



# BADET CLÉMENT

O P E N   W I N E D E D

Branded and estate wines  
from the Languedoc,  
the Rhone Valley  
Burgundy and  
Provence

VINS DE MARQUES, VINS DE DOMAINES  
*First Metropolis Corp Group*

# Summary

## Agenda

- Our history
- Our locations
- Our resources
- Les Jamelles
- Abbots & Delaunay
- Edouard Delaunay
- DVP – Domaines & Vins de Propriété



Jean-Marie & Jean DELAUNAY

# Our History



Heirs to 5 generations ...

- 1995 **Creation of Badet Clément by Catherine & Laurent Delaunay, two oenologists from Burgundian families representing 5 generations of winemakers and negociants.**
- 1995/2000 **Trained in the New World, Catherine & Laurent Delaunay decide to specialize from the start in Languedoc wines and launch “Les Jamelles”, which would go on to become the company’s flagship brand.**
- 2003 **Return to Burgundy with the acquisition of “DVP - Domaines & Vins de Propriété”, a company specialized in the distribution of wines from independent Burgundy estates.**
- 2005/2015 **Repurchase and relaunch of “Abbotts & Delaunay”, a boutique winery specialized in “haute couture” Languedoc wines, based in Marseillette, close to Carcassonne.**



Catherine & Laurent DELAUNAY  
Founders of BADET CLEMENT

# Our History

Exponential growth ...

- 2010 • Construction of the new **head office** located in **Nuits-Saint-Georges**, at the heart of **Burgundy**.
- 2015 • Construction of a **new winery** with a capacity of 50,000 hl in **Monze (Aude)** for the vinification and ageing of Languedoc wines.
- Acquisition of **Domaine de la Métairie d'Alon**, in **Limoux**, a 25-ha organically managed vineyard devoted to the production of high-end Pinot Noir and Chardonnay.
- Acquisition of **Domaine du Trésor**, close to **Narbonne**, a 60-ha vineyard destined to secure the supply of our IGP Pays d'Oc wines.
- 2017/2019 • **Repurchase and relaunch of the House of Edouard Delaunay** with an offer focused on high-end wines and excellence aimed at raising the firm to its former glory as one of the great Burgundian wine houses.



EN BOURGOGNE DEPUIS 1893



EDOUARD DELAUNAY

*Nuits-Saint-Georges*

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# Our locations : a multi-site organization

5 estates in 3 wine regions



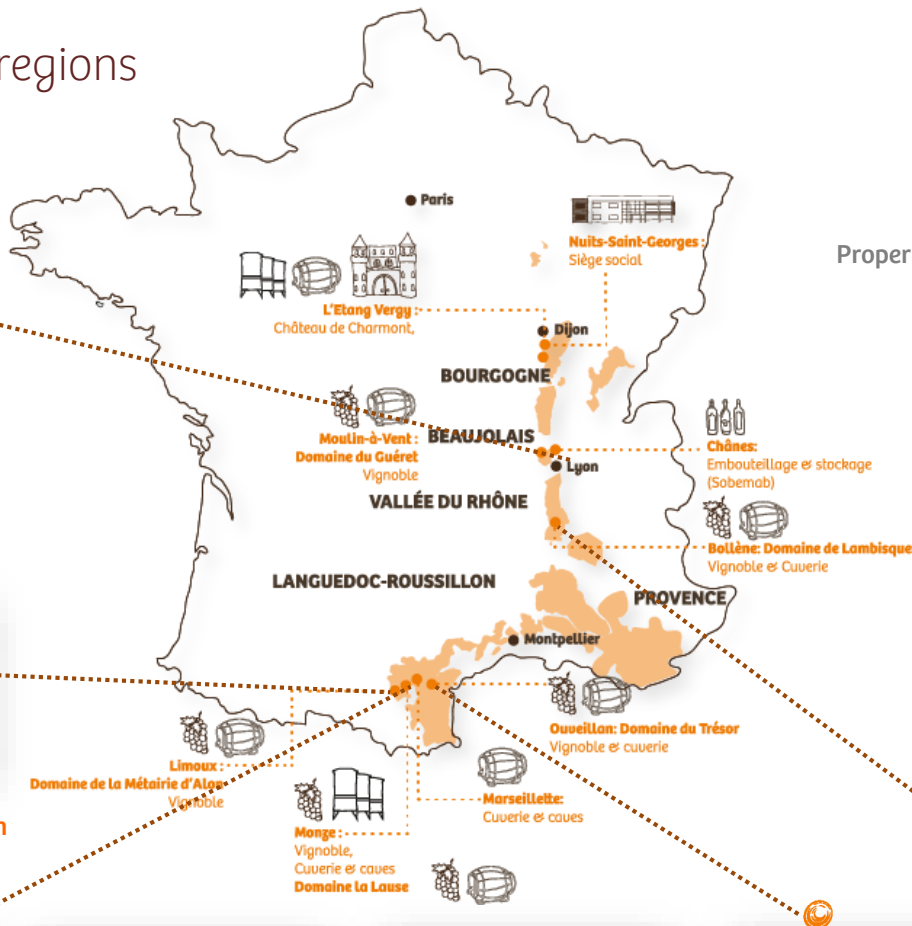
**Moulin-à-Vent:** vineyard  
**Domaine du Guéret**  
13 ha



**Limoux:** vineyard  
**Domaine de la Métairie d'Alon**  
25 ha



**Monge:** vineyard  
**Domaine La Lause**  
9 ha



**Château de Charmont, L'Etang Vergy :**  
Property & headquarter of the family's holding  
Cellar & winery Edouard Delaunay



**Nuits-Saint-Georges:** Headquarter



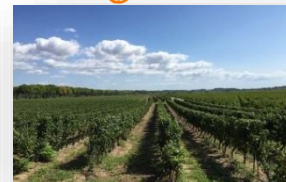
**Chânes:** Bottling & storage



**Monge:** winery & cellar



**Marseillette:** winery & cellar



**Ouveillan:** vineyard  
**Domaine du Trésor** 60 ha  
**Puichéric:** winery



**Bollène :** vineyard & winery  
**Domaine de Lambisque**  
26 ha



## Our resources

- 🍷 **A winemaking team** comprising 9 **winemakers-oenologists**, 2 agronomists, 3 viticulturists and 2 Q/A managers.
- 🍷 **3 wineries and cellars in Marseillette** (1 million L), **Monze** (5 million L + 800 barrels) and **Puichéric** (600,000 L) **in the heart of the Languedoc vineyards.**
- 🍷 **1 winery** and ageing cellar at **l'Etang Vergy (Côte d'Or)** for the Burgundy wines .
- 🍷 **5 estates managed**, totalling more than **154 ha** of qualitative vineyards.
- 🍷 **Bottling partnership** with **SOBEMAB in Chânes**, the **4th largest bottler in France:**
  - Capacity: 50 million bottles per year, ISO 9001/2000, IFS, BRC, HACCP, Ecocert, NOP certified.
  - Storage in SABE warehouse in Crèches-sur-Saône (12,000 m<sup>2</sup>).
- 🍷 **An experienced sales & marketing team** with extensive knowledge of wine markets.



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# Badet Clément's facts & figures

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- 62 people.
  - Annual production : 16 million bottles (1.3 million 9L cases)
  - Consolidated turnover : 53 M€
  - Export : 64% - France : 36%
  - 154 hectares of vineyards managed



Catherine DELAUNAY  
Founder and chief winemaker

## Les Jamelles

The flagship brand of Badet Clément

- Created in 1995, Les Jamelles offers a **unique collection of 34 varietal Pays d'Oc wines** that is renowned worldwide for its **outstanding price quality ratio and its timeless packaging**.
- A vision that has remained unchanged since the outset: Catherine Delaunay's philosophy is to produce **delectable, perfectly balanced and easy-drinking wines while being typical of their grape varieties**.
- Has become **the flagship brand of Badet Clément and a reference for the Languedoc's varietal wines** with annual sales of **6 million bottles**, a **steadily growing turnover** and distribution in more than **45 countries**.
- An **international brand** that benefits from **significant technical resources** (state-of-the-art winery in Monge-Corbières, extensive winemaking and blending expertise of Catherine Delaunay, surrounded by a team of 6 experienced oenologists and agronomists...) and **strong marketing support**.
- A brand that receives **regular praise in the press and awards at wine competitions** around the world: more than **400 medals won since 1995**.

## Les Jamelles



« Les Jamelles »  
winery and wine cellar  
in Monge (Corbières)



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# Les Jamelles

Brand's key factors of success in a nutshell

- Expressive, balanced, consistent and approachable **style, originally conceived to appeal to consumers**
- Over-delivering quality** guaranteed by Catherine Delaunay and **acclaimed by the international press and competitions.**
- Outstanding value for money**
- The **largest varietal wines collection** on the market
- Label with a timeless design** that is simultaneously **reassuring and distinctive**
- Brand name that sounds authentically French, easy to pronounce and remember**
- Mediterranean positioning** that is **very popular abroad**



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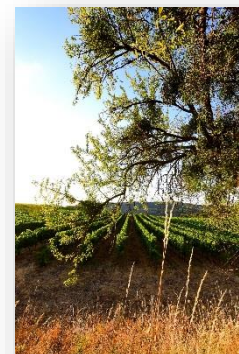
Laurent DELAUNAY  
Owner and Chief winemaker  
ABBOTTS & DELAUNAY

## Abbotts & Delaunay

Grand wines from the Languedoc



- **Abbotts & Delaunay**, based in Marseillette, near Carcassonne, is a boutique winery specialized in **high-end Languedoc wines**.
- Since it was **repurchased in 2005**, Laurent Delaunay has invested a constant effort in reinforcing the quality-oriented policy initiated by its founders:
  - ✓ Highly meticulous selection of the finest terroirs (small plots, old vines at higher altitudes, etc.)
  - ✓ Grapes at their peak of ripeness and optimal concentration
  - ✓ Long macerations to extract as much fruit as possible
  - ✓ Careful ageing, some of which is conducted in oak barrels
- Decked out with **distinctive, sophisticated packaging**, the Abbotts & Delaunay collection is **available in three ranges**, each with a personality characterized by balance, elegance and freshness:
  - ✓ “Fleurs & Fruits Sauvages” is a range of 8 Pays d’Oc varietal wines
  - ✓ “A Tire d’Aile” is a selection of delectable and elegant wines from the great classic Languedoc appellations.
  - ✓ “Nuages et Vents” wines are micro-cuvées crafted with grapes grown on old vines in high-altitude plots.



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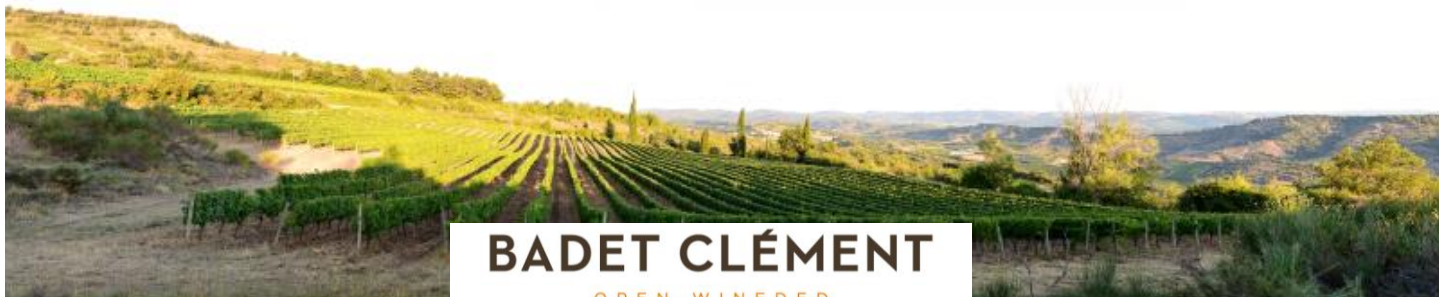
Laurent DELAUNAY  
Owner and Chief winemaker  
ABBOTTS & DELAUNAY

## Abbotts & Delaunay

Grand wines from the Languedoc



- In 2015, **Domaine de la Métairie d'Alon** joined **Abbotts & Delaunay**.
- Located south of Limoux, this estate is composed of **25 hectares of organically managed vines** that grow in an **exceptional terroir** (calcareous clay soils, high-altitude plots, the cool climate of the upper Aude valley) **ideal for the production of high-end Pinot Noir and Chardonnay**.
- The estate **provides a two-tiered offer**:
  - The first level, “Le Village”, which is composed of blended cuvées crafted from grapes from different plots
  - The second level, “Sélections Parcelaires”, is comparable to Grand Cru wines, and reflect the intrinsic character of each plot.
- **Laurent Delaunay's ambition is to raise the House among the great names in the Languedoc and to show that the region is capable of producing cuvées that can rival the world's finest Grand Crus.**







Laurent DELAUNAY  
Owner of  
Edouard DELAUNAY

## Edouard Delaunay

True artisans of Burgundy wine

- The **House of Edouard DELAUNAY** was founded in Nuits-Saint-Georges in 1893 by **Laurent Delaunay's** great grandfather.
- Throughout the 20th century, the House was renowned as being one of the **most important Burgundy Estates** thanks to the quality of its wines which were distributed worldwide to important French institutions (Elysée, Sénat) and were showcased at prestigious wine retailers (Nicolas..) and the major travel companies of the time.
- Due to its reputation, the greatest estates of the time entrusted it with the distribution of their prestigious wines, such as **Domaine de la Romanée Conti** and the **Ligier-Belair family (La Romanée)**.
- In the early 1990s, the House had to be sold and slowly fell into oblivion.
- Laurent Delaunay **bought back the family name at the end of 2017** so as to restore it among the greatest names of Burgundy by offering **exceptional wines in a luxury and traditional style**.



EDOUARD DELAUNAY  
*Nuits-Saint-Georges*



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Laurent DELAUNAY  
Owner of  
Edouard DELAUNAY

## Edouard Delaunay

True artisans of Burgundy wine



- The family's historic **winery and cellars** at the **Château de Charmont, in l'Etang-Vergy**, in the Hautes-Côtes de Nuits, were entirely refurbished and newly equipped in order to vinify and age wines with the greatest precision.
- From vintage 2017, the house of Edouard DELAUNAY offers a collection of some **thirty wines from the Côte de Nuits and the Côte de Beaune**, ranging from regional Appellations to **Grands Crus**. Precise, subtle wines that exemplify balance and discretion intended for the most demanding wine lovers around the world.
- The house wants to **offer more than just wines to enthusiasts**. Through different means and services (packaging, personalized reception, bespoke service, wine club), the House of Edouard DELAUNAY strives to be in direct contact with the consumers and **guide them through their discovery of Burgundy wines**.







# DVP – Domaines & Vins de Propriété

A high-value complete service



Dominique PATIENT  
DVP Managing Director

- Created in 1989 and acquired by Badet Clément in 2003, DVP is recognized today as one of the **leading specialists in the marketing of estate wines**, that are crafted, aged and estate bottled by the grower.
- DVP covers **all distribution channels**:
  - France & Export,
  - Supermarkets, wholesalers, HORECA, wine merchants, Cash & Carry, e-commerce, etc...
- DVP offers a unique selection of over **250 estates** from **5 of France's major wine regions**:
  - Burgundy, Beaujolais, Rhône Valley, Languedoc-Roussillon & Provence
- DVP provides a full range of wines among them **"prestigious names", "solid value wines", "good value for the money wines"**, certified **HEV** (High Environmental Value), **organic**, and **biodynamic** wines. These are quality wines, which are regularly recognized in **guides** and **trade press**.
- DVP provides producers and customers with a quality, **all-inclusive service offer** in order to support their business activity, on a commercial, administrative, financial and logistical level.





# BADET CLÉMENT

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