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PRESS RELEASE

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Domaines Loron
BEAUJOLAIS



**80 YEARS OF DOMAINES AUVIGUE
90 YEARS OF THE POUILLY-FUISSÉ APPELLATION
A SHARED HISTORY, CELEBRATING THE
GREAT TERROIRS OF THE MÂCONNAIS.**



Located in the former church of Fuissé, thoughtfully restored as both a winery and a welcoming visitor space, Domaines Auvigue embodies a vibrant vision of Burgundy's heritage.

This year marks a double milestone: the estate celebrates its 80th anniversary, alongside the 90th anniversary of the Pouilly-Fuissé appellation.

Established in 1936, the Pouilly-Fuissé appellation has, over the decades, become the benchmark of the Mâconnais. Its reputation is built on the uniqueness of its limestone soils, the diversity of its Climats, and the remarkable expression of Chardonnay.

Present in the heart of the appellation since 1946, Domaines Auvigue pioneered a parcel-by-parcel approach as early as the 1950s, helping to reveal the distinctive character of Pouilly-Fuissé's individual Climats. Today, this vision resonates more strongly than ever, bringing together heritage, innovation, and a lasting commitment to showcasing the exceptional wines of the Mâconnais.



EIGHT DECADES OF COMMITMENT TO THE TERROIRS OF THE MÂCONNAIS

Ten years after the creation of the appellation, Francis Auvigue founded Domaines Auvigue in 1946 with a clear ambition: to showcase the terroirs of Pouilly-Fuissé through wines of precision, elegance, and a profound sense of place.

In 1976, Domaines Auvigue joined Maison Jean Loron. This partnership strengthened the estate's production capabilities and supported its continued development while preserving its distinctive identity.

In 2018, the estate moved into the fully restored former church of Fuissé, now transformed into both a winery and a welcoming visitor space.

The year 2020 marked a major milestone for the appellation with the official recognition of 22 Premier Cru Climats, the culmination of many years of collective effort. Among them are several of Domaines Auvigue's most emblematic terroirs.

In 2021, the estate continued its growth with the addition of 22 hectares of Mâcon-Chardonnay vineyards, further strengthening its presence across the terroirs of southern Burgundy.

This ongoing pursuit of excellence was recognised in 2024, when Céline Hirsch, Cellar Master at Domaines Auvigue, received the Trophée des Jeunes Talents de Bourgogne for the Mâconnais.



18 June: Thierry Bellicaud, CEO, hosted customers, wine merchants, agents, and importers for a grand banquet in the winery, celebrating this double milestone. A vertical tasting of Pouilly-Fuissé led by Céline Hirsch and Fabrice Sommier, President of the French Sommeliers Association, was a highlight.

A FUTURE-FOCUSED APPROACH TO VITICULTURE AS A STARTING POINT.

Through this dual anniversary, Domaines Auvigue celebrates not only its heritage, but also a contemporary vision of Mâconnais wines: precision viticulture, attentive to the natural balance of each terroir and to the truest expression of the region's defining vineyard sites.

At Domaines Auvigue, the viticultural approach is driven by a commitment to strengthening vine resilience. Vineyard practices are tailored to each Mâconnais terroir in order to preserve soil vitality, achieve optimal ripeness and reveal the authentic character of every wine. This commitment is reflected in the ongoing development of organic viticulture, mechanical soil cultivation, the use of cover crops and hedgerow planting, together with regular organic matter inputs, vineyard renewal and the gradual installation of anti-hail nets to help safeguard production.

In the face of climate and environmental challenges, the objective is to maintain the ability to adapt under all circumstances. The ageing choices made by Céline Hirsch then enhance and reveal the unique identity of each terroir.

« La Frérie »

Origin of the name:

Likely derived from "Frère" or "Confrérie", referring to pastoral areas where festivities were held, known as "les Fréries".

Surface area: 0.71 ha

Commune: Solutré-Pouilly

Soils: Mottled clay brown soils, with little stone content and low limestone levels, on sloping, well-drained terrain.

Altitude: 280 to 310 m

Exposure: South to East-facing orientation

"Aux Chailloux"

Origin of the name: "Chailloux" comes from chailles, the local name for the flint stones found in this terroir and which compose it.

Surface area: 0.54 ha

Soils: Sloping residual brown clay soils with chailles (flint), non-limestone at the surface, slightly stony.

Altitude: 245 to 270 m

Exposure: South-facing orientation

Slope: 3 to 10%

« Clos de Solutré »

Origin of the name: A synthesis of two vineyard sites included in this Premier Cru: Le Clos and Solutré.

Surface area: 1.49 ha

Commune: Solutré-Pouilly

Soils: Limestone brown slope soils, very stony, deep and healthy.

Altitude: 290 to 330 m

Exposure: South / South-East / East-facing orientation

Slope: 15%

"Au Vignerais"

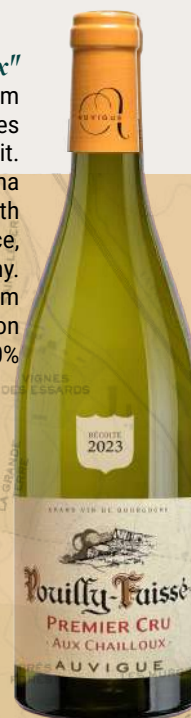
Origin of the name: This name attests to the long-standing presence of vines on this hillside.

Surface area: 2.23 ha

Commune: Solutré-Pouilly

Soils: Limestone brown soils, silty-clay-sandy in texture, with irregular depth, over limestone beds and marl.

Altitude: 260 to 340 m





A PIONEERING PLOT-BY-PLOT APPROACH

With five Premiers Crus among the 22 classified climats of Pouilly-Fuissé, Domaines Auvigue relies on a winery designed with a vertical architecture, reducing handling and enabling gentle winemaking, all in service of precision wines.

Here, every decision is guided by a single ambition: to preserve the identity of each terroir by highlighting freshness, tension, and pure fruit expression. As such, winemaking methods are adapted to the characteristics of each plot: the coolest terroirs are aged in stainless steel tanks to retain their vibrancy, while the sunniest plots may undergo partial ageing in oak barrels, always used subtlety and partially in new oak. Lees ageing is also adjusted according to the profile of each vintage.



“Auvigue is an ambassador of a lightly oaked style; the estate has always sought precise, finely crafted wines, where balance relies more on natural acidity.”

Céline Hirsch, winemaker

The Premiers Crus and old vines are harvested by hand, allowing for precise whole-cluster pressing. This approach gives purer, more structured and more complex juices. The other cuvees are also made with a rigorous selection of the juices in order to preserve the brightness of the fruit.

