackcurrants and licorice) and Chardonnay which brings elegance as well as Menu Pineau which brings minerality.

• **Red wines:** incredibly juicy and tasty, they are made up from a blend of Pinot Noir which brings finesse and suave subtlety and a splash of Gamay, which brings freshness. Cabernet Franc and Côt can also be used to complement the blend.

• **Rosé wines:** Supple wines of which the freshness is marked by a spicy or grilled note.

Wine and food pairing

## Wine and food pairing

The white wines of Cheverny are habitually the ideal companions for fish, poultry, cold cuts, and local goat's cheese. Nonetheless, they can also be paired with a broccoli and blue cheese quiche, king prawns in aspic, scallops or chicken with herbs and lemon...

The Cheverny reds can easily accompany white meats in a sauce such as a tandoori chicken with a yoghurt sauce, some meaty fish like tuna or even grilled red meats. You can also match it with a carpaccio with olive oil, Provençal vegetable bakes and red fruit desserts. It can be served at cellar temperature (around 15°C) to appreciate the cherry aromas and the cheekiness of the wine.

A very pleasant and thirst-quenching wine, the rosé is the ideal accompaniment for a barbecue or a clafoutis of summer vegetables.

**51**  
PRODUCERS  
TWO OF WHICH ARE  
COOPERATIVE CELLARS

**AOC CHEVERNY\***  
**636 HA**  
PRODUCTION  
**24 570**  
HECTOLITRES

**59 % DE BLANC** OR 13 700 HL  
**32,4 % DE ROUGE** OR 8 000 HL  
**8,6 % DE ROSÉ** OR 2 200 HL

\*CODES 2020  
(AVERAGE OF 10 CAMPAIGNS)

•  
**Appellation d'origine Contrôlée**  
**décret du 26 mars 1993.**  
•

# *COUR CHEVERNY AOC* **AND ITS EXCLUSIVE GRAPE VARIETY**

## ***The AOC Cour Cheverny***

Produced in 11 villages, the appellation Cour Cheverny uses the unique grape variety which was introduced by François the 1st in 1519, it was planted around the Château de Romorantin where his mother once lived.

This grape variety adapted so well to the climate and soil of the region that it took on the name of Romorantin for which the appellation Cour Cheverny keeps the exclusivity.

A revision of the appellation is currently underway, it is jointly being conducted by the local syndicate and by the INAO. The plantings of this variety are in progression.

## ***The Romorantin grape variety***

This grape variety seems to be able to express itself and fulfill its true potential on these soils giving us an original and characterful wine.

The Romorantin is generally harvested when the grapes are slightly over-ripe and they are mainly vinified to produce dry wines.

## ***The Cour Cheverny wines***

They are dry and lively in style and are characterized by a very good length on the palate. Whilst very pleasant to drink in their youth where they express their fruitiness, they are also particularly suitable for ageing: their colour develops with hints of gold and on the palate, delicate flavors of acacia and honey.

## ***Wine and food pairing***

In its youth, Cour Cheverny served chilled (8-10°) goes perfectly with asparagus, fish, scallops and white meats.

Once aged, it can be the ideal companion for a partridge, a lobster or even a thick slice of pan-fried foie gras.

•  
**Appellation d'origine Contrôlée**  
**décret du 26 mars 1993.**  
•



# 35

PRODUCERS

TWO OF WHICH ARE  
COOPERATIVE CELLARS

—  
**COUR CHEVERNY AOC**

**55 HA**

**1 862**

**HECTOLITRES**

\*CODES 2020  
(AVERAGE OF 10 CAMPAIGNS)

# THE COMBINATION OF INNOVATION AND POETRY TO PROMOTE THE TERROIR AND ITS PEOPLE

## A JOURNEY FOR THE SENSES

*Come on a daring and dreamlike audio and visual journey to (re) discover the vineyards of AOC Cheverny and AOC Cour Cheverny. Since the 21st of July 2020, you can discover this new immersive experience at the Cheverny maison des vins, a real voyage of the senses!*

The new attraction in 2020 allows visitors to the Cheverny maison des vins to dive, deep into the terroir of the wines of Cheverny and Cour Cheverny thanks to an audio and visual experience.

Created 12 years ago by all the winemakers of the two appellations, the Cheverny maison des vins offers an initiation into their world through a high-tech tasting room and a space dedicated to immersive learning, a real experience for your senses!



## ***An immersive exhibition***

From the moment they enter the room, the visitors will discover an original suspended screen 5 metres in diameter and 2 metres high hanging over the centre of the space, it conceals an artistic installation projecting 360° images of the vineyards of Cheverny and Cour Cheverny. This immersive story takes the visitor on a creative stroll which incorporates the wines of Cheverny and Cour Cheverny as well as the landmarks, human values, nature, heritage and gastronomy...

Following the progression of the four seasons, the visitor will discover the evolution of the vines and the work carried out by the men and women to make the wine.

Allow yourself to be surprised by this new digital and technological narration which lasts 5 minutes 17 seconds, it takes you on a journey of discovery of the wines of Cheverny in an artistic and dreamlike way. This 360° immersive audio and visual experience poetically reveals the artisanal work of the winemakers throughout the seasons.



## ***The tradition of innovation***

This original digital scenographic installation combines video projection (video mapping) and cartoons (rotoscope) which are well suited to show the artisanal work of the winemakers. This bespoke project was carried out by the Enterstice workshop, their one constraint being that they could not use any floor space in the room as it still has to accommodate visitors, everyday meetings and events. The body of the work was carried out in advance by François Rabalais university in Tours under the VintASS program to identify and to promote the specificities of the appellations at the level of the viticultural heritage. This original visual creation has been designed using gouache allowing exceptional line work, it is the ideal medium for fine detail and to express the fragility of nature and the delicateness of the vine.

The rotoscopic animation process employed by this project uses a cinematographic technique which consists of tracing around real filmed images giving you the impression of life-like gestures, demonstra-

ting the know-how of the winemakers and the terroir of Cheverny.

This innovative and poetic attraction teaches you about the wines of Cheverny. "This innovative project came to fruition thanks to the collective efforts of the Cheverny Wine syndicate. Our objective, of course, is to promote the wines of the two appellations and at the same time, through this experience, echo artistic sensibility. This creativity can be found in both, works of art and wines" explains Michel Gendrier, president of the Cheverny wine syndicate. Michel Quenioux, president of the Cheverny Wine Centre said "We welcome around 71,000 visitors to the Wine Centre each season. Our high-tech tasting room has been a key to our success, this new immersive experience should be a great asset".

## An Application

Always at the cutting edge of technology, the winemakers of the AOCs Cheverny and Cour Cheverny have created **an interactive application dedicated to promoting their wines.**

To offer you a more human approach, the winemakers have created an application which gives you an audio presentation in English and French by the actual winemaker for each wine tasted.

Each guest along with a tasting glass equipped with a microchip, can with the help of a tablet or smartphone navigate their way through a 100 different wines available in the tasting room. One simply places one's glass under the wine you would like to try, thereon, a 3cl sample of the nectar will be poured into your glass. Then on the application, choose the number of the wine you selected to hear the winemaker's description. Of course, you are free to try wines from any other winery or winemaker available at the tasting. **This new sensory experience seduces inquisitive wine tasters, ever thirsty to increase their knowledge.** Finally, there is nothing stopping you discovering the wines of Cheverny during an evening tasting with your friends, don't forget that this includes a presentation of the wines by the winemaker himself!



## An informative space

**Vinification, terroir and the winemakers are the focus of this connected screen.** One just touches the word vinification to discover a video in motion design, in French and English, explaining the winemaking process from vine to glass. This interactive and informative tool first introduced in 2008, replies to a question asked frequently by visitors **'How is wine actually made?'**.

One discovers the winemakers through an interactive map of the area, we get to know where their cellars are and we also see a visual presentation of each winemaker. The Chateaus of the area are also shown, a must for wine tourism!

There is nothing better than images of the terroir, the vines shot by drone from above, the grapes, the harvest and the wineries to give you a superb overview of the area and its wines. The interactive screen also shows the first advert produced by the wine syndicate. Intuitive and informative, this interactive screen allows visitors to freely discover the terroir of Cheverny and the people who make these supple and fruity wines in this great wine making area that is the Loire valley.



## A Motion design about wine

**The winemakers of Cheverny have also created a video using motion design to explain the big steps in the winemaking process.**

Always at the forefront of technology, the Cheverny winemakers have decided to use dynamic and pleasant animations to explain the winemaking procedure from the vine to glass.

The winemakers of Cheverny have already made quite a difference by creating their maison des vins over 8 years ago.

The success of the maison des vins can be explained by its use of a completely original and innovative concept. In a space dedicated to tasting, wine lovers can taste and even buy more than a 100 different wines from Cour Cheverny and Cheverny AOCs in red, white and rosé using a unique process in France.

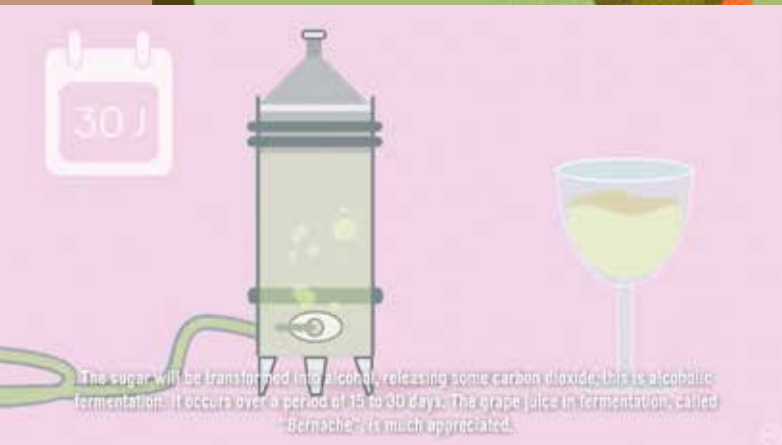
The team at the maison des vins reply to any queries from tasters, the question the most frequently asked being "how is wine actually made?"

Having an interactive tool that explains this is a real asset states Célia Couderc, the head of the Cheverny maison des vins.

**So how do you explain vinification in a fun and innovative way?** The winemakers decided to create **a short video using motion design which lasts around three minutes.** A recent communication tool, motion design allows the animation of images adapted a certain theme with a narrative and explanatory text, all synchronized to a soundtrack.

**Pruning, fruit set, leaf stripping, blending, grape varieties, alcoholic fermentation...all of the stages of winemaking are described in a pleasant way throughout these images.** The result: a dynamic and informative video on the making of Cheverny and Cour Cheverny wines.

This video is available to watch at the wine centre on the interactive screen (handicap friendly access) and is also available on the maison des vins website through youtube.



# THE WINE FESTIVAL

## AN EVENT DEDICATED TO THE WINES OF CHEVERNY AND COUR CHEVERNY

*At the beginning of September every year, the winemakers host the Wine Festival. This colourful, popular and friendly event is an unmissable day out in the Loire Valley.*

The Cheverny Wine Festival promises once again to be a tasty and delicious event. The winemakers will be there to celebrate this year's festival on Saturday the **3rd of September 2022**.

### ***Cheverny, the wine capital of the Loir and Cher***

The reputation of the Cheverny terroir, located on the left bank of the Loire, is well established. Its white, red and rosé AOC Cheverny and Cour Cheverny AOC wines with incredible colours and subtle tannins are produced in the Loire valley wine region where they benefit from a mild and temperate climate.

The dynamic winemakers of Cheverny and Cour Cheverny along with their sponsors invite you to this unique "wine tourism" event so that they can share their love of the land and wine with you.

### ***Walks in the heart of the vineyards***

Organised outdoors, this event begins with a hike of around 10k through the vineyards, including a stop for refreshments at a winery. Cyclists, on the other hand, can enjoy a 20k ride, another way to discover the terroir of these two appellations. The refreshment stop is also waiting for you.

### ***A festive event in the heart of the village***

Centered around the place de l'Église in Cheverny, visitors are invited to come and taste different wines from approximately 30 different wineries. A great opportunity to meet and chat with the person who put all of his passion into your glass.

From midday, a local and an artistic market welcome visitors. Above all, this festival is a celebration of family, there is something for everyone. Children can enjoy the donkey rides and play on the bouncy castles while parents can learn about golf or experience a fun and original stroll through the barefoot path. From the very start of the festival, food stalls are present serving a range of local produce.

### ***The Wine Festival of the Loir and Cher***

The wine festival also celebrates music with free concerts around the Place de l'église.

We no longer need to introduce the stars of this event, Ours and Pierre Souchon play out the last set every year.

Other artists such as **Oldelaf, Romtom, Arthur Le Forestier, Scotch et Sofa, Gaël Faure, Tryo, Julien Voulzy, Alain Souchon, Ours...** have all graced the stage at the Wine Festival.

The concept is simple, we play well known French hits which touch the heart et soul. There is a great atmosphere throughout and the final jam on set reunites all of the artist together on stage with Pierre and Ours Souchon, it's always a showstopper. As Thomas Matthews from the Wine Spectator says "wine is a passion, an incredibly complex drink that is a cultural symbol as well as a source of joy", so let the festivities begin.....







# THE CHEVERNY AND COUR CHEVERNY MAISON DES VINS

*Lying at the gates of the Sologne and the chateaus of the Loire, Cheverny makes its mark with its unique maison des Vins. Known for its Chateau (one wing is still lived in), Cheverny is now known for its maison des vins*

Since its inauguration, this space dedicated to the tasting and selling of wines from the local AOCs, has enjoyed an unabated success. The attendance at the site which is located at the entrance to the Château which receives 350,000 a year has exceeded 70,000.

This original and innovative concept allows wine lovers to discover, in a space dedicated to both the tasting and selling of around 100 red, white and rosé wines from the Cheverny and Cour Cheverny AOCs.

The idea: to offer the visitor a unique tasting experience centered around the two AOCs which stretch along the banks of the Loire river and also to benefit from advice on which wines to try. To taste, you'll just have to place your glass which is equipped with a microchip under the wine that

you would like to try, a 3cl measure of the selected nectar will then pour into your glass. Located two hours from Paris, Cheverny is an atypical oenological meeting place which makes it a unique and tasty destination.

## The tasting spouts are an innovative concept developed by the maison des vins.

The tasting spouts are an innovative concept developed by the maison des vins. To better understand, let's take the course of a tasting:

The visitor is given a tasting glass which is equipped with a microchip.

This uniquely programmed component

allows the taster to taste the desired wine by simply placing his glass under the tasting spout of choice. Data is exchanged with specific type of bottle and a measure of 3cl of wine is served automatically.

The quality of each wine is preserved as each bottle is protected by means of a neutral gas, with each distribution point having its own bottle. The wines are served at an ideal temperature because each tasting point is kept at the correct temperature for the type of wine. To improve the overall management

of the distribution points, they are linked by a central network to the host computer. The person in charge of the space can therefore pilot each distribution point, know the number of glasses remaining in each bottle and can even receive information during a tasting.

## WINES OF THE DAY

FREE TASTING  
OF 4 WINES

*one red, one white, one  
rosé from Cheverny  
and one white from  
Cour Cheverny*

## WINE OF DISCOVERY

4 € THE GLASS  
*for 3 wines*

6.50 € TASTING KIT  
*for 7 wines*

MAISON  
DES VINS DE  
CHEVERNY.

1 avenue du Château  
41700 Cheverny  
Tél. : 02 54 79 25 16



open daily from the  
end of March to mid November  
[maisondesvinsdecheverny.fr](http://maisondesvinsdecheverny.fr)



## A privileged location

The maison des vins of Cheverny and Cour Cheverny is located in front of the Château of Cheverny in the old forge. This prestigious spot is both a symbolic image in relation to the name of the appellation and also an opportunity in relation to tourists (the château welcomes more than 350,000 a year).

**IN 2020**

**44 407**  
visitors

**38 898**  
Bottles of wine sold

**33 %**  
Cheverny Red

**34 %**  
Cheverny White

**10 %**  
Cheverny Rosé

**23 %**  
Cour Cheverny

## A collective Project

The associative status demonstrates the will of the winemakers to make the maison des vins a collective project with three main objectives:

- **The collective promotion of the wines** of the Cheverny and Cour Cheverny AOCs
- **The marketing of the wines** from the 2 appellations, today out of the 36 different private producers, 32 are members of the maison des vins.
- **The showcase of the syndicate**, of which all of its members join the association

A voyage for the senses, the maison des vins offers you an initial journey, firstly through a tasting in a high-tech tasting area which teaches you now in an immersive and informative way. A real stroll for the senses!

The premises of the maison des vins, entirely renovated, offer an initial journey invites you to discover:

- **A high-tech testing area** of 85m2
- **An informative space** with panels and an interactive screen
- **An immersive room with a 360° video** and a reception room for groups and meetings of 48m2 allowing it to be an essential place for any wine events.

## High-tech Tasting

This space dedicated to tasting has implemented a strategy based on two concepts.

• **The wines of the day:** The idea is to focus on 4 wines: one red, one white, one rosé from Cheverny and one white from Cour Cheverny. Each winemaker sells an equal number of bottles periodically. The visitor can benefit from a free tasting and unit prices identical to those charged at the property.

• **Wines of discovery:** the aim of this concept is to present a representative sample of the two AOCs to a more demanding clientele. 93 'wines of discovery' are offered for daily tasting liberally in optimum conditions. This option allows visitors to taste at their own pace, as they wish, to obtain information via the information sheets and the mobile application.

**31**  
producers

**93**  
wines to taste

# THE CHAMBORD MAISON DES VINS

*The winemakers of Cheverny have opened a maison des vins opposite the prestigious Château de Chambord to give an international visibility to the wines of the Cheverny and Cour Cheverny.*

**With around 70,000 visitors a year, the Cheverny maison des vins has been a great success since its opening in 2008.**

**The originality of the concept (à la carte tasting of AOC Cheverny and Cour Cheverny wines), the quality of the welcome and the friendly atmosphere that emanate from the building adjoining the Château de Cheverny have contributed to the undeniable success of a project that the winemakers of Cheverny have decided to export to the heart of the prestigious Chambord site.**

## **A taste and sensory experience**

This tasting and shopping area is located on the pretty Place Saint-Louis, from where one can see the tufa towers and slate roofs of the castle. The 70m2 of space dedicated to oenology was designed and conceived by a creative agency. This space is not only about tasting, but also primarily a sensory and visual experience. Walking on glass slabs, under which stocks of bottles are stored, the visitor immerses themselves into a resolutely modern et refined universe, all made using noble materials such as wood and pointed stonework.

## **Around 50 wines to taste**

The dramatization of this space magnifies the whole tasting experience, wine lovers can taste around 50 wines, red, white and rosé from the Cheverny AOC and white from the Cour Cheverny AOC. The wines are served by the glass using an original distribution process. Either commented or self-service, the tasting also provides access to information on each of the vineyards and wineries via a connected system. Therefore, new technology is at the forefront.

## **Develop the export market and the reputation of the AOCs worldwide**

The creation of this new maison des vins shows the local winemakers desire to raise the profile of the Cheverny and Cour Cheverny AOCs, thanks to the international reputation of Chambord which attracts 1,5 million visitors each year including 750,000 visitors at the Château.



**Open every day  
from April to mid-November**

**1, place Saint Louis**   
**41250 Chambord**

**[maisondesvinschambord.com](http://maisondesvinschambord.com)**

**25**  
**producers**

**50**  
**wines  
to taste**

**EN 2020**  
**16 985**  
bottles sold

**35 %**  
of Cheverny red

**24 %**  
of Cheverny white

**13 %**  
of Cheverny rosé

**28 %**  
Cour Cheverny white





C!

VINS DE  
**CHEVERNY.**  
APPELLATION CONTRÔLÉE

UNE IDENTITÉ AU SERVICE DU TERRITOIRE

**MAISON**  
DES VINS DE  
**CHEVERNY.**



**LE BONHEUR NE  
S'ACHÈTE PAS MAIS LE  
BON VIN SI, ET C'EST  
PRESQUE PAREIL !**

**maisondesvinsdecheverny.fr**

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