

JOSEPH DROUHIN INVESTS IN BEAUJOLAIS CRUS ALONGSIDE THE HOSPICES DE BELLEVILLE



The Hospices de Belleville is associating with the Maison Joseph Drouhin to reinforce their commitment to quality and to develop the notoriety of their Domaines in France and throughout the world.

According to Frédéric Drouhin, President of the executive board of Maison Joseph Drouhin: « We have always been attracted to this exceptional terroir of the Crus of Beaujolais, and this partnership gives us access to vines of prestige and high quality. We are convinced that the wines from the Hospices de Belleville will find a privileged place with all of our customers, and this superb first harvest in 2014 only reinforces our enthusiasm. »

For Madame Bernadette Lafond, Director of the Hospices de Belleville: « We have concluded a long-term partnership concerning the operation of the whole of the Domaine. Benefitting from diverse charitable donations, the viticultural heritage of the Hospices de Belleville has developed over the centuries, amounting to 14 hectares in Fleurie, Brouilly and Morgon. It is not only a fabulous opportunity to assure the financial sustainability of our heritage, but also a chance to showcase the Hospices throughout the world! »



The Hospices de Belleville

Opened in 1773 to take care of the poor and the sick, the Hôtel-Dieu of Belleville benefitted right from its construction from charitable donations from generous benefactors hoping for the salvation of their souls. Today, the hospital has retained ownership of the vineyards (14 ha in Fleurie, Brouilly, Morgon) producing wines which were also considered by the apothecary Sisters as an excipient; a kind of "medicine". As of the 2014 vintage, the Hospices have entrusted Maison Joseph Drouhin with the production and the marketing of their wines under their name "Hospice of Belleville."



The Maison Joseph Drouhin

In 1880 Joseph Drouhin founded, in Beaune, the winery which still bears his name. The passion has continued with each generation of the family enriching its 'savoir-faire'. Today, it is the 4th generation of the family who are at the helm of the house; combining tradition with new ideas. The Domaine Joseph Drouhin (78ha) covers the whole of the Burgundy wine region: Chablis, Côte de Nuits, Côte de Beaune and Côte Châlonnaise. Through deep conviction, Joseph Drouhin has adopted organic and biodynamic practices. With a rare exigency, the house searches for each wine, the faithful expression of terroir and vintage. With an open-minded world view, Joseph Drouhin introduces the best of Burgundy to all continents. Its active presence in many countries demonstrates its desire to embrace other cultures and other lifestyles.