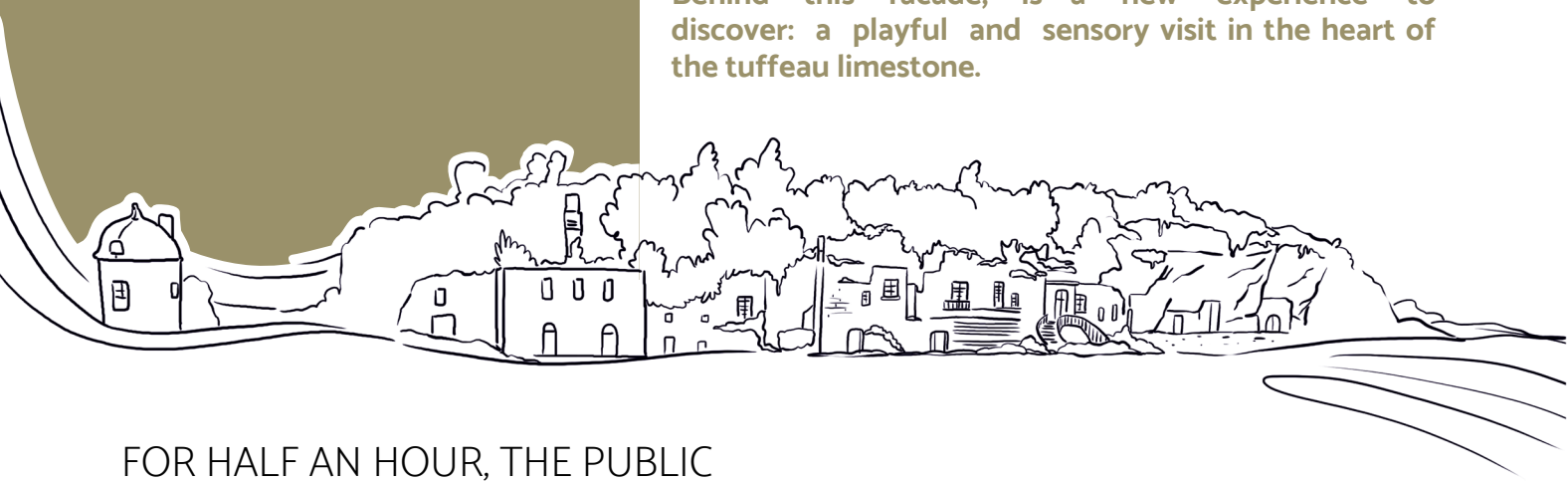


La Grande Vignolle

La Grande Vignolle in Turquant is a unique site, near Saumur, which combines architectural and wine-making heritage. This wonder nestled under the vines, on the hillside, overlooking the "Levéé" of the Loire, already welcomes many visitors. Behind this facade, is a new experience to discover: a playful and sensory visit in the heart of the tuffeau limestone.



FOR HALF AN HOUR, THE PUBLIC IS GUIDED BY THE SOUNDS, IMAGES ON THE ROCK AND SENSORY EFFECTS

THIS IMMERSIVE EXPERIENCE IN A TROGLODYTE CAVE IS A TECHNICAL CHALLENGE

The experience under the rock uses **audio visual effects** which are particularly surprising in a troglodyte context. It is the big and the little story of the place that are put on stage, for a wide family audience. The visit continues with the noble lodgings of great authenticity that offer a beautiful view on the "Levéé" of the Loire. The **new wine-tasting place** invites you to share, to exchange and offers children a play area that everyone enjoys the moment.

"There was a lack of an experience for the public that was both rich in historical information, playful and funny."

Christina Filliatreau

The complexity of this project lies in the location : **hosting of the public** in a troglodyte space is already complex, setting up a visual and sensory experience there is a challenge. A challenge which strongly motivated a team from Québec TKNL, chosen for their know-how, technique and ability to mark the minds of visitors. Their main concern was to make people forget the technology and for the visitors, to focus on the content and the emotion to be transmitted, on the quality of this experience. So they have designed and scripted **a tailor-made experience for la Grande Vignolle**, two years of close collaboration with Christina Filliatreau who carried the project, which is also subsidized by the Pays de la Loire Region.

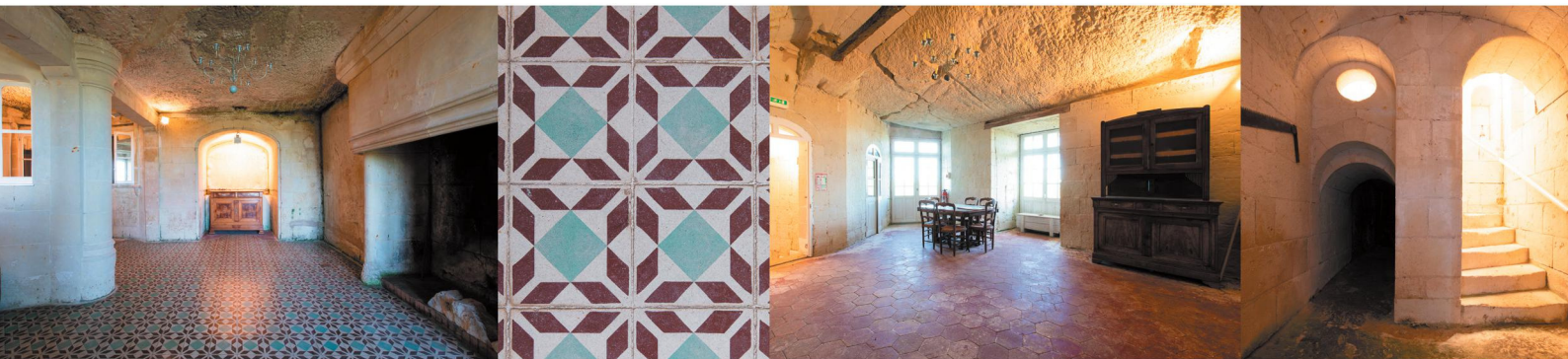


A treasure beneath the vines

An incredible discovery! When Paul Filliatreau bought this small estate of 6 hectares of vines in 1990, he was far from thinking that such a wonder could be hidden underneath ... Under the brambles and the vine roots, the historic site of the Grande Vignolle appears. On the hillside facing the Loire river levee, stand the 150 m long noble lodgings with its cellars and a dovecote.

WITH LA GRANDE VIGNOLLE,
A NEW CHAPTER HAS BEEN OPENED
IN THE ESTATE'S HISTORY

CHARMED BY THIS PLACE, THE
FAMILY LAUNCHES RESEARCH TO
RECONSTITUTE ITS HISTORY



The Filliatreau family then undertakes long restoration project to bring it back to life and open it to the public. The project is supported by the architects of France's historic monuments. **These noble lodgings** offer a striking contrast with the raw aspect of the caves and the rock itself. It is full of ingenuities that give it a beautiful architectural dimension. It has been designed lengthwise, with interconnecting pieces to create maximum brightness. The light is also channeled in the rooms and multiplied by using mirrors. The rough walls were covered with sculpted stones. Fireplaces were built to cook and heat this interior, where the temperature is constant and was comfortable for that time: from 12°C up to 14°C, thanks to the isolating properties of the tufa limestone.

Its first traces are from the 12th century, when caves and galleries served as a refuge, a period when the cliff overlooking La Grande Vignolle was used as a precipice for the wolf hunting. Then people began to extract the tuffeau limestone, to build castles and beautiful residences of the Loire Valley, digging galleries which became **troglydte dwellings**. The Lord of Vignolle offered the place as a dowry to his daughter at the end of the 15th century. The cellars were then sculpted and embellished to make it a home worthy of a castle.

LA GRANDE VIGNOLLE : THE SHOWCASE OF DOMAINE FILLIATREAU WINES

The Filliatreau family has decided to use this historical site to make it become **the place for the Domaine's wine tastings**. The Grande Vignolle team welcomes the public-tourists and loyal local customers, which have the opportunity to come and visit this ideal place to discover **the Saumur and Saumur Champigny appellations**.

It is possible to organize tailor-made visits and tastings (by reservation).

A **dovecote** registered in the inventory of historical monuments is part of this incredible troglodyte complex. Probably dating from the end of the 16th century, it was transformed into a **garden pavilion in the 18th century**. The renovation work was carried out in the 90s by specialized workers and the companions of duty. It is now possible to privatize it for an **unusual picnic**.

Ambassadors of the good



Paul Filliatreau turns his convictions into reality. He made the family production evolve towards quality, he was the driving force and ambassador of the Saumur and Saumur Champigny appellations. All of the Domaine's vineyards are now certified organic.

STEP BY STEP, ALL THE VINEYARDS OF THE ESTATE HAVE BEEN CONVERTED TO ORGANIC AGRICULTURE

COMMITTED TO THE MORE SUSTAINABLE VITICULTURE



Paul learned a lot from the years when the high yield reigned, from mechanization, phytosanitary products, chemical weeding ... He understood that it was necessary to quickly change the cultivation mode and became one of the pioneers of organic farming in this appellation area. It was with his daughter and his whole team that he took up the challenge of winegrowing to be more respectful of the earth and plants. The vines of Château Fouquet (15 hectares) were cultivated **organically from the beginning**. They were planted in 1987 and the first harvest, in 1990, was already organic.

The transition required a **lot of effort to change the work technique** (at first towards sustainable agriculture, and then to organic agriculture) and also to change the mentality, supported by professional trainings.

To no longer cultivate in the middle of phytosanitary treatments is a big satisfaction, but it means also dozens of hours of work more ... and **producing organic requires more vigilance, rigor and responsiveness**.

A requirement certified by the organic AB label : an approach that guarantees that there is no chemical treatment during all the production process, neither on the vines, nor during the vinification or aging.

Our team that works with the vines has learned to **observe the soil and the plants** and to be attentive. This has changed their perception and their relationship with nature, with their profession. They observed the return of numerous earthworms and the fauna that resettled on our plots.

THE TRANSMISSION OF KNOW-HOW

Paul and his daughter Christina are committed to making Domaine Filliatreau a welcoming place for **new generations - apprentices** in viticulture, winemaking but also in commerce and tourism.

Biodynamics



« With biodynamics, the earth is healing. »

Driven by this new relationship with nature, the team has embarked on a second transition, towards biodynamics. It's not a commercial choice, it's a way of living your relationship with the land : the final product is better and the way of production is more sustainable. This is not without a risk : "without a treatment at the right time, you can loose your harvest".

IF ORGANIC AGRICULTURE
IS DEMANDING,
BIODYNAMIC AGRICULTURE IS
UNCOMPROMISING

ORGANIC VITICULTURE AND
BIODYNAMICS ARE COMPLEMENTARY IN
RESPECTING THE EARTH, THE LAND, THE
GROWN PRODUCTS AND THE CONSUMER



Biodynamics is a principle that **respects plants** and is based on the **natural cycle** in connection with the **lunar cycles**. It is about implementing natural methods that strengthen the plant and allow it to fight against various aggressions.

Certain interventions must take place before sunrise, respecting a precise calendar linked to the lunar cycle. It is about spraying natural products in small quantities, mainly based on plants such as presle or horn-manure.

" It's a bit like homeopathy for humans! "

Alltogether with reducing the mechanization, to avoid damage on the roots of the vines.



The organic method guarantees the absence of synthetic products (pesticides, insecticides, weedkillers, etc.) during cultivation, and vinification without the addition of chemicals. The transition to organic agriculture is 3 years long.

The biodynamic method is complementary with the organic agriculture. It consists of using preparations made from horn-manure, silica and an infusion of plants mixed with energized water. This technique helps to energize the earth and plants, and to strengthen their natural defenses. The transition from organic agriculture to biodynamic requires an additional year of time.

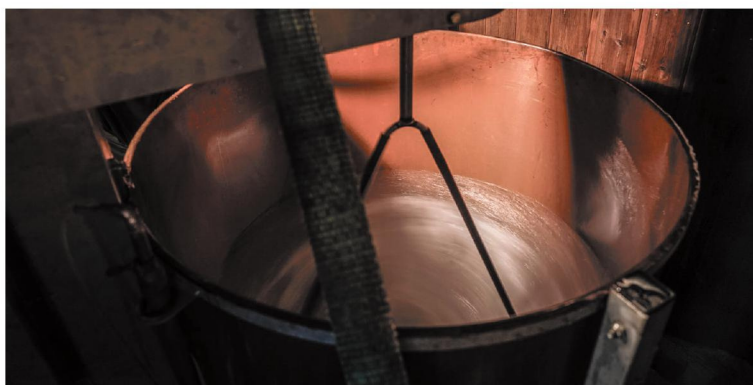
In practice



The main principles of organic farming

THE MAIN PRINCIPLE IS TO WORK THE SOIL, THROUGHOUT ALL THE CULTIVATION CYCLE

HOW BIODYNAMIC CULTURE COMES TO COMPLETE ORGANIC PRINCIPLES



Biodynamics will, like a basic treatment, strengthen the immunity of the plant. Preparations based on plants or natural materials are used. You have to know the type of plant, the plot, the type of soil and know how to observe the signals sent by nature. These preparations are to be applied according to the lunar calendar, at specific times of the day or night.

THE PREPARATIONS

The essential preparation is horn-manure : it provides the soil and the roots of plants with the microbial life necessary for their proper development. A silica-based composition (quartz powder) is also applied. These two combined treatments literally regenerate the life of the soil and the vine. Preparations are also made under the form of infusion - maceration in energized spring water with plants and minerals.

THE DYNAMIZATION

This action consists of creating a vortex in warm water and then vigorously inverting it (chaos) before creating a new vortex to allow the energetic properties of the added matter to pass through the water.

SPRAYING

These preparations are then sprayed on the vineyard plots, in a homeopathic quantity, in order to stimulate the natural defenses of the plant.

WHEN TO DO THE SPRAYING?

Biodynamics gives great importance to the rhythms of nature and the influence of the stars, particularly the lunar cycles. Spraying is done before sunrise and requires great rigor in monitoring the lunar calendar.

After the harvest, a **so-called "replenishment" stage**, allows the earthworms to settle and aerate the soil, this etape requires 2 people and 15 days of work. In the spring it's time for a **stage known as "décavillonnage"**, when we remove the grass from the ground near the vines, which is a source of humidity and prevents frost, it can take around 1 to 2 months.

During the summer we must avoid any regrowth of the grass, which would weaken the vine. However, the grass is very present and has its place in the plots, since every second row is grass, with inversion each year. But it's under control, it is not about letting it invade the vines but it's about letting the earth regenerate. A diligent maintenance is needed to maintain the right balance.

History



The Filliatreau spirit is, of course, family values, driven by Paul who took over the estate near Saumur in 1967. It is also curiosity, a desire to think outside the box and a passion for an appellation shared with his daughter Christina, the ideal person to take over the Domaine.



AN ESTATE

It was in 1967 that Maurice Filliatreau let his 8 hectares of wine exploitation in Chaintres to his son Paul. He was just 24 years old. We were far away from the vineyard landscape that the region offers today. After the war, the men and the horses needed to be fed, polyculture reigned. The family did everything possible to dissuade Paul from resuming this activity, it was not an honorable job ...

PAUL EMBARKS ON THE ADVENTURE

" When I arrived, white grapes predominated and the Saumur Champigny appellation, created just ten years earlier, was limited only to 300 hectares of red grapes. I was attracted by Cabernet Franc, a variety that is complicated to work with because the balance is delicate to achieve. But I liked this complexity! "

This self-taught earthling rolls up his sleeves, surrounds himself with precious friends and good advisors, innovates and continues to purchase land ... He has a very clear idea : only make red, and no longer rosé like his father.



LOCOMOTIVE AND AMBASSADOR OF A WHOLE APPELLATION

Through the strength of will, determination and his convictions, he produces increasingly finer wines, these light red wines with aromas of red fruits which will become the signature of Saumur Champigny, and in particular of Domaine Filliatreau. He brings with him the entire Saumur Champigny appellation and participates in the creation of the collective of producers.

He travels through France to promote these wines and their flavors, he becomes ambassador for the entire appellation, and Saumur Champigny thus finds itself prominently on the menus of Parisian brasseries.