

## **16 candidates in a groundbreaking application for Premier Cru classification in AOC Brouilly**

**Brouilly, the largest appellation in terms of size, and the most southerly cru in Beaujolais, will be lodging a demand this December with the French National Institute of origin and quality - INAO - (the governing body for appellations) for Premier Cru classification for 16 meticulously selected plots within the appellation.**

On 19 October, following a five-year long enquiry and detailed analysis, the appellation's winegrowers voted unanimously to support the candidature of 16 exceptional terroirs. This rare initiative forms part of the momentum within the new generation to elevate the status and renown of AOC Brouilly wines.

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### **Revealing the AOC Brouilly terroirs claimed Premier Cru status**

After an historic vote of the General Assembly on 19 October 2023, the producers of AOC Brouilly retained 16 out of the 82 candidate plots originally identified, to put forward their demand for acknowledgement as Premier Crus. This selection was the result of lengthy consideration and work which brought together the entire appellation behind a movement to enhance these exceptional terroirs of the Brouilly Cru.

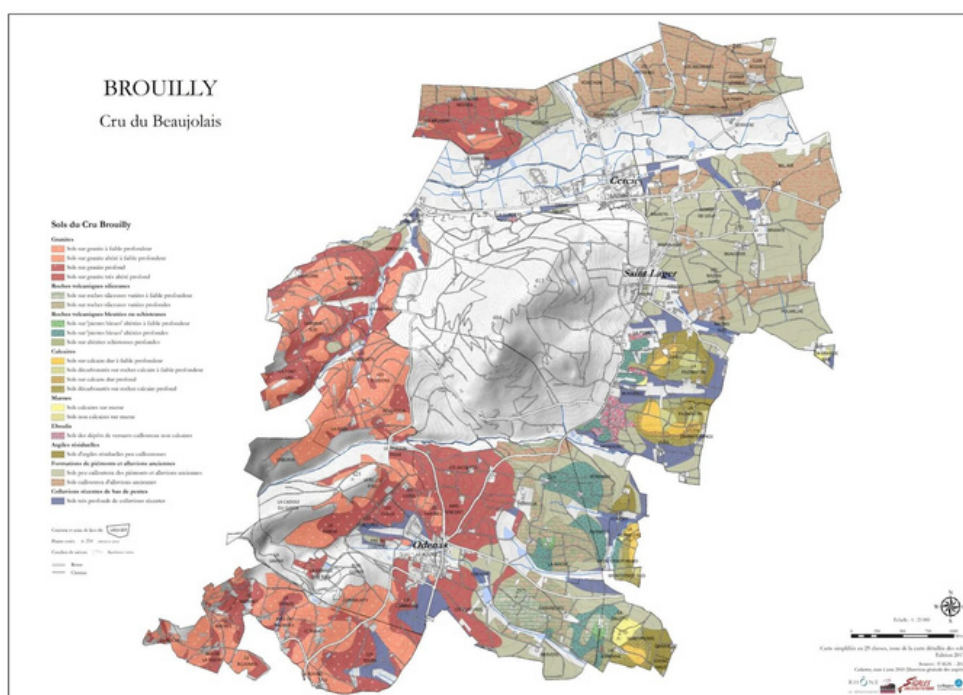
The selection of plots is based on INAO doctrine. This requires the following criteria to be taken into account: historical notoriety, contemporary notoriety, tasting and valuation perspective. By compiling these criteria, we can draw up an objective list of plots to be proposed to INAO.

**Here is a preview list of the 16 sites retained to put forward an application for Premier Cru status:** Briante, Combiaty, Combiliaty, Garanches, La Chaize, La Martingale, La Perrière, La Terrière, La Terrière, Les Maisons neuves, Marquisat, Pierreux, Pissevieille, Reverdon, Saburin, Saint Pierre and Voujon. This list will be examined by INAO.

**Note:** In parallel with this selection, new obligations specific to Premier Crus are being added to the AOC Brouilly specifications.

- A maximum yield of 52 hl/ha (compared with 56 hl/ha for Cru Brouilly),
- A minimum degree of 11.5%, compared with 10.5% for Brouilly,
- Longer ageing period (minimum ageing period from January 15 for Brouilly to June 1 for Premiers Crus),
- Marketing on September 1st, as opposed to February 1st for Brouilly,
- And a collective commitment to preserving our heritage (cadoles, low walls, murgers, hedges in the vineyards).

These proposals may be revised after discussion with INAO.



## The official enhancement of "Premiers Crus", the result work of collective action

"Alone you go faster. Together, you go further." To carry these two appellations grow, the Terre de Brouilly association was created in 2017 representing the 300 winegrowers in the Brouilly and Côte de Brouilly appellation.

The two appellations are working together on the recognition of their lieux-dits. Brouilly will submit its application in early 2024, with Côte de Brouilly to follow shortly.

The singularities of these two neighboring appellations are now their strengths within the collective, which is investing a new dynamic around a generation of committed winemakers and cooperators.

## An examination of the process of classification in Premier Cru AOC Brouilly and AOC Côte de Brouilly.

**1938** The Crus of Brouilly and Côte de Brouilly received INAO recognition as AOCs.

**2017** On the initiative of the ODG des Crus du Beaujolais, a joint project involving the 10 crus has been launched to move Beaujolais crus upmarket.

**2019** AOC Brouilly and AOC Côte de Brouilly were the first Crus to initiate a demand to INAO for classification of the best terroirs in the two appellations as Premier Crus. A work is underway to select the plots.

February 21st

**2023** Vote at the General Meeting of the ODG des Crus on the common base of the draft specifications specific to Premiers Crus.

April 6th

**2023** The Cru Brouilly General Meeting voted on the commitments of the specifications for the production of future Premiers Crus.

October 19th

**2023** The Cru Brouilly General Meeting voted on the lieux-dits to be proposed for official recognition as Premiers Crus.

This vote took place in two stages (willingness to submit a dossier, and validation of the list of lieux-dits) following a long period of analysis, investigation and discussion.

This collective vote resulted in the selection of 16 lieux-dits in the Brouilly AOC. This titanic task will enable Cru Brouilly to submit its official application for classification as a Premiers Crus to the INAO in the near future.

**To be continued**

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The work continues on the Côte de Brouilly AOC with all the winegrowers, with the aim of submitting a second application for official recognition as a Premier Cru in the near future.

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