



# WINERY

A NEW APPROACH TO WINE



2011 PRESS FILE



*The aim of La Winery  
is to get to the very essence of wine:  
bonding, sharing, knowledge  
and enjoyment, all at the same time.*

*Elhikivu Raosa*





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2010 PRESS FILE

**WINERY**

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# The 1st French Winery

## An avant-garde venue...

30 minutes from Bordeaux, along the road that leads to the prestigious Médoc wine region, a 26-hectare park is the setting for a contemporary glass and steel **architectural ensemble** called La Winery.

Neither a conservatory nor an academy, this immense structure gives wine-lovers and newcomers alike **a modern, accessible and personal approach** to the wine world.

There is no château or traditional wine cellar here, but instead a welcoming site that evolves with the seasons and the schedule of events, offering an atmosphere of pleasant natural light and blending in perfectly with the natural environment in which it stands.

La Winery is a forum for exchange and a gateway to other cultures – gastronomy, art, music – with temporary exhibitions, concerts, shows... or more permanent events. It is also, and above all, a place for visitors to discover wine and their own tastes, in particular thanks to the exclusive “Wine Sign®” event

## ...and an economic challenge for the region

Inspired by the models in the English-speaking countries which have contributed to the international success of New World wines, this French Winery is the work of Philippe Raoux, the heir to four generations of winegrowers and traders.

The owner of three wine estates in the Bordeaux region – including Château d’Arsac, as famous for its art collection as for its Margaux wine – Philippe Raoux is also the head of a trading firm that is a **leader in the sale of wines by correspondence**, with 115,000 customers in France and Belgium.

In the midst of a crisis hitting the whole wine sector, Philippe Raoux brought this highly ambition project to fruition and was able to mobilise and organise a whole host of energetic people. After two years’ work and an investment of €20 million, La Winery opened its doors in March 2007 and has made its presence known on the web: [www.winery.fr](http://www.winery.fr). This project created 30 direct jobs in addition to the 100 jobs on his wine estates and at his trading company.

Since it opened, La Winery has attracted more than 100,000 people and has become one of the leading sites in Aquitaine in terms of numbers of visitors. In October 2009, La Winery won a “**Best Of Wine Tourism**” award (in the Innovation and Discovery category) which is given each year to the most innovative wine tourism offerings.

*The cellars of La Winery*

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*Philippe Raoux in front of "Caryatides"*

## AN INSIDE-OUT GREENHOUSE

When La Winery was in the design phase, the challenge was to come up with an innovative creation whilst reconciling the structure with respect for the exceptional natural setting of the Médoc. Designed like an "inside-out greenhouse", it puts Man and Wine in the heart of a lovely green environment in the Médoc countryside. Thanks to the use of raw materials such as stainless steel, which reflects light, along with glass and wood, this open space blends perfectly into the landscape and takes on the colours of the sky or is reflected in the water of the lake. You can savour a glass of wine in the ground-floor shop, the tasting room or the restaurant, all of which are set around an illuminated cloister with plants forming its roof.

*An "inside-out greenhouse"*



# The Wine Sign®

## A new concept that is revolutionizing the wine world!

La Winery revisits the art of wine-tasting, putting the emphasis on visitors. For the very first time, they can discover their own tastes and the wines that suit them best, thanks to an exclusive event: **the Wine Sign®**.

How does it work? During a session in which visitors taste six wines of very different styles, participants are invited to express what they feel using an electronic panel. The information is then analysed by an **exclusive computer programme** which determines the oenological profile of each visitor. For example, a visitor may turn out to be "Gourmet", "Trendy", "Refined" or "Adventurous". Each participant leaves the tasting room with **a personalised cellar book**, adapted to his or her wine sign and budget.

Based on the individual taste of participants – rather than the label or reputation of the bottle – the Wine Sign® is a good illustration of the ambition of La Winery: to become a **guide to help the public** make the right choice when they buy wines.



*The flagship event at La Winery*



## A highly popular event among visitors

A permanent feature at La Winery, this **unique concept** took three years to develop and fine-tune before being launched in 2007.

As well as its educational aspect, the Wine Sign® is a gourmet, convivial adventure which has already won over **20,000 visitors since it was created**. On the strength of this success, the flagship event at La Winery now offers several packages: *Discovery*, *Terroirs & Crus*, *Prestige*. For groups, the Wine Sign can also be experienced in private sessions.



Trendy



Eternal



Sensual



Refined



Strong



Gourmet



Adventurous



Rebellious

## THE FRUIT OF TWOFOLD EXPERTISE

The Wine Sign® adventure began well before La Winery opened. The result of a collaboration lasting several years between Philippe Raoux and Frédéric Brochet, this event also owes itself to the meeting between two worlds: wine trading and tasting. For four generations the family of Philippe Raoux has helped fashion the modern world of wine-trading, with the set-up of wine sales by correspondence in the early 20th century, the launch of the very first "bag in box" in the 1960s, and the opening of the first French Winery in 2007. Frédéric Brochet epitomises the world of wine-tasting. A biochemistry expert, he is one of France's leading specialists in sensory analysis and the author of the first thesis on wine tasting.

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# The only cellar-shop of its kind

## 1001 wines from around the world

La Winery is home to a truly unique shop in France. The philosophy of the store is simple: **offer each wine-lover the very best** – be they connoisseurs or beginners – and make sure they are given total satisfaction.

The 1,000 m<sup>2</sup> of shop space offers a selection of **1,001 wines** from the Bordeaux region, the rest of France, and the world. It is a cathedral of bottles stored in an air-conditioned atmosphere, with an extensive range including everything from €5 to €1,000.

Thanks to the special relationship it has forged with its many winegrowing partners, including estates, La Winery can offer wines made by young, passionate winemakers, future stars, old vintages and bottles you won't find in the traditional outlets.

Guided by a team of qualified sommeliers, visitors get perfectly **targeted advice** and can taste wines of all origins and all price ranges. The bottles you choose either in the shop or online ([www.winery.fr](http://www.winery.fr)) can be delivered directly to your home for buyers in mainland France, Europe, and many other countries around the world.

## The Wine Bar, a tasting temple

The opportunity to enjoy a whole host of sensations from around the world... This is the aim of the **tasting sessions** scheduled by the Wine Bar and proposed in three packages:

- wine discovery (3 wines)
- Bordeaux discovery (5 wines)

At its oak-wood bar or on the terrace, La Winery also offers a range of twenty or so **wines by the glass** (reds, rosés, whites and champagnes). Each tasting session can be extended to include food, with a variety of gourmet dishes.

Lastly, all year long La Winery has its schedule of one-off events, including dinners and **tasting sessions in the presence of winegrowers**. During these workshops visitors can explore all the variety of the very best winegrowing areas.

*The Shop and its Wine Bar*

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## ONLY THE VERY BEST

The 1,001 bottles to be found in the shop have all been tested by a tasting committee which meets on an almost daily basis to conduct the most draconian of selection processes. For these wine professionals, a prestigious label is no guarantee of a great wine. Their objective is to seek out the very best wines from each *terroir* at the fairest possible price.

All the selected wines in the shop come with their Wine Sign, making it easier and quicker for you to find the bottles that suit you best – in other words, the ones that you enjoy most when you taste them.



# Le WY, a “bistronomic” restaurant

## Seasonal produce

Faithful to the overall concept of La Winery, the Le WY restaurant welcomes visitors to its **naturally light and contemporary setting**. The chef, Nathan Cretney, offers **modern cuisine** made with seasonal produce and with a variety of influences.

The restaurant offers the Menu of the Day which is renewed daily. Depending on your appetite and your fancy, you are free to compose your own menu (dish & café gourmand, starter and main course or full menu). For those with more time on their hands or a bigger appetite, Le WY also has a €30 menu, while the à la carte selection changes with the seasons.

The restaurant also gives you the opportunity to **eat outside** in the sunny season. Overlooking the Médoc countryside, the terrace boasts designer furniture by the famous creator Philippe Starck. Looking out onto the lake and the works of art by Bernard Pagès and Jan Fabre, Le WY guarantees a pleasant moment of relaxation in a **peaceful environment**.



## Wines by the glass or at wine-merchant's prices

Le WY has a huge choice of **wines by the glass**, including some of the most prestigious bottles, for you to try new and sometimes surprising combinations with various dishes and thereby enrich your tasting experience.

In early 2009 La Winery also set up a truly innovative concept: each visitor can choose a wine in the shop and drink it at the restaurant. Le WY therefore offers **bottles at wine-merchant's prices**, without the mark-up or corkage fee usually demanded in restaurants! This new offer by Le WY thus gives customers access to one of France's finest wine cellars at a bargain price.

Lastly, four times a year the “Wine Dinner” invites you to discover **new food & wine combinations** concocted by the Chef and a guest winegrower, who presents his best three wines or vintages (appointment required).



Nathan Cretney



Light, contemporary atmosphere at Le WY

## INSPIRED MODERN COOKING

Born in Wales, Chef Nathan Cretney has worked since the age of fourteen in the restaurant trade. At first he worked as a waiter in various fine dining rooms and then he acquired some experience at Château Colbert in the Main in Loire. It is at this château where he opted to pursue his passion for cooking and travel. Mr. Cretney gained his international eclectic experiences in the following restaurants: Victor in Miami, Florida; at the Sofitel hotel in Salvador de Bahia, Brazil; as well as at L'Entracte in La Rochelle, France. It is no wonder that he enjoys to combine multiple savours to create pleasantly tasty dishes.

Nathan Cretney will offer at the WY restaurant seasonal cuisine based on freshness and on products worked "in-house".... even the bread will be made on premise. Without offending or excluding the fundamental essentials of French cuisine, Chef Cretney will propose modernly inspired dishes that will offer tremendous taste.

The "savoir-faire", or know-how of Chef Cretney has already credited the young WY restaurant to be referenced in many renown French restaurant guides, notably Hubert and Gault Millau.

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# Art and Wine in perfect harmony

## Arsac: creativity to the fore

When tradition and modernity come together, it is perfectly possible to be a wine estate owner / trader in Bordeaux as well as a contemporary art lover.

To see for yourself, simply visit Château d'Arsac, bought by Philippe Raoux in 1986 when it was in ruins. Today this wine estate standing on 112 hectares in the Margaux AOC is home to a collection of **works by the greatest artists** of our time (Niki de Saint-Phalle, Claude Viallat, Bernard Pagès, Jean-Pierre Raynaud, Bernar Venet, Mark Di Suvero...), propelling this winegrowing château into modernity and attracting the curiosity of the visitor. And when he created La Winery, where art and wine merge into one and the same culture, Philippe Raoux was merely going one step further in this philosophy.



Château d'Arsac and "Diagonal" by Bernar Venet.

## A strong cultural heritage

An Anglo-Saxon concept, La Winery is the first of its kind in France and clearly displays its attachment to cultural matters, among other things by acquiring **sculptural works**, with the inauguration in December 2006 of *The Sun Tree* by the Japanese artist Susumu Shingu.

*Man measuring clouds*, a bronze by Jan Fabre, enriched this collection in 2007, followed in 2008 by the set of *Caryatides* by Bernard Pagès, and the sculpture-installation *Chaos* specially created for La Winery by Thomas Ryse in 2009. Fans of Pop Art will love the Roy Lichtenstein silk-screen prints in the restaurant, photos of the Beatles by Richard Avedon in the tasting room, and the colourful bestiary (blue dogs, red penguin etc.) by William Sweetlove around the cloister.

"Man Measuring Clouds" a bronze by Jan Fabre

Concerts in the amphitheatre

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Winery Vineyards

## La Winery and its trails

You can visit this permanent “gallery” by taking the **audio-guided “Winery Art” trail**. With your earpiece attached, you can now share in the cultural adventure at La Winery and, at your own pace, discover the works of art displayed on the site.

For children there is a junior version called Winery’golote, offering a fun stroll around the works of art armed with a games and colouring book.

Then there is the **mini-safari in a 4x4**, called the “Winery Vineyards” trail, taking visitors to the nearby vineyard of Château d’Arsac. After several stop-offs amongst the vines to learn about the various stages in viticulture, the tour moves on to the works of art on display and the barrel cellar.

La Winery also offers an extensive schedule of cultural events with music, theatre, dance and other performances of all types. From January to December there are around 20 **shows** open to all types of audiences, private and professional, in the 100-seat amphitheatre or in the cloister for outdoor events.



## THE SUN TREE, La Winery’s flagship sculpture

Rather like a lookout station marking the entrance to a harbour, this 15-metre-tall work stands proudly over the drive leading to La Winery. It was created by the Japanese artist Susumu Shingu, whose kinetic sculptures are to be found in Asia, Italy and the USA. The artistic approach of Susumu Shingu consists in choreographing the way the world breathes, generated by the natural flows of wind, water and gravity. “The Sun Tree”, his second work in France after “Wings of the Earth” (at Château d’Arsac), is a tribute to the wind and the ocean, so omnipresent in the Médoc. Completed with the assistance of the Bordeaux-based T2I workshop, it is an integral part of the architectural concept of La Winery.

“The Sun Tree” by Susumu Shingu

“Chaos” by Thoma Ryse



# Practical Guide to La Winery

## Key figures

Investment: €20 million

Number of visitors: 55,000 in 2010

## Buildings

12,000 m<sup>2</sup> of buildings (including 6,000 m<sup>2</sup> of cellars) in a 26-hectare park

10,000 m<sup>2</sup> of stainless steel façades and roofs

7,000 m<sup>2</sup> of glass partition walls

Building work: 2 years

## Shop

Surface area: 1000 m<sup>2</sup> spread over 2 levels

40,000 bottles stored in an air-conditioned atmosphere

1001 wines (from €5 up to more than €1000)

Bordeaux wines: 40%

Other French wines: 50%

Foreign wines: 10%

## Restaurant

Surface area: 260 m<sup>2</sup>

70 seats inside, 50 on the terrac

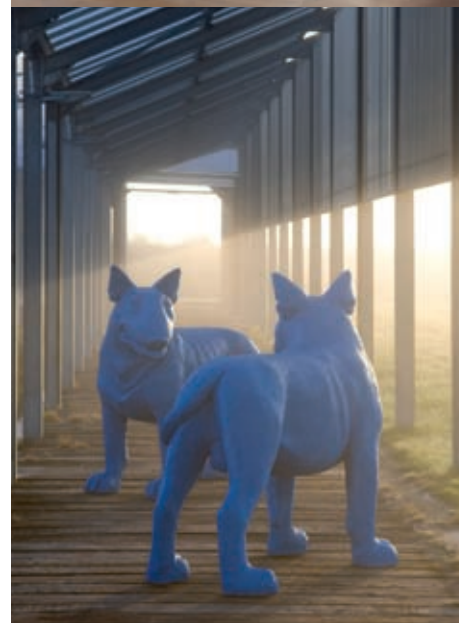
## Amphitheatre

100 seats

## Tasting room

50 seats

Possibility of converting the shop, restaurant or cellars into reception areas with total capacity of 400 people.





## How to get here

### Winery

Rond-Point des Vendangeurs

Départementale 1

33460 Arsac en Médoc

Informations: Tel.: +33 (0)5 56 390 490

Fax: +33 (0)5 56 390 495

### GPS coordinates:

Latitude 44,99861 - Longitude: - 0,74972 or

N 44° 59' 54 " - O 0°44' 58"

**Wine orders:** Tel.: +33 (0)5 56 390 490 - [www.winery.fr](http://www.winery.fr) - Deliveries possible in France and Belgium.

**Opening times:** 10 am to 7 pm every day except Monday. Closed on 25 December and 1st January.

**Access:** From Bordeaux: ring-road junction N° 8. Direction Le Taillan-Médoc then Castelnau-de-Médoc.

## Wine tasting and food

### - Wine bar

Salads and dishes: from €8

Wine by the glass: from €3

Themed tasting session with commentaries (3 or 5 wines): from €10

### - Le WY restaurant: Open every lunchtime except Monday, service until 3pm

Bookings: +33 (0)5 56 390 491

The Day's Menu €14.30 (main dish & café gourmand), €17 (starter plus main) and €21 (starter, main and dessert).

€30 menu. A la carte selection.

Wine Dinner: €59/pers. (once every 3 months, booking required).

## Events

### - The Wine Sign® (including tasting of 6 wines): €16

"Terroirs & Crus" version: €29 / "Prestige" version: €69

Sessions: 11 am, 3 pm and 5 pm in the summer season, 11 am and 3 pm from November to March.

### - Winery Vineyards trail:

Guided excursion in a 4x4 in the Médoc vineyards. After several stop-offs amongst the vines, visitors can discover Château d'Arsac (visit of the barrel cellar) before a tasting session.

Departure from La Winery at 10.30 am and 2.30 pm every day except Monday, from 15 June to 15 September

Price: €16 per adult and €8 per child (under 18)

### - Winery Art trail:

Audio-guided cultural trail around the permanent works of art at La Winery.

Free of charge.

### - Winery'golote:

A fun trail with a games booklet for children from 6 to 12 years.

Free of charge.

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[www.winery.fr](http://www.winery.fr)  
05 56 390 490

Near Bordeaux - D1 road, between Le Taillan and Castelnau-de-Médoc

D R I N K R E S P O N S I B L Y