

Cave Henry de Vézelay becomes



Dear partners,

Since 1989, the cooperative winery « Henry de Vézelay » is a major player in the production and commercialization of wines from the Vézélien vineyard. In 2017, "Vézelay" becomes the 44th appellation village of Burgundy and represents 80% of our production, but we also vinify red wines, rosé and Melon de Bourgogne.

Since the attribution of the appellation village, the word "Vézelay" cannot appear any more on bottles of wines except those of the Vézelay appellation.

On 14th January 2019, after obtaining the appellation village « Vézelay » in 2017, the cooperative winery "Henry de Vézelay" becomes "Vignerons de la Colline Eternelle"

To write this new page of history, we needed a coherent and recognizable visual identity. This is how the new name "Vignerons de la Colline Eternelle" was born.

This one was created from values shared by the players of the winery – the word "Vignerons" (wine growers) referring to the human and solidarity side; "Colline Eternelle" (eternal hill) representing the attachment to Vézelay, historical place of our heritage.

"We wanted to inform people that behind this structure, there are men and women. The idea was to stay linked to our historic site, Vézelay, a UNESCO World Heritage Site. We paid tribute to Maurice Druon, who gave the name of "Colline Eternelle" to Vézelay," explains Stéphane PERRIER, President of the cooperative winery.

This new name is followed by a new logotype representing Vézelay's hill with its rows of vines, seen through a drop of wine.

Stéphane Perrier, President of the cooperative winery « Vignerons de la Colline Eternelle »

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