



**BADET CLÉMENT**

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### BADET CLÉMENT GETS BACK TO ITS ROOTS

***BADET CLÉMENT has made its new ambitions in Burgundy concrete with the repurchase of the EDOUARD DELAUNAY brand from the House of BOISSET - La Famille des Grands Vins.***

Based in Nuits-Saint-Georges, the House of BADET CLÉMENT, created by Laurent Delaunay and his oenologist wife Catherine, figures among the region's principal wine merchants. It is unique in that its activity is divided between Burgundy, the Rhone Valley, Provence and the Languedoc.

The acquisition of the EDOUARD DELAUNAY brand will allow Laurent Delaunay, President of BADET CLÉMENT, to launch a new activity in the crafting of Burgundy wines that is supported by this historical patronymic brand.

Laurent Delaunay affirms: *"Our goal is to make EDOUARD DELAUNAY a first-rate Burgundian wine house that is focused on excellence and high-end wines principally from the Côte de Nuits and Côte de Beaune. To do so, we are going to refurbish the House's historic cellars and winery, which are located at Château de Charmont, in l'Etang-Vergy in the Hautes-Côtes, so that we will be able to vinify and age our wines with all of the necessary care and attention. We have entrusted this project to the architect Eric Rosaz of the firm "Plan de Vol". We began buying grapes from the 2017 vintage and will continue to do so for future vintages. We are also considering buying some vineyards in the coming years if we come across some good opportunities. My grandfather used to say that the House of DELAUNAY was "the smallest of the grand Houses". My ambition is to return it to its former glory, though I am fully aware that the standard is very high".*

### HISTORY OF THE HOUSE OF EDOUARD DELAUNAY

The House of EDOUARD DELAUNAY was created in 1893 by Edouard Delaunay, Laurent Delaunay's great-grandfather. The son of a wine merchant from Nantes, he established himself both in Dijon and Nuits-Saint-Georges when he bought the business of his father's Burgundy wine supplier. During the 20<sup>th</sup> century, the business grew both in France and abroad, dealing in some of the Côte de Nuits' greatest estate wines.

In the early 1990s, nearly one century after the creation of the House of EDOUARD DELAUNAY, the Delaunay family appealed to Jean-Claude Boisset to save the family business which was undergoing difficulties due to the illness of its director, Jean-Marie Delaunay, Laurent's father. And so, in 1992, it was sold to the House of BOISSET.

Today, Jean-Claude Boisset says: *"Our families were always close and I was very fond of Jean-Marie Delaunay. It is because of this friendship that, when Laurent asked me if I would sell the family brand back to him, I accepted straight away, considering that he would be the person who could restore it to the status it deserves".*