

**APPLICATION BY
THE BUREAU NATIONAL INTERPROFESSIONNEL DU COGNAC
FOR THE
REGISTRATION OF THE COGNAC CONTROLLED APPELLATION OF ORIGIN IN NEW
ZEALAND**

- 1 This application sets out the application by the Bureau National Interprofessionnel Du Cognac (**BNIC**) to register as a geographical indication, the French controlled appellation of origin 'Cognac' originating from the Cognac region of the French Republic (**the Cognac AOC**). It addresses the following relevant points:
- History and background of the French laws relating to appellations of origin and controlled appellations of origin (**AOCs**);
 - Geographical features in the Cognac area;
 - Soil composition and climate in the Cognac area;
 - Methods of producing the Cognac spirit;
 - Quality of Cognac; and
 - Reputation of Cognac.
- 2 Attached at **Annexure 1** is a booklet produced by the BNIC which provides a summary of some of these points.
- 3 This application describes, in part, how controlled appellations of origin (like Cognac) are forms of geographical indications.

HISTORY AND BACKGROUND

- 4 The modern definition of an appellation of origin under French law is set out in the law of the Republic of France of 6 July 1966. It is translated as follows:
- An appellation of origin is the name of a country, a region or a locality which is used to designate a product which originates there and the qualities or characteristics of which are derived from its geographical environment, including both natural and human factors.*
- 5 This definition was derived from the international convention known as the Lisbon Agreement of 1958, though it merely expresses what had been long accepted and understood in France.
- 6 Accordingly, an appellation of origin is the name of a place which is used to designate a product originating from that place. However, an appellation of origin is not merely an indication of source.
- 7 A mere indication of source simply identifies the place where a product is obtained or produced. It can thus refer to wholly natural, unprocessed products, such as Carrara marble.

- 8 In contrast, an appellation of origin incorporates the notion of the further effects wrought upon a product by natural factors specific to the locality (such as micro-climate, soil formation and so on) and also by specific human factors (such as maximum and minimum production levels and so on). The concept of an appellation of origin thus incorporates the interaction between these natural and human factors, particular to the locality, which produce the distinctive quality or character of the product.
- 9 In contrast to other intellectual property rights, appellations of origin are not intellectual creations, but are the fruit of the intimate link which unites a group of people to the region which supports them. In this manner, appellations of origin are indefeasible and inalienable, in contrast to trade marks which live and die as their proprietor pleases.
- 10 Thus, AOCs form part of France's national heritage. They are recognised by French public law and are placed under the control of the State, which confers on them benefits and delegates their use to a group of private persons (the producers). In this manner, AOCs are public assets for private use.

History and development of appellations of origin and AOC laws

- 11 In order to properly understand the modern concept of an AOC, it is necessary to examine the history of the concept in some detail. Both indications of source and appellations of origin have existed and been used commercially since antiquity. For example, over the course of many centuries, geographical designations for wines and spirits were used as a proof of origin and often represented a badge of particular characteristics and quality.
- 12 This was because, over a long period (extending from Roman times in some cases), experience had proved that particular regions of France were very suitable for the production of particular wines and spirits. Particular techniques of viticulture, harvesting and vinification, adapted to the soil and climate and the particular grape varieties, had been established by custom and adhered to in the particular districts over a long period in the production of wines and spirits bearing the name of the particular locality or region. These long standing customs had become relatively fixed and defined and were applied more or less universally in the particular locality. In French, these customs are referred to as "les usages locaux, loyaux et constants", which translates roughly as "local, faithfully observed and constant customs". The word "loyaux" in this context is very difficult to translate into English or indeed any other language.
- 13 In this way, locality names came to signify not only wines and spirits originating from those places, but wines and spirits which had characteristics or qualities particular to those places. Adherence to the customary methods of making wines and spirits over extended periods of time in these localities ensured that the wines and spirits from those

localities gained and maintained a valuable reputation for their unique characteristics or qualities.

- 14 The concept of the appellations of origin was developed in the 19th century, following the development of the reputation of a variety of wines and spirits. By the end of the 19th century, many products bearing their customary appellations of origin had acquired very valuable reputations. They were more highly priced than anonymous, comparable products. Consequently, they attracted falsely marked fraudulent imitations that had not been made by the customary methods, did not have the same distinctive characteristics and generally were not even produced in the region whose name they bore.
- 15 In order to combat this trend, laws of general application aimed at suppressing commercial fraud in France were enacted in the 19th century and some prosecutions took place under these laws in respect of the false use of appellations of origin.
- 16 There was not, however, a sustained or organised attempt to protect appellations of origin until the Phylloxera disaster struck in France in the 1870's and 1880's. In that period the vineyards of France were severely destroyed by a pest known as "Phylloxera", a North American aphid which lives on wild vines. The destruction of the vineyards resulted in a drastic reduction in wine and spirit production and a large excess of demand over supply in France. This in turn sent wine and spirit prices up.
- 17 This situation resulted in an outbreak of unscrupulous producers applying false appellations of origin to wines and spirits. Such fraudulent practices flourished on a wide scale for a number of years towards the end of the 19th and the beginning of the 20th centuries.
- 18 The French Government responded to these problems in 1905, enacting a general trade descriptions law, known as the Law of 1st August 1905 (**the 1905 Law**).
- 19 The 1905 Law was intended to prevent fraud in general, and the adulteration of all types of food, and provided (in section 1), among other things, for the punishment of "*anyone who shall have deceived or attempted to deceive the other contracting party: either as to the nature, the substantial qualities, the composition or the useful principal content of any goods; or with regard to their kind or their origin whenever, by convention or usage, the designation of the kind or the origin, falsely attributed to the goods, must be considered as a principal reason for the sale*". The 1905 Law was codified into the Consumer Code by the Law of 26 July 1993.
- 20 To give effect to such a law, insofar as it related to origin, it was necessary to describe with precision the geographical areas within which a product bearing an appellation of origin could be produced. This was provided for by Article 1 of a Law of 5 August 1908 (**the "1908 Law"**) which extended the regulation making powers in Article 11 of the 1905

Law to the making of regulations, among other things, for the determination of regions entitled to use particular appellations of origin for products. Article 1 also provided that such determinations should be made on the basis of “les usages locaux et constants”.

21 A number of Boundary Commissions were set up for a number of wine and spirit appellations of origin and did delimit the areas for those appellations (including Cognac, Champagne, Bordeaux and Armagnac). However, these Boundary Commissions were a failure in that their determinations produced widespread dissatisfaction and opposition. There were a large number of wine producers, especially in Champagne, who believed that the areas defined by the Boundary Commissions did not accurately take into account those areas that had traditionally produced wines bearing the relevant appellations of origin. Violent riots occurred in the Champagne district in 1911 and various other protests took place in other areas such as Bordeaux against the determinations of the Boundary Commissions.

22 Further, there was opposition to and dissatisfaction with the 1905 Law itself because it only took into account the geographical area and not the true concept of an appellation of origin. It did not distinguish between the lands fit for production of the particular product and those not fit for it, and did not confine the use of the appellation to the customary defined grape varieties (in the case of wine and spirits) and methods of production and to some extent reduced the concept of an appellation of origin to a simple indication of provenance. Accordingly, the French Government was put under pressure over the next few years to revise the laws applicable to appellations of origin.

23 As a consequence, the Law of 6 May 1919 (the **1919 Law**) was made. This law established an appellation of origin as a collective right, and gave a right of civil action to persons adversely affected by the misuse of an appellation of origin. The first paragraph of Article 1 of this law translates as follows:

Any person who claims that an appellation of origin is used to his prejudice, directly or indirectly, and contrary to his rights to a product, natural or manufactured, and contrary to the origin of the product or the local, faithfully observed and constant customs, may bring an action before the courts in order to have the usage of the appellation prohibited.

24 The 1919 Law also, for the first time, gave legal recognition to unions or associations of producers for the protection of particular appellations and gave such unions and associations a right to bring court proceedings to protect the appellation concerned (see Articles 1 and 4). Furthermore, the 1919 Law provided that appellations of origin can never legally be used except in relation to the particular product specifically entitled to use the particular appellation of origin.

25 The 1919 Law, however, proved inadequate for a number of reasons. One was the inconsistencies between decisions by different judges spread over the years. Another

was the piece-meal nature of the decisions made under the 1919 Law. Although the 1919 Law gave decisions of a Judge under the 1919 Law a legal effect that was not limited to the parties to the case before the Court but affected all producers in the commune concerned (Article 7), the operation of the law was always linked to particular litigation between parties and developed only case by case, limited by the matters that parties saw fit to bring before the court. The problem of deciding when the use of an appellation was contrary to the origin (which involved a decision on delimitation of the area) or contrary to the local customs was a difficult task of a technical nature which the judges were not qualified or suited to carrying out. Also, the 1919 Law was never implemented in respect of a large number of appellations.

26 This situation led to the enactment of a further Law of 22 July 1927 (the **1927 Law**) which amended and strengthened the 1919 Law. Article 3 of the 1927 Law added to the 1919 Law, to the effect that no wine or spirit should be entitled to a regional or local appellation of origin unless:

- (a) it was made from specific grape varieties and in areas of production established by the local faithfully observed and constant customs; and
- (b) the area of production was one suitable for production of the wine or spirit of the appellation concerned.

27 Thus, the law for the first time attempted to deal with some of the problems mentioned above and introduced a link between origin and quality by requiring the areas of production to be suitable and by the limiting to grape varieties by long established custom.

28 The 1927 Law did not, however, solve all of the existing problems. While many judges did take into account the suitability of land for production and the customary grape varieties used in the area in defining the conditions for particular appellations of origin, they did not, with the exception of a few cases, take into account or impose any restrictions based on the customary methods of production or other customary specifications which had traditionally ensured the quality and distinctive characteristics of the relevant appellation of origin product. Again, this was too large and technical a task for which the judges were unsuited.

29 Further, the implementation of the 1927 Law was haphazard, depending on what cases were brought and what issues were raised before the courts. This approach facilitated a large increase in the number of appellations of origin in use and greatly increased production of existing appellation of origin wines and spirits. The quality and the reputation of the appellation of origin wines and spirits were threatened again. There was considerable pressure from producers on the Government to remedy the situation.

30 This task was taken up by Joseph Capus, who had been a Minister for Agriculture when he was a member of the Chamber of Deputies of the French Parliament. As a Deputy he had promoted the 1927 Law. He became a Senator in the French Parliament in 1930 and again took up the task of reforming the appellation of origin laws.

31 On 12 March 1935, when he presented to the French Senate his Bill for what was subsequently to become the Law of 30 July 1935 (the **1935 Law**), Senator Capus read the explanatory memorandum of the Bill. An extract of the explanatory memorandum reads (in translation) as follows:

The problem that confronts us is double sided:

- 1 *How to allow consumers to easily differentiate between the names that refer to quality wines from those that are only of ordinary wines.*
- 2 *How to formulate a production discipline, an inspection and quality control, for the wines whose names, until lately, were applicable only to those with choice quality.*

For this purpose we must require from those with true quality names, to fulfil certain production conditions, not only relating to the plant varieties and their production areas, but also pertaining to a limitation of production per hectare, and a minimum level of conditions, varying according to their names.

This method concerns the differentiation of names of origin applicable to wines whose quality is controlled, against those of the ordinary ones.

We cannot prevent growers from giving their wines, whatever they are, a name based on their origin. But we can make known to consumers that certain names refer to selected quality wines. These names will be called: "appellations contrôlées". This qualification will be applied to them at current prices and will be cited in the labels. It is for this sole purpose that a selection of names will be instituted.

Creation of the AOC legal system and the INAO

32 Senator Capus' proposal was given effect to by Part III of the 1935 Law. The 1935 Law set up the modern system of controlled appellations of origin and created a statutory body called *Comité National Des Appellations d'Origine de Vins et Eaux-de-vie (CNAO)* that is, in translation, the "National Committee for Appellations of Origin of Wines and Spirits". The 1935 Law also allocated administrative powers and controls to create and enforce the new system. The remainder of that Law does not deal with the control of appellations of origin.

33 The central provisions of the 1935 Law are Articles 20 and 21. Article 20 created the new public statutory authority, the CNAO, and also granted it *personnalité civile* (legal personality). This means that, under French law, the CNAO had all the rights and liabilities of civil life and is a legal entity separate from its members and has the power to sue and do any other legal act in its own name.

34 Since 1935, the CNAO has undergone three name changes. In 1947, its name was changed to the *Institut National des Appellations d'Origine des Vins et Eaux-de-vie*, which translates as “National Institute for Appellations of Origin of Wines and Spirits”, by Article 5 of a Decree of 16 July 1947. Then in 1990, its name was shortened to its current title, the *Institut National des Appellations d'Origine (INAO)* by Article 1 of the Law No. 90-558 of 2 July 1990 which introduced a new article 7-7 in the law of 6 May 1919. Then in 2006, by Ordonnance Number 2006-1547 of 7 December 2006, the *Institut National des Appellations d'Origine* changed its name to the *Institut National de l'Origine et de la Qualité* although it is still officially known as the **INAO**.

35 The 1935 Law gives relatively wide regulatory powers to the INAO. Article 21 of that Law created the category of *appellations d'origine contrôlées* and provides that the INAO may determine which appellations of origin are to be controlled appellations of origin. Article 21 reads in part (in translation):

A category of appellations of origin called “controlled” is hereby established. After consultation with the Unions concerned, the National Committee shall determine the conditions of production to be satisfied by the wines or spirits in respect of each of these controlled appellations. These conditions shall relate to the production area, vine varieties, yield per hectare, minimum alcoholic degree of the wine, which must result from natural vinifications without enrichment, to methods of cultivation and vinification or distillation. The committee shall have the right to add to, but not revise, those requirements relating to grape varieties planted or to the methods of obtaining the product which have been the subject of a legal decision handed down in application of the Law of 22nd July 1927 and having the force of law; nor to revise the limitation of geographical boundaries which results or which may result from application of the Law of 6th May 1919. It shall determine within the regions so defined the area of production which shall give the right to use the appellation. Only those wines complying with the conditions laid down for their production in each of these controlled appellations may be sold under the name of the controlled appellation.

36 By virtue of the last paragraph of Article 21, decisions of the INAO under Article 21 are to be given the force of law by Decrees or Orders.

37 The 1935 Law was not in substitution for the 1919 Law but rather effectively put in place a specific system for the recognition of controlled appellations of origin for wines and spirits. The 1935 Law did not exclude recourse to the 1919 Law for the same products. Thus, based on the 1919 Law, a certain number of names were recognised as “simple” appellations of origin (as opposed to controlled appellations of origin).

38 By the Law of 16 November 1984 (the **1984 Law**), the second paragraph of Article 21 cited above was amended to read (in translation) as follows:

After consultation with the defence syndicates concerned, the Institut National des Appellations d'Origine shall define the production area giving right to an appellation and determine the production conditions which must be satisfied by the wines and spirits of each of the controlled appellations of origin. These

conditions relate, in particular, to the production area, vine varieties, yields, minimum natural alcoholic strength by volume of the wine, and methods of cultivation and vinification or distillation.

- 39 Accordingly, by the 1984 Law, the INAO was given the complete power to determine areas for the production of AOC wines and spirits.
- 40 Pursuant to Article 23 of the 1935 Law, the INAO has statutory powers to defend AOCs in France and abroad.
- 41 The INAO also has statutory power to enforce compliance in France with the AOC Laws, including specific determinations and laws for particular AOCs. These powers are conferred by the second and third paragraphs of Article 23 of the 1935 Law.
- 42 The 1935 Law (Chapter III) described above and several Articles of the 1919 Law are still in force though they have each been amended from time to time. The majority of the 1905 Law and the 1919 Law have been repealed and been codified by the French Consumer Code.
- 43 Since its creation by the 1935 Law, the INAO (and its predecessors) has established and regulated a system of AOCs by which a product, to be entitled to use an AOC, must not only originate from the defined area, but must be made in accordance with all of the standards imposed by law.
- 44 As soon as the INAO was founded in 1935, it took on the work of defining the first AOCs. By 31 December 1936, 70 AOCs had been recognised and defined by determinations of the INAO. At the date of this Application, there were more than 500 AOCs, all of which come under the control of the INAO.
- 45 An idea of the complexity and detail of the work required to determine the conditions which govern the use of AOCs and of the detail of the AOC laws in general, can be obtained from the summary given in pages 67 to 101 of the publication *L'Appellation d'Origine Contrôlée Wines and Spirits* compiled and published by the INAO in 1985 on the occasion of its 50th anniversary. A translation into English of that publication was also published by the INAO. A true copy of pages 66 to 101 of the English translation of that publication is attached hereto and marked **Annexure 2**.
- 46 There is a more general but fundamental aspect of the AOC legal regime that is very important to understand. The whole regime is a cooperative one between the INAO, producers and merchants and their associations or unions and the interprofessions (which are explained below). The operation and success of the system depends upon the collective will of producers to produce and promote only quality products retaining always the distinctive and unique characteristics imparted by following the long standing constant practices now enshrined in the AOC laws.

47 The definition of the required conditions of production, to achieve these results, does not only depend on the long standing customs and the laws governing their effect, but on the will of the vast majority of the producers of each appellation to participate in the development of the definition of the conditions for eligibility of each AOC, in adhering to the conditions, and in desiring to prevent fraudulent conduct that would threaten the quality and reputation of the relevant products. It is this collective cooperation which is essential to the maintenance and protection of the originality, authenticity and distinctive qualities of AOC products. Behind this lies a faith in the enduring quality and reputation of the appellation of origin products built up over centuries so that the primary aim is not to follow consumer tastes or passing fashions but rather to convince customers of the enduring qualities of a specific unique product.

The development of the AOC laws in respect of individual AOCs

48 In the case of most of the AOCs now controlled under the AOC laws, by the end of the 19th century, and in many cases long before that, products marked with a particular geographical appellation were, by long standing custom, only made in accordance with local and customary production methods.

49 Accordingly, the AOC laws (including the specific laws governing each AOC) were codified, a process which involved refining and giving legal force to local and customary production methods. A procedure was also put in place for controlling the use of each AOC in accordance with “les usages locaux, loyaux et constants”.

50 It follows from what is described above that the AOC laws that govern each AOC did not create the appellation or impose the conditions and methods, which produce the distinctive characteristics or qualities of the relevant AOC product. Equally, the AOC laws did not create the reputation of the products bearing AOCs. Indeed, before a particular product can be granted an AOC, it must already have a long established reputation for maintaining its distinctive characteristics or qualities (its “typicité”) derived from long established adherence to the customary conditions and methods which produce those characteristics or qualities. The customary methods must have become, by long usage, relatively fixed, defined and universally used in the locality.

51 Besides codifying and giving legal force to the combination of natural and human factors that impart to each AOC product its particular or unique characteristics or qualities, the AOC laws, prescribe additional refinements on traditional methods designed to reinforce the distinctive qualities and characteristics of the relevant AOC product.

52 It is important to note in the context of this particular application, that the Cognac AOC is not like a certificate of quality. Rather, the Cognac AOC is used to represent to consumers that a product bearing the Cognac AOC comes from a defined region of

France and was produced in accordance with the local and customary production method now codified in the various Decrees of the Republic of France relating to the production of products bearing the Cognac AOC (see below).

- 53 Under French law, AOCs are protected as a matter of principle. Moreover, French law does not only protect French AOCs but also offers protection to foreign geographical indications. By way of example, the highest French court (the Cour de Cassation) in 1954 gave two judgments against French traders for selling French wines under the name Malaga. In the same year, the same French Court gave a judgment against a French trader for selling a French wine under the name of Xeres, the French word for sherry. The INAO was a civil party to the 1954 cases in order to ensure the protection of Spanish appellations of origin and to prevent their misuse by French persons.

Importance of the AOC laws and compliance with them

- 54 The reason and justification for the whole system of definition of the conditions for use of AOCs, and of the controls and enforcement actions taken to ensure compliance, which is described above, is to protect and maintain the valuable reputation of the AOCs, which is the result of many generations of work. The reputation is protected by doing all that is possible to ensure compliance with the requirements and standards fixed by law and thereby to ensure and maintain the quality of the wines, spirits and foods concerned and the unique or distinctive features of each AOC which has earned the reputation.
- 55 The AOC system guarantees, as far as humanly possible, that a product bearing an AOC comes from a particular defined region and complies with the requirements and specifications laid down for the particular AOC based on long experience and constant custom. This in turn will guarantee that these products will always have a constant basic set of characteristics which are distinctive of that product.
- 56 Accordingly, the protection of AOCs constitutes the legitimate safeguard of the rights acquired by generations of producers from a region who have imposed upon themselves a number of rules and disciplines in order to put an original and unique product into the market place. In addition, this protection constitutes a safeguard for consumers against deceptive conduct or confusion as an appellation of origin informs consumers of the geographic origin of the product as well as its distinctive qualities.
- 57 This is not to say that the products of the same appellation will be identical from year to year, nor that products of the same appellation in the same year will be identical as between all producers. Within the limits allowed by the laws, each producer may impose its own particular “personality” on or individual nuances to its product.
- 58 What is sought for, and will be achieved by faithful adherence to the essential requirements for the particular AOC, is not identity but the presence of a basic

constant essence which is the sum of the unique characteristics or qualities of the particular AOC product. This not only protects the producers and merchants by maintaining and promoting the reputation of the AOC products but protects the public against fraud and deception. It ensures that consumers get what they expect and what they pay for.

- 59 The importance of protecting AOCs against misuse or imitation is also recognised at an international level. The multilateral agreement concerning aspects of intellectual property rights relating to trade, including trade in counterfeit goods (TRIPS) reached during the negotiations of the Uruguay Round of the General Agreement on Tariffs and Trade (GATT) in April 1994, constitutes a significant multilateral text for the protection of geographical indications (and AOCs) and was a considerable step towards the international protection of AOCs.

History and foundation of the BNIC

- 60 The producers' associations or unions for the promotion and defence of each AOC are an integral part of the system. Some of these have a very long history. Before the INAO defines or alters the required conditions for use of an AOC, it is obliged by law to consult the union of producers for that appellation (see the opening words of Article 21 of the 1935 Law quoted above).
- 61 From about 1941 onwards, interprofessional unions or associations developed for particular appellations or groups of appellations. These associations, now known simply as "interprofessions", are unions of producers and merchants of the AOCs concerned. The interprofessions exist for the promotion and protection of their AOCs and they are an important factor in maintaining the system and preserving the goodwill of the AOC products. The structure, power, status and funding of the interprofessions are governed by French laws. There are also regional federations of interprofessions for groups of AOC wines and spirits.
- 62 The BNIC is the interprofessional union of all growers and producers and negociants or merchants who grow, produce or deal in Cognac *eaux-de-vie* (which is French for "spirit"). When the BNIC was established in 1945, it was briefly controlled by the French Ministry for Agriculture. However, it gained its independence 18 months later, in July 1946. The BNIC has specific legal rights and is financed by a quasi-fiscal levy that covers its administration and promotional activities. It also has official powers normally vested in central government officials.

- 63 The BNIC established its current Constitution on 21 February 1989 (the **1989 Constitution**). The 1989 Constitution sets out the composition, functions, structure and administration of the BNIC.
- 64 Article 5 of the 1989 Constitution states that the BNIC is constituted by 34 representatives of producers and merchants of Cognac. These representatives include, amongst others, 17 producers and 16 merchants.
- 65 The functions of the BNIC are spelt out in Article 11 of the Arrêté 10 April 1987, and include:
- (a) studying and preparing all the regulations covering the buying, distillation, stockage and sale of *eaux-de-vie* produced in the Cognac area;
 - (b) promoting any scientific and technical measures likely to improve the production or sale of Cognac;
 - (c) taking steps to advance the reputation of, and demand for, Cognac both in France and abroad;
 - (d) supervising the preservation of the historic methods of making Cognac;
 - (e) controlling the quantity of Cognac produced or allowed to be sold;
 - (f) protecting the Cognac AOC in France and around the world; and
 - (g) entering into agreements with administrators and organisations in charge of regulating the use of AOCs and GIs.
- 66 The BNIC also fulfils a number of public functions, such as monitoring stocks of Cognac, verifying the age of Cognacs and issuing certificates of age and origin.
- 67 After a lengthy review in the early 2000s of the French agricultural sector, and the various laws regulating it, the French Government enacted, amongst other, a number of laws that had a direct impact on the agricultural sector in France and its structure.
- 68 As part of this change, the French government set up a significant reform of the system of the recognition of regional, geographical and other names used for agricultural and alimentary products. This reform was implemented by the Ordonnance 2006-1547 of the 7th of December 2006 and by the Decree 2007-30 of the 5th January 2007.
- 69 These new regulations implemented a new kind of organization, which replaces the unions of producers in the field of management and defence of AOCs. Those new organizations are called Organismes de défense et de gestion (**ODGs**).
- 70 The new regulations provided that interprofessions, such as the BNIC, would continue their existing roles of, amongst other things, protecting the AOCs that they represent.

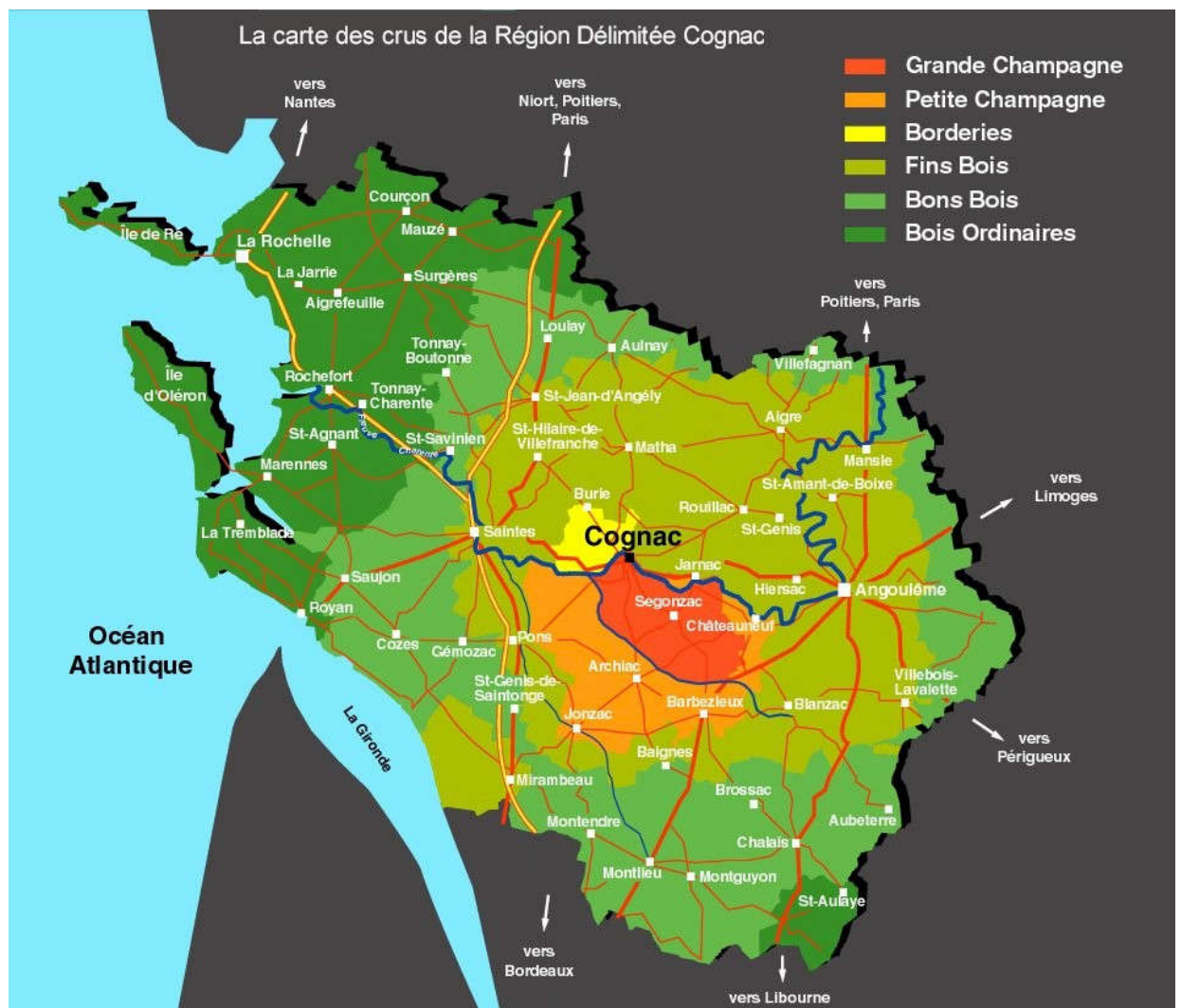
- 71 Further, Regulation Number 110/2008 of the European Parliament and of the European Community Council of 15 January 2008 established a system which required, amongst other things, each AOC to have a new consolidated text prepared and published in the Official Journal of the French Republic which is intended to replace and stand in place of the existing decrees that established and regulated AOCs.
- 72 These new product specifications known as “Cahier des Charges” are thus an amalgamation of all previous and currently enforced laws and decrees relating to the relevant AOC.
- 73 The Cahier des charges of the various Cognac AOC has been elaborated by the ODG Cognac. This Cahier des charges has been officially recognized by its integration as an Annex to the Decree no 2009-1146 of 21 September 2009 concerning the protected designation of origin “Cognac”, “Eau-de-vie de Cognac” and “Eau-de-vie des Charentes”.
- 74 Attached hereto and marked **Annexure 3** is a true copy of an English translation of the Decree 2009-1146 of 21 September 2009 of the French Republic which, in complying with EC Regulation number 110/2008, publishes as an Annex the new Cahier des Charges of the various Cognac AOCs (all of which are described in the paragraph Chapter 1(A) paragraph 2 of the Annex). As can be seen from the Annex, the description of the region adopts the original delimitation of the Cognac region as made on 1 May 1909 and as amended over successive years.
- 75 This decree defines:
- the name of the registered designation of origin;
 - the description of the spirit drink;
 - the definition of the geographical area;
 - the description of production methods;
 - factors inherent to origin; and
 - the obligatory declarations.
- 76 This decree compiles all the dispositions embodied in the 3 principal French laws about the various Cognac AOCs: the Decree of 1 May 1909, the Decree of 15 May 1936 and the Decree of 13 January 1938.

GEOGRAPHICAL LOCATION/ FEATURES IN THE AREA

- 77 All Cognac originates from the Cognac region, which is situated about 465 kms from Paris in the west of France. It is centred around the towns of Cognac, Saintes and Angoulême. The Cognac vineyards are within the French Departments of Charente-Maritime, a large

part of the Charente and a few areas in Deux Sèvres and the Dordogne, an area that the locals boast as having the ideal climate for the special *Ugni Blanc* white grapes used in the production of Cognac.

- 78 The legislation describes the specific areas in the Cognac region where Cognac can be made. There are six growing districts (also known as “crus”) each of which has its own specific legal recognition as a separate AOC. These are called Grande Champagne, Petit Champagne, Borderies, Fins Bois, Bons Bois, Bois Ordinaires and the French AOC laws that regulate their use describes them as “Cognac Grande Champagne”, “Cognac Petit Champagne”, “Cognac Borderies”, “Cognac Fins Bois”, “Cognac Bons Bois” and “Cognac Bois Ordinaires”.
- 79 The entire delimited area of Cognac covers approximately 1,132,000 hectares, 73,800 hectares of which are under vines that produce Charentes, the white wine used in making Cognac. Each of the 6 growing districts described above and as illustrated below enjoys a specific and distinctive climate and soil that influence the characteristics of the Cognac produced in that particular district. For example, Cognac loses its sharpness and gains body as the area of production moves further from the centre of the Cognac region. The blending of these distinct qualities gives each Cognac its individual character and taste.



SOIL COMPOSITION/CLIMATE IN THE AREA

80 The Cognac region enjoys its own microclimate due to the unique climate created by its proximity to the Atlantic Ocean and has rich, diverse soil that is favourable to the cultivation of vines used to produce Charentes wines. The climate of the Cognac region is characterised as being 'softly tempered', with ample amounts of sunlight and sufficient rain, and an average temperature of 13.5°C. The soil of the Cognac region is extremely diverse, ranging from open country chalky soils, to plains with red clay earth, to green valleys. An outline of the characteristics of each of the six growing districts is set out below:

(a) "Cognac Grande Champagne" and "Cognac Petite Champagne"

With its 35,700 hectares of crumbly, chalky soil, rich in calcium carbonate, the region of Grande Champagne is planted with around 13,000 hectares of vines used to produce Charentes wines. These wines produce fine, light Cognacs

with a predominately floral bouquet requiring long ageing in the cask to achieve maturity. The word *Grande* is reserved for Cognacs from the Grande Champagne. The Grande Champagne district produces the most sought after Cognacs, as the district has the softest chalk and the least clay, which is believed to produce the highest quality Cognacs. The region of Petite Champagne covers an area of 68,400 hectares, 15,200 of which are planted with vines. Its composition is a less compact chalky layer which, in the western part of the district, is more exposed to the oceanic influence. The Cognacs produced in the Petite Champagne region are similar to those of Grande Champagne but without their finesse.

(b) “Cognac Borderies”

Borderies is the smallest of the six regions or crus, encompassing only 13,440 hectares. Lying north of the town of Cognac, it has a microclimate all of its own. The 4,000 hectares of Borderies that is planted with vines produces fine, rounded Cognacs, which are smooth and scented with an aroma of violets. Cognacs from Borderies reach optimum quality after a shorter ageing period than the Cognacs of Grande Champagne.

(c) “Cognac Fins Bois” and “Cognac Bons Bois”

The Fins Bois region surrounds the first three crus, extending over 354,200 hectares on a hard limestone subsoil. A little less than 31,000 hectares of the Fins Bois are planted with vines, which produce round, supple Cognacs that mature quickly and have a bouquet that evokes the smells of freshly pressed grapes. The Bons Bois region forms a vast belt around the Fins Bois and consists of 386,000 hectares of clay soils with a little chalk. Approximately 9,500 hectares of the Bons Bois is planted for Cognac. The district is exposed to the coastal climate, and the altitude of some vineyards in the eastern part may be a factor in the resulting eaux-de-vie, which matures quickly and is rougher in the mouth.

(d) “Cognac Bois Ordinaires” or “Cognac Bois à Terroir”

The sixth region, known as Bois Ordinaires district covers 274,176 hectares and has less than 1,100 hectares of vines producing Cognac white wines. The soil, which is almost exclusively sandy, lies along the coast or on the islands of Oléron and Ré, producing a fast maturing eaux-de-vie which a characteristic local flavour. Usually, the denomination “Cognac Bois Ordinaires” does not appear on the labelling, producers and negociants preferring such products to be traded under the denomination “Cognac”.

- 81 The quality of the soil for producing Cognac is determined by reference to a number of factors, including the amount of chalk present in the soil, the hardness of the chalk, and the amount of clay mixed in with the chalk. For example, the more chalk present in the soil, the higher the quality. Similarly, the softer the chalk and the less clay mixed with it, the higher the soil quality. Chalk in the soil is important because it retains humidity. Also the chalk flecked soil reflects light and helps to ripen the grapes.
- 82 “Cognac Fine Champagne” is a specific AOC obtained by blending Grande Champagne and Petite Champagne eaux-de-vie, with a minimum of 50% being from the Grande Champagne delimited area. This term is different from the terms “Cognac Grande Fine Champagne” or “Cognac Petite Fine Champagne” which are only synonyms of “Cognac Grande Champagne” or “Cognac Petite Champagne”, meaning 100% of the grape wines come from either the Grande Champagne delimited area in the first case or the Petite Champagne delimited area in the second case.

METHODS OF PRODUCING WINES AND SPIRITS

- 83 The grapes used in the production of products bearing the Cognac AOC are themselves covered by decree. Products bearing the Cognac AOC are produced principally from vineyards planted with *Ugni Blanc*, *Folle Blanche* or *Colombard grapes*. *Ugni Blanc* is a late maturing variety, which has a good resistance to disease and produces a wine which has two essential features: a high level of acidity and a generally low alcohol content. In addition to the three principal grape varieties, small quantities of *Sémillon*, *Blanc Ramé*, *Jurançon Blanc*, *Montils* and *Sélect* can also be used to produce products bearing the Cognac AOC. The variety Folignan may also be used, though this variety may not constitute more than ten per cent of the total product.
- 84 Since the phylloxera epidemic in the 1870s and 1880s, all the grape varieties used to produce products bearing the Cognac AOC have been grafted onto various vinestocks selected according to the type of soil the vine is to be grown in. The vines cannot be planted more than 3.50 meters apart and all types of pruning are permitted.
- 85 The grapes are harvested in mid-October and picking by hand and by machine are both permitted. Wine making must be conducted according to local custom. Once harvested, the grapes must be pressed immediately in traditional horizontal plate presses or in pneumatic presses. Continuous presses, using the Archimedes’ screw press, are not allowed.
- 86 Once the juice has been extracted, it is immediately put to ferment. Chaptalization (the addition of sugar) otherwise permitted for French wines is prohibited by law for the wines used to produce Cognac. Pressing and fermentation are closely supervised, as both stages have a significant influence on the final quality of the *eaux-de-vie*. Once the

pressing process has been completed, growers have to declare to the BNIC the acreage of vines and quantities of wine produced (including wines set aside for home consumption). Growers also have to declare to the BNIC the quantities of each grape variety used in production. These declarations must be completed before a *titre de mouvement* is issued. Without a *titre de mouvement* growers are unable to transport Cognac AOC on public highways.

- 87 After approximately three weeks of fermentation, the wines obtained by the production methods described above contain around 8% alcohol (compared to the normal table wine level of 10-14%). While the wines are too weak and acidic for immediate consumption, they are perfect for distillation.
- 88 Distillation is carried out in two separate heatings or “chauffes.” First, the unfiltered wine is put into a special still (known as Charentais still) and brought to the boil. Alcoholic vapours are given off on contact with the coolant, before they condense into what is known as “brouillis”. This slightly cloudy liquid has an alcoholic content of 27 to 30% and is returned to the boiler for a second distillation called “la bonne chauffe”.
- 89 The distiller then carries out the operation known as cutting or “la coupe”. The vapours that arrive first have the highest alcohol content and are called the “heads”. These only account for 1 to 2% of the volume and are separated off. The “heart” comes next. This is a clear spirit accounting for an average volume not exceeding 72% which will produce the Cognac. Finally, the distiller takes out the “tails” when the alcoholmeter registers 60% volume. This is combined with the “heads” and redistilled with the next batch of wine or “brouillis”.
- 90 The distilling cycle lasts around 24 hours and requires constant surveillance. It is through the various distilling techniques (the proportion of fine lees, reheating the seconds with wine or “brouillis”, temperature curves and so on) that the Cognac develops some of the features of its personality. The distillation of the wines used to make Cognac must be completed by 31 March of the year following the harvest at the latest.
- 91 Ageing is a decisive factor in the perfection of Cognac. The *eaux-de-vie* leaves the still in an absolutely colourless states. During ageing, the *eaux-de-vie* absorbs certain constituents from the cask in which it is stored and also undergoes slow oxidation which refines and colours it. Cognac is aged exclusively in casks made of oak, traditionally from the Tronçais and Limousin forests. This wood is selected for its natural properties and its ability to transfer those properties when it comes into contact with alcohol, lending it both its colour and its bouquet.

- 92 The making of a cask in which an *eaux-de-vie* is to be transformed into Cognac involves a series of highly technical procedures that the coopers hand down from generation to generation. It involves skill, an expert eye and the use of ancient tools.
- 93 The ageing process of the *eaux-de-vie* takes place in casks or barrels that hold between 270 and 450 litres. The natural humidity of the cellars in which the casks are stored, with its influence on evaporation, is one of the determining factors in the maturing process.
- 94 The maturing process has three main phases: extraction, degradation or hydrolysis, and oxidation. The oldest Cognacs are kept in a dark cellar known as “the *Paradis*”. Once they have reached maturity, the cellar master will stop the ageing process by firstly putting them into very old oak casks and then into glass demi-johns, in which they can stay for many years without further development or contact with the air. During the time the Cognac is in the cask absorbing the best of the oak and developing its most exquisite flavours, it is in contact with the air and thus it gradually loses some of its alcoholic strength and its volume.

QUALITY

- 95 Cognacs are not all alike and each Cognac producer (or “house”) endeavours to preserve the quality and taste of their own style from year to year by subtly blending *eaux-de-vie* of different ages and crus to produce a distinctive Cognac that will retain its own personality. Each Cognac house has its own master blender, who is in charge of both the maturing process and determining which Cognacs will be mixed in order to create the ultimate product. The master blender’s secrets are fiercely guarded as they control the ‘personality’ of a particular Cognac. Apart from blending, it is necessary, before bottling, to lower the alcoholic strength of *eaux-de-vie* to 40% by the addition of distilled water.
- 96 Cognac may not be sold to the public unless it has been aged for at least two and a half years, counting from 1 October of the year the grapes were harvested. The age of the Cognac is shown as that of the youngest *eaux-de-vie* used in the blend.
- 97 Cognac is sold to consumers under different names according to the age of the *eaux-de-vie* of which it is made:
- (a) “Trois Étoiles” (three stars) or VS (“Very Special”) Cognacs in which the youngest *eaux-de-vie* used in the blends has a minimum age of 2 years;
 - (b) “VS” (Very Superior) and “VSOP” (“very superior old pale”): Cognacs in which the youngest *eaux-de-vie* used in the blend has a minimum age of four years;
 - (c) “Extra”, “XO”, “Napoléon” and “Vieille Réserve”: Cognacs in which the youngest *eaux-de-vie* used in the blend has a minimum age of 6 years.

Generally speaking, the houses will use Cognacs that are much older than the minimum requirement.

- 98 Along with chemical analysis, tasting is the most reliable method of developing and marketing a product of consistently high quality. Tasting is used to monitor the Cognac through the different stages of distillation, ageing and blending. This is a necessary part of Cognac making and is essential in order to assess the definitive characteristics of the product which is to be released on to the market.

REPUTATION

- 99 The BNIC is responsible for protecting the Cognac AOC from misuse and appropriation both in France and internationally. Accordingly, the BNIC is also responsible for applying for the registration of the Cognac AOC where local laws require the registration of an AOC or geographical indication in order to secure its protection in that jurisdiction.
- 100 The Cognac AOC has a long and distinguished history and forms part of the collective property and cultural inheritance of the producers of the Cognac region in France. As a result of its history, the Cognac AOC has become well and widely known around the world. The Cognac AOC has become exclusively associated in the minds of the public with, and is regarded by them as being distinctive of, luxury spirits, produced under, and governed by, a strict set of laws designed to preserve the identity and quality of the spirits from production through to sales.
- 101 The reputation of the Cognac AOC is evident in New Zealand by virtue of the sales of the goods. Outlined below is a table showing the approximate number of hectolitres of the Cognac spirit shipped to New Zealand in the last 20 years:

| Year | Approx. HL of COGNAC Spirit Shipped to NZ |
|------|---|
| 1998 | 325 |
| 1999 | 115 |
| 2000 | 95 |
| 2001 | 155 |
| 2002 | 105 |
| 2003 | 115 |
| 2004 | 145 |
| 2005 | 140 |
| 2006 | 140 |
| 2007 | 100 |
| 2008 | 70 |
| 2009 | 65 |
| 2010 | 60 |
| 2011 | 50 |
| 2012 | 80 |
| 2013 | 80 |
| 2014 | 75 |
| 2015 | 85 |

| | |
|------------|----|
| 2016 | 45 |
| 2017 (YTD) | 45 |

102 In total, over 2000 HL (200,000L) of the pure Cognac spirit has been shipped to New Zealand in the last 20 years. This equates to over 715,000 bottles of Cognac at the usual size of 700mL.



Le Cognac

LE COGNAC. QUAND L'ESPRIT S'OUVRE.

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Cognac

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HISTORY

... of a legendary spirit



◆ 3RD CENTURY

Expansion of the Saintonge vineyards: The roman emperor Probus extends to all Gauls the privilege of owning vineyards and making wine.

◆ 12TH CENTURY

Guillaume X, Duke of Guyenne and Count of Poitiers creates a large vineyard known as the "Vignoble de Poitou".

◆ 13TH CENTURY

Dutch ships bringing salt from the area to Northern European countries also carry wines from the "Vignoble de Poitou". This early wine trade helps develop a business mentality in the Charente region. The success of the local wines leads to the expansion of the vineyard of Poitou into the Saintonge and Angoumois. The city of Cognac becomes renowned for its wine trade adding to a reputation for storing salt since 11th Century.

Cognac

◆ 16TH CENTURY

Dutch ships come to Cognac and Charentais ports in search of the famous wines of the "Champagne" and the "Borderies" areas.

The wines from the vineyards in Aunis suffer from excessive production and dropping quality. Because of their weakness, they can't survive long sea voyages.

The Dutch start using them in their newly established distilleries where they are transformed into "brandwijn" – burnt wine – hence the name "Brandy". It is drunk with water in an attempt to recreate the original wine.

◆ 17TH CENTURY

At the beginning of the century, double distillation makes its appearance in the region. It will allow the transformation of local wines into eau-de-vie and their transportation by sea without damage.

Given its concentration, eau-de-vie is also much cheaper to ship than wine.

The first distillation stills in the Charente were built by the Dutch. They are progressively modified until French distillers refine the method of double distillation also known as Charentaise distillation.

Delays in the handling of ship cargo leads to the realization that eau-de-vie improves when it spends extended time in oak casks (made with wood from the Limousin) and that it can even be consumed straight from the cask.

◆ 18TH CENTURY

From the end of the 17th century, and most especially from the beginning of the 18th century, the market becomes organized. In order to meet demand, "Local Offices" – most of them of an Anglo-Saxon origin – are created in the main towns of the region. Some of them still exist nowadays. They collect eaux-de-vie and establish long-term commercial relationships with buyers in Holland, England, Northern Europe, and later in America and the Far East.

◆ 19TH CENTURY

Starting in the middle of the 19th century, many trading houses begin to ship eau-de-vie in bottles instead of casks. In turn, this new form of commerce gives birth to related industries such as glassmaking – since 1885 Claude Boucher works with full dedication in the St. Martin de Cognac glass factory, with the aim of automating bottle-making procedures –, case-making, corks, and printing. The Vignoble now occupies nearly 280 000 hectares. Around 1875, phylloxera arrives in the Charente and destroys most of the vineyards, leaving only 40 000 hectares by 1893. This tragedy will lead to the creation of a Viticulture Committee which is established in 1888. It will become today's Station Viticole – Cognac's technical center – in 1892.

The economic recovery of the region will take many years of patient effort.

◆ 20TH CENTURY

The vineyards are slowly replanted using American rootstock immune to phylloxera. Somewhat fragile due to grafting, traditional grape varieties (Colombard, Folle Blanche...) are little by little replaced by the Ugni Blanc, which is more resistant and is now used for more than 90 per cent of the production of Cognac. On May 1st, 1909, the geographical area for production is delimited by the government. From 1936, Cognac is recognized as a Controlled Appellation of Origin. During the Second World War, a wine and eaux-de-vie distribution bureau is created to protect the stocks of Cognac. When the war ends, it is replaced by the Bureau National Interprofessionnel du Cognac and in 1948 the Station Viticole is placed under its authority. Henceforth, all the stages involved in Cognac elaboration are subject to regulations destined to protect the product, and thus its reputation is increasingly known and respected.

◆ 21ST CENTURY

Cognac is exported to over 150 countries. Regardless of the way it is consumed, it is, from the Far East to the American continent and in Europe, a synonym of great quality, a symbol of France, and her lifestyle. Like all luxury products, the success of Cognac is dependent on the international environment. That is why all the producers make every effort to protect Cognac's unrivalled quality, its uniqueness and its authenticity in the face of global competition.

Coming from the best vineyards and transported on ships to Northern European countries, the wines of the Poitou, La Rochelle and Angoumois have been greatly appreciated by the English, the Dutch, and the Scandinavians since the 13th Century. Starting in the 17th Century, they are transformed into eau-de-vie and improved by ageing in oak casks. Cognac is born. And this is how the adventure of a city that was to become the capital of a world class business began.



Harvest and winemaking

Back to the origins of Cognac...





Cognac

It all starts with the selection of grape varieties, mostly Ugni Blanc, perfectly suited to make Cognac. This is followed by the traditional harvest, the pressing of the grapes and winemaking according to natural methods.

◆ THE VINEYARDS OF A NOBLE SPIRIT

The vineyards of the Cognac Delimited Region include approximately 5 900 grape growers who produce white wine for Cognac making. The variety most widely planted is Ugni Blanc, although Folle Blanche and Colombar are also found. This late maturing variety has a good resistance to grey rot and produces a wine with two essential features: a high acidity level and, generally speaking, a low alcohol content. Since the phylloxera plague suffered at the end of the 19th century, all the varieties used have been grafted onto various rootstocks according to the type of soil.

◆ THE HARVEST

On average, vines are planted 3 meters apart. All types of pruning are permitted. The most commonly used is the "Double Guyot" method. Some growers continue to harvest by hand, but the great majority now use harvesting machines. These machines have existed for about 30 years and are perfectly suited to the needs of the region's growers. Harvesting may begin as soon as the grapes are ripe generally at the beginning of October and conclude at the end of the month.

◆ PRESSING AND FERMENTATION: THE NATURAL METHOD

The grapes are pressed immediately after harvesting in traditional horizontal basket presses or pneumatic bladder presses. The use of continuous screw presses is forbidden. Fermentation of the juice follows immediately. Chaptalisation (the addition of sugar) is forbidden by law. Pressing and fermentation are closely supervised, as they have a determining influence on the final quality of the eau-de-vie.

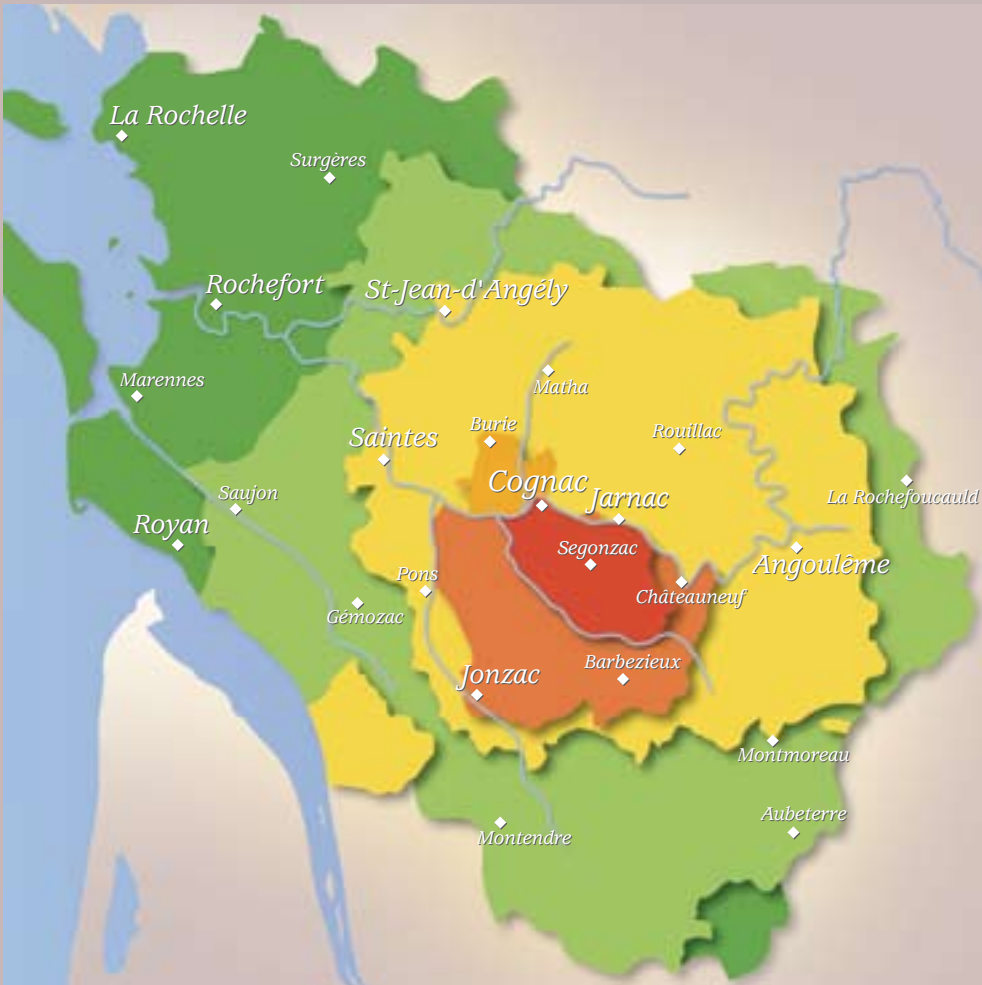
◆ FROM WINE TO EAU-DE-VIE

About 5 to 7 days after the beginning of fermentation, the wines for Cognac contain about 9% alcohol. With their high acidity and low alcohol content, they are perfect for distillation, which must be completed by the next March 31st at the very latest.



Delimited area

Only 6 Crus are allowed to make Cognac...



GRANDE CHAMPAGNE

- > CHARACTERISTICS OF THE EAUX-DE-VIE
Breed, elegance, subtlety, power, long finish, suppleness
- > AROMAS
Mostly floral: grape-vine flower, lime blossom, dry wood
- > AGEING
Slow
- > Area under vines* 13 159 ha

FINS BOIS

- > CHARACTERISTICS OF THE EAUX-DE-VIE
Intensity, roundness, smoothness
- > AROMAS
Mostly fruity (crushed grapes), lightly floral (grape-vine flower)
- > AGEING
Faster than GC and PC
- > Area under vines* 31 001 ha

PETITE CHAMPAGNE

- > CHARACTERISTICS OF THE EAUX-DE-VIE
Breed, elegance, suppleness, delicacy
- > AROMAS
Floral (grape-vine flower) and fruity
- > AGEING
Slow
- > Area under vines* 15 246 ha

BONS BOIS

- > CHARACTERISTICS OF THE EAUX-DE-VIE
Dominated by terroir character
- > AROMAS
Fruity: crushed grapes
- > AGEING
Fast
- > Area under vines* 9 308 ha

BORDERIES

- > CHARACTERISTICS OF THE EAUX-DE-VIE
Subtlety, delicacy, long finish
- > AROMAS
Mostly floral: violet, iris
- > AGEING
Faster than GC and PC
- > Area under vines* 3 987 ha

BOIS ORDINAIRES

- > CHARACTERISTICS OF THE EAUX-DE-VIE
Dominated by terroir character (strong maritime influences)
- > AROMAS
Fruity
- > AGEING
Fast
- > Area under vines* 1 101 ha

* in 2005, for Cognac production only
* 1 ha = 2,47 acres

◆ THE DELIMITED REGION

The Cognac Delimited Region is located at the north of the Aquitaine basin, bordering the Atlantic Ocean. To the West, it borders the Gironde estuary and the islands of Ré and Oléron and to the East it neighbours the region of Angoulême and the Massif Central foothills. The landscape is formed by plains and small hills with smooth reliefs. The Charente river crosses the region, nourished by other streams: the Né, the Antenne, the Seugne rivers...

The production area covers the Charente-Maritime and most of the Charente departments, and several districts of the Dordogne and Deux-Sèvres. It has a homogenous and mild seaside climate. Annual average temperature in the area is of about 13°C (55 °F), and winters are normally mild. The Delimited Region has a total area of over one million hectares (1 095 119 ha), but the actual vineyards only occupy 79 636 ha. Approximately 95% of them are used for Cognac production.

◆ GROWING AREAS (THE CRUS)

The Delimited Region is made up of six growing areas known as crus that reference the various appellations.

> Champagnes

Clayey, chalky thin soils on top of soft chalk from the Cretaceous. From the surface down, the limestone content is very high and in excess of 60% in some places. Montmorillonite clay provide these fertile soils with good structure and water reserve. Despite their thinness, these soils do not suffer from lack of water as the sub-soil acts as a giant sponge through which water may slowly rise as the summer dryness increases.

The Grande Champagne Appellation

Grande Champagne is planted with about 13 159 ha of vines used in the production of Cognac white wines. These wines produce fine, light Cognacs with a predominantly floral bouquet, requiring long ageing in casks to achieve full maturity.

The Petite Champagne Appellation

Petite Champagne has 15 246 devoted to Cognac production. The resulting eaux-de-vie are very similar to those of Grande Champagne, but without their finesse.

> The Borderies

The Borderies is the smallest of the six Crus. Its soil contains clay and flint stones resulting from the decomposition of limestone. Lying North-East of Cognac, its 3 987 ha of vines produce fine, round Cognacs, smooth and scented with an aroma of violets. They reach optimum quality after a shorter ageing period than Cognacs from the Grande and Petite Champagne.

> The Bois

The Fins Bois Appellation

Most of this area is covered by clayey, chalky soils known as «grôies» very similar to those of the Champagne Crus, except for their red colour and hard stones from the Jurassic. Lying in a lower area known as the "Pays Bas" (Low Countries) north of Cognac, heavy clayey soils can also be found (60% clay). The Fins Bois surround the first three crus. Their 31 001 ha produce round, smooth Cognacs that age fairly quickly, with a bouquet that recalls the scent of freshly pressed grapes.

The Bons Bois Appellation

In the Bons bois crus, we find sandy soils on coastal locations, in certain valleys, and most especially in all the southern part of the vineyard. These are sands that have eroded from the Massif Central. Vines are quite dispersed, mixed with other crops, surrounded by forests of pine trees and chestnuts. The Bons Bois form a vast belt, of which 9 308 ha are destined to Cognac production.

The Bois à Terroir or Bois Ordinaires

This growing area has less of 1 101 ha of vines destined to Cognac white wine production. The soil, almost exclusively sandy, lies along the coast or on the islands of Ré or Oléron, producing fast-ageing eaux-de-vie with a characteristic maritime flavour.

> The Fine Champagne Appellation

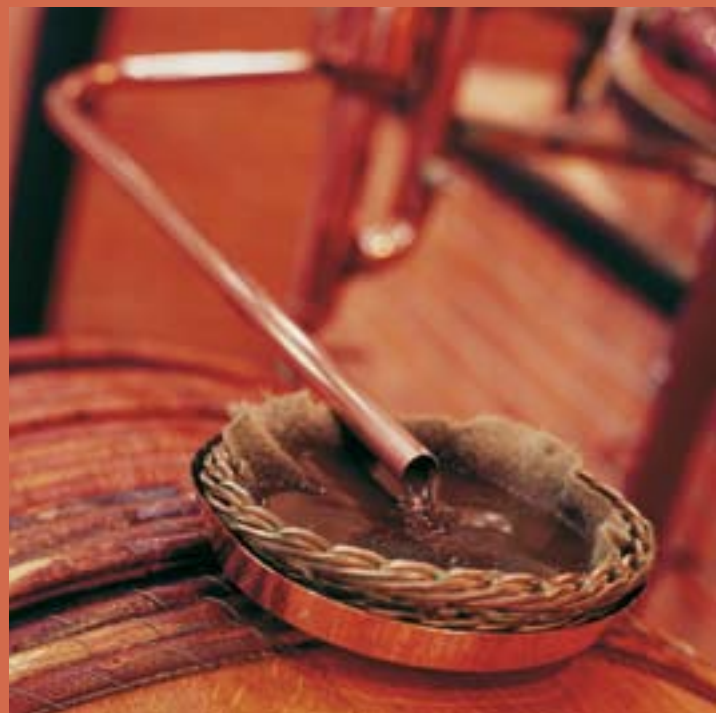
Fine Champagne is not a cru, but rather a Controlled Appellation of Origin composed of a blend of Grande and Petite Champagne eaux-de-vie, with at least 50% of Grande Champagne.

Cognac

The Cognac production area was delimited by the decree of May 1st, 1909. Based on the soil features described by the geologist Henri Coquand in 1860, 6 Cognac growing areas (Crus) were delimited and then ratified by decree in 1938: Champagnes (Grande and Petite Champagne), Borderies, and Bois (Fins Bois, Bons Bois, and Bois à Terroirs). The Crus received their names when the local forests were cleared at the beginning of the 19th century.

The Charentaise method

...the slow rhythm of double distillation in copper stills



Cognac

◆ WHY IS DISTILLATION NECESSARY?

Alcohol is a product of the fermentation of sugar, found in its natural form in fruit as fructose and glucose. Alcohol is also associated to many other components and must therefore be isolated from them. This operation is performed by distillation. The principle of distillation is based on the volatility differences of these components. In a distilled eau-de-vie we only find those volatile substances that make up the main features of the bouquet.

◆ WHICH WINES ARE DISTILLED?

Cognac is obtained by the distillation of white wines harvested in the Controlled Appellation area. These wines have a high acidity and a low alcohol content.

◆ A PERFECT STILL

Distillation is carried out in two "chauffes", that is, in two separate heatings, using a special Charentais copper still. It is made of a uniquely shaped boiler heated on a naked flame topped by a still-head in the shape of a turban, an olive, or an onion, and prolonged by a swan-neck tube that turns into a coil and passes through a cooling tank referred to as "the pipe".

◆ THE DISTILLATION METHOD

Unfiltered wine is poured into the boiler and brought to the boil. Alcohol vapours are freed and collected in the still-head. They then enter the swan-neck and continue into the coil. Upon contact with the coolant, they condense, forming a liquid known as "brouillis". This slightly cloudy liquid with an alcohol content of 28 to 32 % alcohol is returned to the boiler for a second distillation, known as the "bonne chauffe". For this second heating, the boiler capacity must not exceed 30 hectoliters, and the load volume is limited to 25 hectoliters. The master distiller must then carry out the delicate operation known as "cutting" or "la coupe": the first vapours that arrive, called "the heads", have the highest alcohol content, and are separated from the rest. Then comes "the heart", a clear spirit that will produce Cognac.

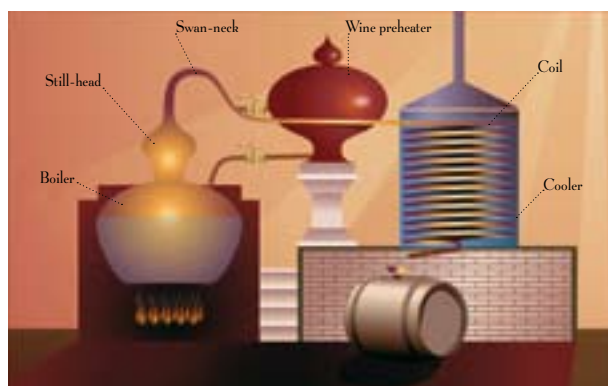
Afterwards the distiller gets rid of "the second cut" when the alcoholometer registers 60%. And finally he eliminates the tails. The "heads" and "second cuts" are redistilled with the next batch of wine or "brouillis". The success of the distilling cycle, which lasts about 24 hours, lies in the constant supervision it requires and in the extensive experience of the master distiller, who may also intervene in the distillation techniques (proportion of fine lees, recycling of "tails" in batches of wine or "brouillis", temperature curves...), thus conferring Cognac facets of his personality.

The distillation season for white wines destined for the production of Cognac closes on March 31st following the harvest.

◆ THE AMBIANCE OF THE CHARENTES

Distilleries work day and night during the winter months. It is a time when the Charentais adapt their lives to the rhythm of the stills, in an atmosphere where the glow of the flames, the quiet bubbling of the alcohol, the water, the copper and the bricks form a marvelous combination.

◆ CHARENTAIS POT STILL AND DISTILLATION



The traditional Charentais still is often equipped with an energy-saving wine preheater. This optional device, in which the heat is provided by the alcohol vapours passing through it, preheats the wine that is to be distilled in the next cycle.

Once alcoholic fermentation is completed, the white wine has to be distilled to make the eau-de-vie. The distillation method has not changed since the birth of Cognac. The special Charentais copper stills "à repasse" that were used then are still in use today. Cognac distillation is performed in a two-stage process. Stage one: a first distillate is obtained, referred to as "brouillis", with an alcohol content of 28 to 32%. Stage two: The "brouillis" is returned to the boiler for a second heating, known as "la bonne chauffe".

Barrel making

Subtle exchanges between oak and the eaux-de-vie...





◆ TRUE PERFECTION

An eau-de-vie only becomes Cognac following slow ageing in oak casks whose wood has been selected because of its natural properties and its ability to transfer them to the spirit. The contact with the wood will give each eau-de-vie its unique colour and bouquet, without which it could not receive the Cognac appellation.

◆ SELECTING THE WOOD

Cognac ages exclusively in oak casks traditionally from the Tronçais and Limousin forests – *Quercus pedunculata* and *Quercus sessiliflora*, respectively – depending on the producer and style. These two varieties of oak were selected because of their hardness, porosity and extractive characteristics. The Tronçais forest, in Allier, provides softer, finely grained wood, which is particularly porous to alcohol. The Limousin forest produces medium grained wood, harder and even more porous. The tannins in Tronçais oak are famous for their softness, whereas those in Limousin oak are known for the power and balance they communicate to Cognac. An eau-de-vie will extract more tannins when it is aged in casks made with Limousin oak.

◆ HIGHLY TECHNICAL

Making the cask where an eau-de-vie is to become Cognac requires performing a series of highly technical tasks that coopers pass on from one generation to another. In their work, they combine their craft and skills with the use of ancestral tools still in use today.

◆ IN THE BEST CASKS

Cask making suffers no improvisation. The “merrains” or boards used to make each cask are culled between the heartwood and sapwood of oak trees that are over 100 years old. Then they must be split in order to respect the wood’s grain, and stacked in the open air for about three years where they can lose their sap and the wood’s bitter flavours. Following this long curing period, the boards are shaped into curved staves. The coopers can now start their work.

They hoop the staves over and around a fire made with wood shavings and oak pieces.

The wood is repeatedly moistened and heated to bend the staves into shape giving out an unforgettable smell of freshly baked bread. How much the wood is charred in this process called “bousinage” – barrel toasting – will strongly influence the characteristics of the eau-de-vie in the cask.

During the heating period, a wire rope placed around the base of the cask is progressively tightened in order to bring the staves closer together, and finally join them without any need for nails or glue.

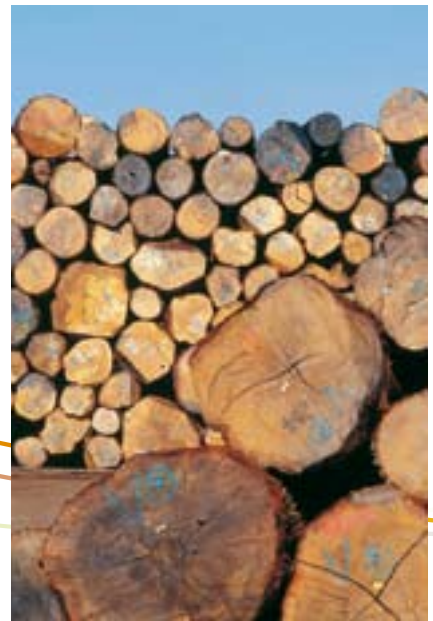
After the finishing touches, the cask must pass several solidity and boiling water tests to detect possible leaks. Some coopers sign their “master pieces” to demonstrate their full commitment to their work.

Cognac

Cognac is kept and aged for many years in oak casks.

The making of a Cognac cask follows a traditional and ancestral method that is near perfection.

Nothing is left to chance from the selection of the oak to the assembly of the casks, in order for Cognac to acquire the best of the oak over many years.



Ageing

The slow work of time...



Cognac

◆ AN EXCHANGE OF FLAVOURS

The long work of maturing Cognac, which may at times last decades, is made possible thanks to the wood's porosity. It allows indirect contact between the spirit in the casks and the air outside. This way, the substances extracted by the Cognac from the wood, known as "dry extracts", alter the Cognac's physical appearance, giving it a colour ranging from golden yellow to fiery brown. With time, the transfer of the natural characteristics of the oak gradually produces «rancio» aromas and develops the bouquet of Cognac.

◆ THE WORK OF TIME

Ageing is essential for an eau-de-vie to be sold as Cognac. It takes place in casks that hold between 270 to 450 litres of spirit.

The natural humidity of the cellars in which the casks are stored, with its influence on evaporation, is one of the determining factors in the ageing process. When humidity, dryness and temperature are in balance, the spirit becomes mellow and ages harmoniously. This evolution in the ageing process is made up of three basic stages: extraction, hydrolysis, and oxidation.

> **Extraction** : The new eau-de-vie is stored in new casks where it dissolves the wood's extractable substances and acquires a golden yellow colour. Part of the volatile components are eliminated... Eaux-de-vie undergo an evolution in terms of colour (they progressively pass from being colourless to a marked yellow colour), flavour and bouquet (aroma of oak with a hint of vanilla).

> **Hydrolysis** : This is a transitory stage that precedes an important evolution of the spirit's organoleptic characteristics. The eau-de-vie is about to "digest the wood". Its colour tends to darken.

> **Oxidation** : The taste softens, the notes of steamed oak disappear and give way to floral aromas with hints of vanilla, the colour deepens. With the years, the eau-de-vie becomes increasingly mellow, the bouquet grows richer, and the "rancio" flavour appears.

◆ A CORNER OF PARADISE

The oldest Cognacs are usually kept away from the other cellars, in a dark cellar known as "the Paradise".

Once they have reached maturity, the master blender decides to end their ageing process and places them first into very old casks and then into large glass containers called "demijohns", where they may rest for many decades with no air contact.

◆ THE ANGEL'S SHARE

While Cognac is ageing in casks, absorbing the best of the oak and developing its most exquisite flavours, it is in contact with the air and gradually loses some of its alcohol and some volume, but without excess.

This natural evaporation is poetically referred to as "The Angel's Share". It is the equivalent of more than twenty million bottles per year that disappear into the atmosphere: a high price that Cognac producers do not hesitate to pay in their quest for perfection.

These alcohol vapours feed a microscopic fungus known as "torula compniacensis" that covers and blackens the stone walls of the cellars, giving them their characteristic colour.

Cognac is a living product. During its long ageing in oak casks, it is in permanent contact with air. This allows the extraction of substances from the wood that give Cognac both its colour and bouquet.



Blending

The quality of Cognac comes from a delicate combinations of flavours...





◆ CONSISTENCY OF QUALITY

Cognac has a reputation for quality to defend across the world. The constant quest for consistency of quality is the work and the main concern of each Cognac House.

◆ ACCORDING TO THE BOOK

For many years now, rules have codified the ways in which Cognac is made and presented. Nonetheless, all Cognacs are different. Every Master Blender creates unique Cognacs to seduce connoisseurs through subtle and endless variations of flavours.

◆ A MASTER AT WORK

The Master Blender buys eaux-de-vie and follows their development from the moment they come out of the pot stills.

He monitors their ageing, tastes them regularly, and decides whether it is time to change them from one oak cask or from a chai – ageing warehouse – to another so they become rounder or dryer. It is also he who progressively adds distilled or demineralized water to the eau-de-vie in order to slowly reach the desired alcohol content for its release into the market. Cognac's minimum alcohol content must be 40%. This delicate operation is referred to as "reduction".

The work of the master blender requires extensive experience. It allows each Cognac House to control the quality of its spirit. By blending eaux-de-vie of different ages and from different crus, the master blender creates genuine harmonies, like a painter or a musician. This patient craftsmanship will allow each consumer to recognize and appreciate the Cognac he/she loves.



Cognac

Making Cognac is the work of the Master Blender. Like the "master nose" and his perfumes, the Cognac Master Blender (Maître de Chai) subtly blends together eaux-de-vie of different ages and from different crus. Rigorously, with experience and intuition, he strives to achieve consistency in his blends and loyalty among the followers of his House.

Appellation

A strict legal framework to guarantee excellence...



◆ THE DECREES OF THE COGNAC APPELLATION

The Cognac AOC – appellation d’origine contrôlée or controlled appellation of origin – is governed by three main legal texts:

- › The May 1st, 1909 modified decree establishes the Delimited Area for the production of Cognac, what is known as the “Delimited Region”.
- › The May 15th, 1936 modified decree defines the controlled appellations of Cognac, Eau-de-vie de Cognac and Eau-de-Vie des Charentes.
- › The January 13th, 1938 modified decree defines the various controlled appellation areas within the Delimited Region.

◆ THE AREA OF PRODUCTION

The Delimited Region for the production of Cognac was established by the decree of May 1st, 1909. It includes the entire department of the Charente-Maritime, most of the department of Charente and small parts of the Deux-Sèvres and Dordogne departments.

Vineyard, Grape varieties

According to the 1936 decree, the following grape varieties only can be used for the production of wine for the Controlled Appellations Cognac, Eau-de-vie de Cognac and Eau-de-vie des Charentes:

Colombard, Folle Blanche, Jurançon blanc, Meslier Saint-François, Montils, Sémillon, and Ugni Blanc. Additionally, Folignac and Sélect (each representing a maximum of 10% of the plantings).

Terroirs, Growing areas (Crus)

The Delimited Area is made up of six districts of production as defined by the 1938 decree:

- › Grande Champagne
- › Petite Champagne
- › Borderies
- › Fins Bois
- › Bons Bois
- › Bois ordinaires or Bois à terroirs

Vinification

- › Addition of sugar is prohibited (1936 Decree)
Charente..... Absolute prohibition,
Charente Maritime..... idem, additionally, a certificate of non-sugaring must be provided.
- › Prohibition of the use of the Archimedes’ screw press (continuous press) (1936 Decree).

Distillation

Cognac is distilled following a specific, traditional, two-stage method (1936 Decree):

- › Charentaise method by production of “brouillis” (first distillation) and “repasse” (second distillation).
- › Use of the traditional Charentais still with a total capacity not exceeding 30 hl and a maximum load of 25 hl for the second distillation known as “bonne chauffe”.
- › Maximum alcohol content of distillation: 72 % alcohol by volume at 15°C (59 °F).
- › Distillation cannot be done after March 31st following the harvest.





Cognac

Nearly a century and the assistance of the French government were needed for Cognac professionals to define a framework that preserves the authenticity and uniqueness of Cognac, from vineyard to market. Those who fail to respect its regulations cannot be allowed to use the name of the controlled appellation of origin Cognac.

◆ COGNAC COMMERCIALIZATION

Cognac's commercialization must respect a set of rules in order to carry the Cognac Controlled Appellation of Origin.

Storage and Ageing

- > Ageing must take place in a storage facility registered by the BNIC. This registration is mandatory to obtain the necessary Cognac certificates guaranteeing age and origin that only the BNIC is authorized to issue. They are required by law to export Cognac.
- > Ageing must take place in oak casks. Limousin or Tronçais-type oak, ("sessile" or "pedunculate" oak, according to use).
- > Inventory and age control performed by the Bureau National Interprofessionnel du Cognac (BNIC) (2003 executive order).
- > Minimum ageing prior to shipping Cognac: ageing compte 2 (24 months following the end of the distillation period).

Commercialization Rules

- > Minimum alcohol content to be sold to customers in France and abroad: 40 % alcohol by volume (1936 Decree).
- > All additives are prohibited (1921 Decree) with the exception of: reduction with distilled or demineralized water; sugar, caramel, oak infusion for final adjustment.

Mandatory mentions on the labels

In the same visual field (on the main label or the back label)

- > Denomination (Cognac, Eau-de-vie de Cognac, or Eau-de-vie des Charentes).
- > Bottle content (EU directive 75/106 on bottle sizes).
- > Alcohol content (percentage of alcohol by volume).
- > Name or trademark and address of the producer, bottler, or vendor established within the European Community (community directive EU2000/13).
- > AOC or Appellation d'Origine Contrôlée. Because of the established reputation of Cognac, this mention is not required. It remains mandatory for all other appellations of the Delimited Production Area (such as Grande Champagne, Petite Champagne, etc...).

Rules Regarding Ageing Designations

A decision of the Government Commissioner to BNIC (1983 decision) has codified the usage of the designations based on the time of ageing for the Cognacs in the blends.

Fine

The word "Fine" can only be used for Controlled Appellation eaux-de-vie of wine or cider such as "Fine Cognac", "Grande Fine Champagne" ... etc (1928 law).

Note:

- > "Fine Champagne": controlled appellation obtained by blending Grande and Petite Champagne eaux-de-vie, with a minimum of 50% from Grande Champagne (1938 Decree).
- > "Grande Fine Champagne" is a synonym of "Grande Champagne" (1938 Decree).
- > "Petite Fine Champagne" is a synonym of "Petite Champagne" (1938 Decree).

How to read a label

And better identify Cognac...



Each Cognac is identified by its label, based on a number of mentions and designations.

◆ MENTIONS

> Mandatory mentions :

- Denomination (Cognac, Eau-de-vie de Cognac, Eau-de-vie des Charentes)
- Content of bottle
- Alcohol content (minimum 40% vol).

> Optional mentions, such as :

- Regional appellations : Grande Champagne, Petite Champagne, Fins Bois, Bons Bois.
- Ageing designations : They indicate the age of the youngest eau-de-vie in the blend.

◆ AGEING DESIGNATIONS

A Cognac may not be sold to the public unless it has been aged in oak cask for at least two years counting from the end of the distillation period, that is from April 1st of the year following the harvest (compte 2). Once bottled, a Cognac retains the same age indefinitely.

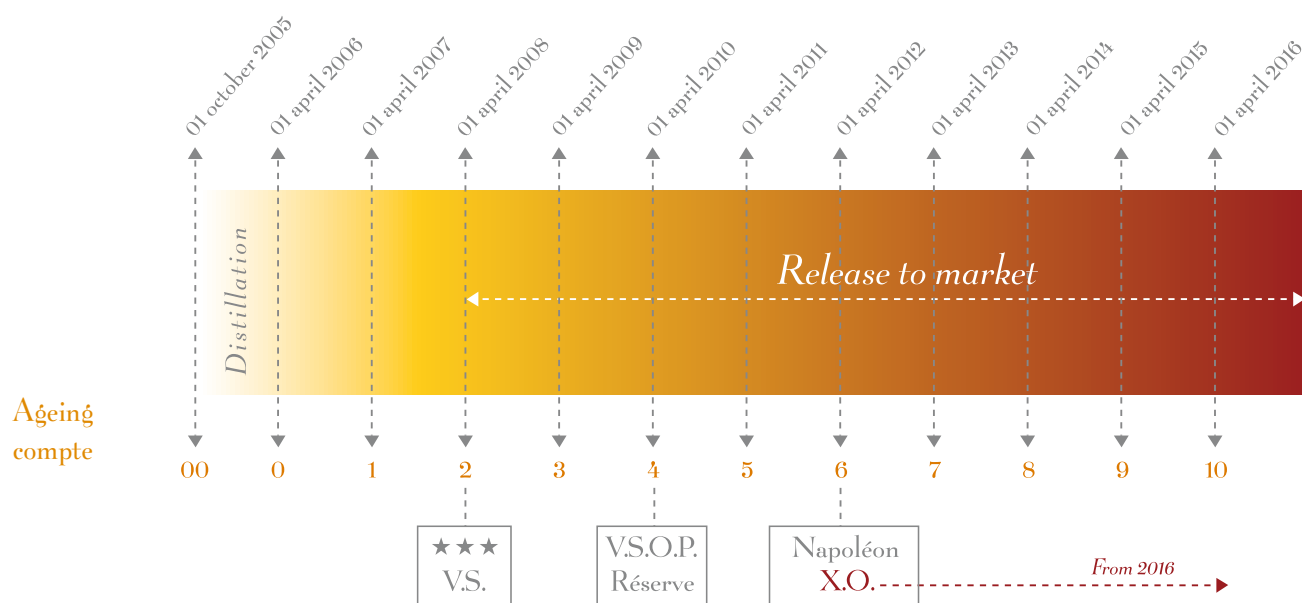
The executive decision of August 23, 1983 codified the usage of designations based on the length of ageing of the youngest eau-de-vie in the blend:

- V.S. (Very Special) ou *** (3 stars)... Compte 2 : Cognacs whose youngest eau-de-vie is at least two years old.
- V.S.O.P. (Very Superior Old Pale), Reserve... Compte 4 : Cognacs whose youngest eau-de-vie is at least four years old.
- Napoléon, X.O (Extra Old), Hors d'âge... Compte 6 : Cognacs whose youngest eau-de-vie is at least six years old. In 2016, the youngest eau-de-vie in the XO category will have to be 10 years old (Ageing compte 10). Generally speaking, Cognac Master Blenders use eaux-de-vie that are much older than the minimum requirement for their blends. In fact, the most prestigious designations may have aged for dozens of years in oak casks before being presented to the public. The BNIC is in charge of controlling the stocks and the age of maturing Cognac.

◆ EXAMPLE OF AN EAU-DE-VIE DISTILLED IN NOVEMBER 2005

This table shows the minimum mandatory oak cask ageing for the youngest eau-de-vie in a Cognac blend. It does not refer to the age of the finished blend contained in a Cognac bottle.

> Ageing control system (ageing comptes)



- Compte "00" designates the distillation period following the harvest up to March 31st.
- The ageing compte changes April 1st every year.

> Vintage Cognacs

Cognacs made with eaux-de-vie from a single harvest. The year of the harvest is specified on the label. Producing vintage Cognac is not a common practice.

> Lexicology of the Cognac Controlled Appellation of Origin

- (Fine) Cognac, Eau-de-vie de Cognac, or eau-de-vie des Charentes
- Cognac Grande (Fine) Champagne, Cognac Petite (Fine) Champagne, Cognac (Fine) Borderies, Cognac (Fine) Fins Bois, Cognac (Fine) Bons Bois : 100% of the eaux-de-vie come from the mentioned Appellation area. These mentions must be accompanied by the terms "Controlled Appellation" or "AOC"
- Fine Champagne : Controlled Appellation of Origin that designates a Cognac only composed of Grande and Petite Champagne eaux-de-vie, with a minimum content of 50% Grande Champagne
- Fine : The term "Fine" was authorized by a Law of 1928 in order to designate an eau-de-vie made from wine (or cider) in a Controlled Appellation of Origin.

The Art of Tasting Cognac

Please follow your senses...

In order to discover all the subtleties of a Cognac, a taster will take much pleasure in collecting many bits of information with his eye and nose alone.



◆ GENERAL TASTING PRINCIPLES

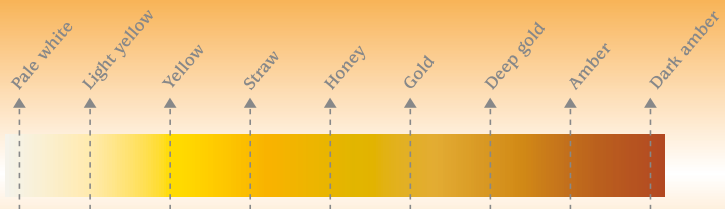
To best awaken your senses and taste like a pro, let these few pieces of advice be your guide:

- › Pour Cognac in a tulip glass whose shape was especially designed and is recommended by professional tasters. Such a glass retains aromas and reveals them with great delicacy during the tasting.
- › Fill the glass with about 1 oz of Cognac. Hold it by its foot and rotate the Cognac easily, slowly and gently to reveal all its aromas. Hold the glass in the same manner during all the steps of the tasting experience.
- › For a successful tasting, make sure the temperature of the Cognac is the same as the ambient temperature.

◆ VISUAL EXAMINATION

This is the first contact with the Cognac and it is paramount:

- › Raise the glass to your eye. Look carefully at the colour and its nuances preferably against a white background.
- › Tilt the glass carefully to appreciate the intensity and brightness at the surface of the Cognac. Doing this makes the Cognac “cry” : its tears slowly run along the inside of the glass.
- › You can now describe the Cognac according to its colour, its clarity and its viscosity...
 - Cognac can display a multitude of different hues.



- Its clarity can be cristaline, brilliant, dull, cloudy.
- Its viscosity can be described as watery, syrupy or oily.

◆ ON THE NOSE

There are two ways of perceiving aromas : directly through the nose, or indirectly through the mouth (retro-olfaction).

The nose examination is the most important phase of the tasting. It is a two-step process:

- › 1st nose : bring the glass to your nose without stirring in. This is the “rising”, by which you slow down the release of the most volatile and delicate elements.
- › 2nd nose : rotate the glass in order to aerate the Cognac and speed up the release of the aromatic compounds in it. The specific shape of the tulip glass helps the process.

◆ ON THE PALATE

With its sensory receptors or taste-buds, the tongue is apt to detect sweetness (on the front), saltiness (on the back side), acidity (on the side) and bitterness (in the back). (This can vary from person to person.)

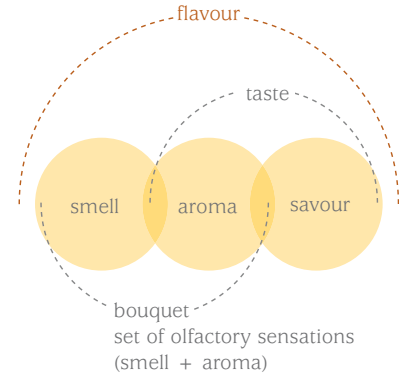
In order to assess the taste and aromas of the Cognac, take a mouthful and suck in a small amount of air over it. The Cognac will reach most of the taste receptors in the mouth. It will also release aromatic vapours in the olfactive bulb via the retronasal passage.

Here is a list of the sensations that appear in the mouth :

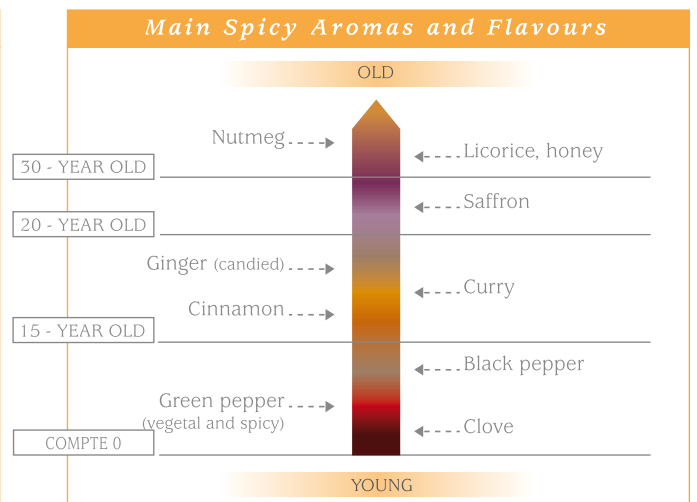
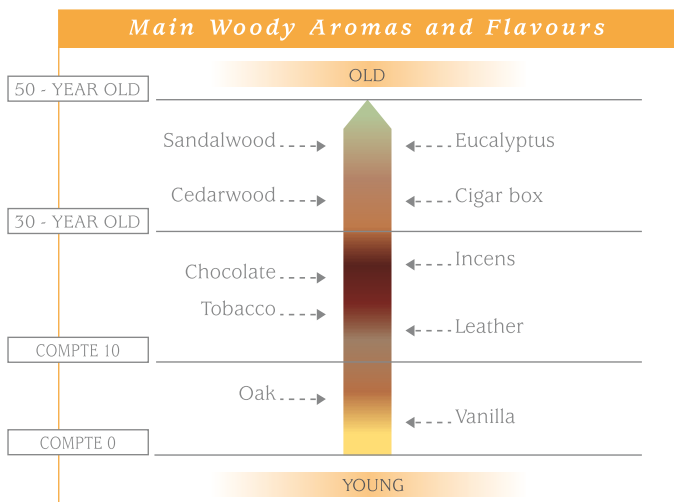
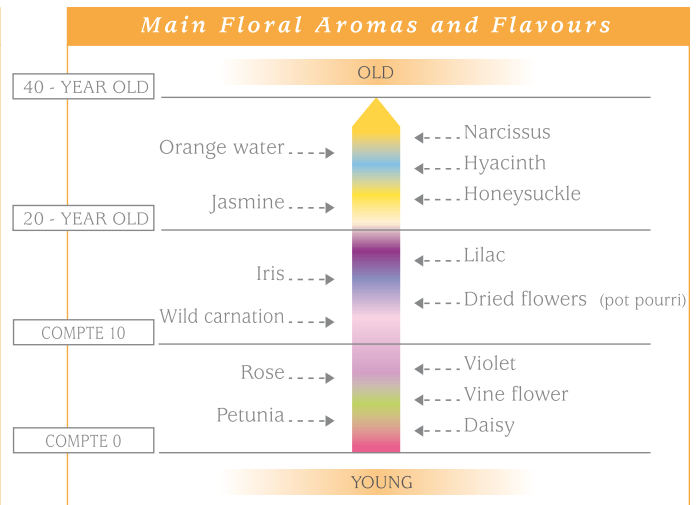
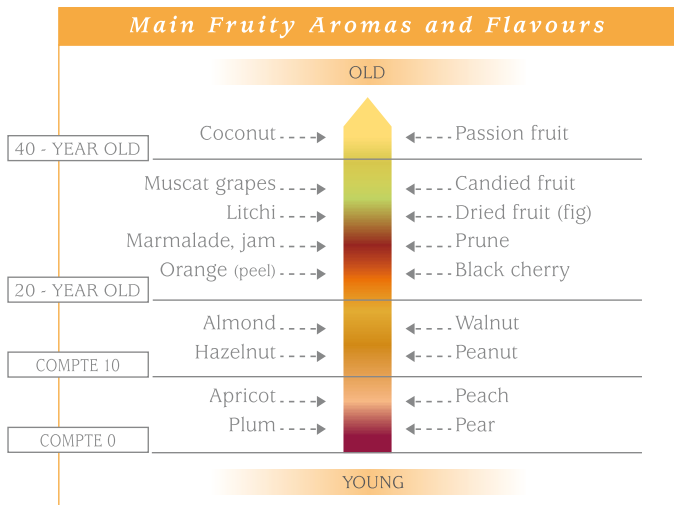
- > Aromatic (retro-olfaction),
- > Tactile (fluidity, onctuousity, stinginess,...),
- > Taste,
- > Chemical (astringency,...),
- > Warmth (alcohol,...).

Each flavour compound traces its characteristics to the various steps of Cognac's elaboration. The following can be identified :

- > Primary aromas : aromatic compounds which originate in the "base" used to make the eau-de-vie (the grapes)
- > Secondary aromas : characterized by the flavours produced by the alcoholic fermentation of sugar - alcohols, aldehydes, esters, etc.
- > Tertiary aromas : during the ageing in oak barrels, new flavours are extracted that will play an important part in the final aromas. They constitute tertiary aromas.



◆ THE MAIN AROMATIC CHARACTERS OF COGNAC



How to enjoy Cognac

1001 ways to savour it...



◆ IN THE PURE TRADITION

At the end of a meal, when you feel like making a special moment last longer. Enjoy the aromas of a Cognac served straight in a tulip glass or a balloon glass. Take your time to appreciate all its subtle flavours.

◆ COGNAC, DAY AND NIGHT:

Allow Cognac to surprise you. Happily married to sparkling or tonic water, Cognac will refresh you when it is time to have a drink with friends. It is enjoyed around the world in many different ways, especially in the U.S.A. and in Asia. It may be served as a long drink at the end of the afternoon and as the main accompaniment to a refined meal, all in one day.

Cognac can also dress up in original and fun ways for the greater pleasure of your palate. Mix the aromas of Cognac into classic or innovative fruit cocktails.

Cognac

◆ V.S. OR V.S.O.P.

Aperitif, cocktails, long drinks.

COGNAC - PINKLOVE

pour 1 oz. Cognac into a cocktail glass, add a dash of raspberry liqueur, top with chilled Champagne and 2-3 fresh raspberries.



◆ V.S.O.P.

Aperitif. Enjoy on the rocks or with sparkling or flat water.

COGNAC ON THE ROCKS

1 oz. Cognac with ice cubes in a tumbler.



LONG DRINK - COGNAC & TONIC

1 oz. Cognac, ice cubes, 3-4 oz. of tonic according to taste.



GASTRONOMY

Please see the chapter on Gastronomy and Cognac

◆ X.O. AND RARER COGNACS

At the end of a meal and other moments of pure pleasure. Enjoy straight.

COGNAC TRADITION

1-2 oz. old Cognac in a tulip glass or a snifter, sip slowly.



Gastronomy & Cognac

An exceptional marriage of flavours...

When the flavours and aromas of Cognac meet the culinary arts, new gastronomical sensations result. No matter what the dish, the fragrance of Cognac always adds something that transforms the simply excellent into the clearly sublime.



TARTAR OF SCALLOPS, FLEUR DE SEL, AND BASIL DRESSING WITH FROZEN VSOP COGNAC:

FOR 4 PEOPLE

12 large fresh scallops
1 bunch of basil
2 oz. caviar
1 lb. fennel
2 organic lemons
½ lb. mache (lamb's lettuce)
1 tsp fleur de sel (preferably from Ile de Ré)
Fresh ground pepper
2 tbsp sugar
1 tbsp fine salt
4 oz frozen Cognac (put in freezer a day in advance)
8 oz extra virgin olive oil
chervil

- > Cut the scallops into 1/8-in slices. Remove the peel of the lemons and cook it in boiling water for 5 minutes.
- > Let it cool and cook again 3 times to remove the bitter taste.
Then cook over low heat for 1 hour with the sugar, the salt and 1 glass of water. Drain and let it cool.
- > Braise the fennel with a tbsp of olive oil in a tightly covered pan until it falls apart. (About 10 minutes.)
Let it cool. For the basil dressing: in a blender, mix together the basil, the juice of both lemons, the olive oil, salt and pepper. 5 minutes.
- > Preparation of the plates:
Spread the fennel at the bottom of the plates on a bed of mache. Pile the scallops on top, pour the basil dressing and cover with pieces of candied lemon peel. Finish with a dollop of caviar.
- > Add fleur-de-sel, ground pepper and bits of chervil.
- > Serve frozen Cognac in narrow glasses as an accompaniment.

Recipes by Thierry VERRAT - Restaurant La Ribaudière, Bourg-Charente

CAPON WITH ROYAL STUFFING & FRIED WILD MUSHROOMS

SERVES 8

| | |
|--|--------------------------------------|
| 1 capon approx. 4.5 - 5 lbs | 1 shallot |
| 1 duck foie gras approx. 1lb | 1 small bunch of flat-leaved parsley |
| 7 oz sausage meat | 1 tablespoon goose fat |
| 3.5 oz pork caul fat pork belly | 1 oz butter |
| 1 ¾ lbs wild mushrooms (equal parts of ceps, girolles, chanterelles, trumpets) | Salt, ground pepper |

- > Debone the capon. Open the two breasts. Remove the bones from the legs.
- > Spread out the pork caul on a clean cloth to form a rectangle 2 x 1 ft. Cover with the thin slices of smoked pork. Arrange capon's legs and breasts on top of the pork and evenly cover with sausage meat.
- > Remove tendons and membranes from duck liver and place it on top. Season generously with salt and pepper.
- > With the help of the cloth, roll the ingredients into a cylinder, tie with a string and place into a baking pan. Cook for 2 hours at 350 F.
- > While stuffed capon is roasting, wash the mushrooms and cut them into equal size pieces. Sauté them in a non-stick pan with the goose fat. Drain excess fat when cooked. Season, add shallot and chopped parsley. Finish with a knob of butter and pour into a serving dish. Take capon out of the oven, remove string and place capon on serving dish.



CHOCOLATE AND COGNAC TART WITH CARAMEL SAUCE

INGREDIENTS FOR 4 PERSONS:

| |
|--|
| SWEET COCOA-FLAVOURED PIE CRUST |
| 10 oz. sifted flour |
| 5 oz. sweet butter |
| 3 oz. confectioner's sugar |
| 1 oz. almond powder |
| ¼ oz. unsweetened cocoa powder |
| 1 egg |
| CHOCOLATE AND COGNAC FILLING |
| 10 oz. heavy cream |
| 1 oz. butter |
| 4 oz. dark melting chocolate |
| 2 eggs plus 3 egg yolks |
| ¾ oz. sugar |
| 2 oz. Cognac |
| CARAMEL SAUCE |
| 7 oz. heavy cream |
| 1½ oz. sugar |
| ¼ oz. lightly salted butter |

- > Roll out the pastry and press it into a 10-in pie plate.
- > For the filling, boil cream and butter, add chocolate and Cognac. Beat eggs and sugar until white and add to the mixture. Pour into the pie.
- > Bake at 350 F for 15 minutes.
- > For the caramel sauce, pour the sugar into a saucepan and cook until light brown. Add cream, butter and whip for 2 minutes. Refrigerate for 1 hour.
- > Serve the chocolate tart slightly warm with a pitcher of sauce.

Cognac

The Cognac region

A varied and rich land...





Cognac

◆ ON THE BANKS OF THE CHARENTE

The Cognac Delimited Region extends along the banks of the Charente, the wide, beautiful river described by Henri IV as “the loveliest stream in my kingdom”. It covers a large part of the Charente department, all of the Charente-Maritime, and several districts of the Dordogne and Deux-Sèvres.

◆ A RICH AND VARIED LAND

This ancient rural province, once called Aunis, Saintonge, and Angoumois, is characterized by its wide variety of landscapes: open field « champagnes » with their chalky soils, but also plains with red, stony earth, and green valleys separating hills and marshes, dotted with wood of various species.

◆ THE HEART OF COGNAC

In the heart of the region are the cities of Jarnac, Segonzac and Cognac, which gave its name to the renowned eau-de-vie. Cognac lies 465 km from Paris, 120 km from Bordeaux, and 100 km from La Rochelle. The region includes many places worth a visit such as Angoulême, Saintes, Rochefort, Royan, and the islands of Ré (nicknamed “Ré la blanche”) and Oléron (called “Oléron la lumineuse”).

◆ A QUESTION OF CLIMATE

With sufficient rainfall and an average annual temperature of about 13°C (55 °F), the Cognac region has the perfect climate for producing high quality wines.

This special microclimate certainly contributes to the the pleasant elegance and refined charm of the Cognac art de vivre as it is sometimes described.

The Cognac region combines diverse landscapes with an exceptional microclimate caused by the influences of the nearby ocean on the continent. Each of the six Crus of the AOC has its own distinct personality. It expresses itself in the intricate blends of aromas and tastes characteristic of each Cognac.



Tourism

History, landscapes and traditions...



◆ THE CITY OF COGNAC

World famous for its eau-de-vie, Cognac, the birthplace of King François I is also well known for its old town, with narrow winding streets. The stonework of its old houses is often coated with black velvet, the work of a microscopic fungus known as *Torula Comptiacensis* that feeds on alcohol vapours.

In Cognac one can explore the castle where François I was born, the church of St. Léger, the towers of the gate St Jacques and many large 18th century houses, all witnesses to the town's historic past.



◆ FESTIVE COGNAC

Cognac is also a festive town, with a reputation that grows every year: Cognac Thriller Film Festival, Coup de Chauffe (Street Arts Festival), Cognac Blues Passions (Blues Festival), Salon de la littérature européenne (European Literature Exhibition), the Fête du Cognac, the Grape Harvest Festival, the Floralies, and the Portes Ouvertes des Bouilleurs de Cru are only some of the events that are held every year, providing the city with a quality of life that is second to none.

Reaching Cognac and exploring the area is very simple: Paris is only 3 hours away on the TGV train. Cognac is located 30 km. away from the Paris-Bordeaux highway, and not far from the Bordeaux-Mérignac airport, with domestic and international flights.

◆ COGNAC, THE SPIRIT

Coming to the Cognac region means discovering the secret of its elaboration. While in the region, visit large Cognac Houses and smaller producers. They will give you a warm welcome and will be glad to share their passion with you.

◆ A BLESSED REGION

In the heart of the Cognac area there are many wonderful restaurants that use the natural riches of the region to their best advantage: farm produce, game, fish, shellfish, and of course, Cognac, Pineau des Charentes, and the Vins de Pays Charentais. These specialties are used in the highly original and tasty local cuisine, such as in the recipe for "petits gris à la charentaise" (snails Charentais style), oysters with a shallot and vinegar sauce, éclade de moules (mussel bake), goat milk cheeses, without forgetting Bavarian cream flavoured with Cognac and Pineau...

◆ FROM TOWN TO TOWN

The Cognac region is an area full of places to visit, all of them as if they had been taken from an architecture or a French history book: St. Peter's Cathedral in Angoulême, the Spa in St. Saloine (Charente-Maritime), the Arch celebrating the birth of Germanicus in Saintes, the old port at La Rochelle, the legendary Rochefort Arsenal evocative of Colbert and Lafayette (in Charente-Maritime), and many more sites of France's heritage.

◆ A CRUISE ON THE CHARENTE RIVER

370 kilometers long, the Charente River has its source in Chéronnac (Haute Vienne) and flows into the Atlantic Ocean near the city of Rochefort. The slow-moving, winding river has served as a natural link between France and the Nordic countries since the 15th century. From March to November, it is possible to take a discovery cruise on this delightful river.

These magnificent trips will give you glimpses of the region's many Romanesque churches, and show you a variety of landscapes.

◆ ROMANESQUE ART, THE REGION'S TREASURE

From the year 1000 onwards, many shrines were built in Angoumois, Aunis, Poitou and Saintonge for the pilgrims who crossed the region on their way to Santiago de Compostela. This was the beginning of Romanesque art: a combination of fine elegance and bold innovation, and spectacular technical experiments such as stone roof vaults.

Inside, the churches have an elegant simplicity, with striking sculptures, carved capitals, and wonderful frescoes, chiseled decoration, all made from local limestone. Particularly worth seeing are the churches at Aulnay de Saintonge, Talmont, Saint-Preuil, Bourç-Charente, Bouteville, and the Bassac Abbey.

◆ SPORT AND RELAXATION

There is enough choice and diversity in the Cognac region to please whomever is looking for leisure activities such as horse-back riding, four-wheeling, rowing, hiking, and of course every possible water sport thanks to the closeness of the ocean with its natural beaches, its seashore resorts and spas from Royan to the islands of Ré, Oléron and Aix.

Useful Addresses and Places to Visit:

- > **The Routes of Cognac**
Maison des Viticulteurs - 25 rue Cagouillet - 16100 Cognac - Tél : +33(0)5 45 36 47 35 - www.cognacetapes.com
- > **Cognac Tourism Office**
14, rue du 14 juillet - 16100 Cognac - Tél : +33(0)5 45 82 10 71 - www.tourism-cognac.com
- > **Le Musée des Arts du Cognac**
Place de la Salle Verte - 16100 Cognac - Tél : +33(0)5 45 32 07 25 - www.alienor.org/maco/index.htm
- > **Departemental Committee of Tourism (Charente)**
Place Bouillaud - 16000 Angoulême - Tél : +33(0)5 45 69 79 09 - www.lacharente.com
- > **Departemental Committee of Tourism (Charente Maritime)**
Maison de la Charente-Maritime - 85, Boulevard de la République - 17076 La Rochelle cedex 9
Tél : +33(0)5 46 31 71 71 - www.charente-maritime.org
- > **Regional Committee of Tourism**
BP 56 - 86002 Poitiers cedex - Tél : +33(0)5 49 50 10 50 - www.poitou-charentes-vacances.com

Cognac

Visit the Cognac region and discover the perfumes of France's legendary past: history, nature, Romanesque art and local cuisine - all these marvels await you in the delightful province of King François I.



Bureau National Interprofessionnel du Cognac

In charge of promoting Cognac...

*An interprofessional
organization entrusted
with public service
missions, the Bureau
National
Interprofessionnel
du Cognac (BNIC)
acts on behalf of all the
Cognac growers and
firms of the region
of production.*

◆ A BIT OF HISTORY...

Around 1875 the phylloxera plague hit Charente and destroyed most of the vineyards. Only about 40 000 ha were left in 1893. This drama gave birth in 1888 to the Viticulture Committee, followed by the Cognac Station Viticole in 1892. Many years of patient efforts were necessary before the economy of the region could recover.

On May 1st, 1909, the Cognac area of production was delimited. In 1936, Cognac became a Controlled Appellation of Origin (AOC).

During the Second World War, the wine and eaux-de-vie distribution bureau was created to preserve the stock of Cognac. When the war ended, in 1946, it was replaced by the Bureau National Interprofessionnel du Cognac and the Station Viticole was placed under its authority in 1948.

Since then all the stages of Cognac's production have been strictly regulated to guarantee its quality and authenticity. Its reputation has continued to grow ever since.

◆ WHAT IS THE BNIC ?

The BNIC is an interprofessional organization as defined by Article L631 of the French Rural Code. It is a private institution financed by the Cognac professionals (Cognac companies and growers). However, it is entrusted with public service missions.

Its members are appointed in equal numbers by the trade organizations that are most representative of the growers and merchants. A president is elected for a five-year term.

The State is represented by an Economic and Financial General Controller, appointed by the Ministry of Finance, and by the heads of various relevant administrations associated to Cognac. The Plenary Assembly is in charge of taking all the decisions pertaining to every facet of Cognac following their proposal by the Standing Committee and consultation with specialised commissions.

The BNIC's various departments are in charge of assuring the execution of these decisions.

◆ BNIC'S MISSION

Together, the Cognac growers and merchants have defined the BNIC's mission as follows: «To develop and promote Cognac, representing the best interests of all Cognac professionals including growers, merchants and members of other activities related to the Cognac trade».

◆ ACTIONS

- Structure the region of production
- Increase knowledge of the appellation, and protect it
- Facilitate market access
- Promote Cognac
- Establish the conditions necessary to accomplish all its missions
- Fulfill all the missions delegated by the Government



BNIC has ratified the « Code of Good Conduct on Commercial Communication for Alcoholic Beverages».
BNIC is currently pursuing Quality Certification under ISO 9001/2000

◆ THE MECHANISMS OF THE BNIC

The BNIC functions within a legal framework approved by a ministerial decision of July 24, 1989.

> The Plenary Assembly

The Plenary Assembly is the BNIC's decision-making body. It is made up of 34 members, of which:

- 17 represent the wine growers,
- 17 represent the Cognac firms.

These 34 members hold a vote each. The president of the Plenary Assembly is elected for five years.

The following are also represented at the Assembly, but in an advisory capacity only:

- relevant administration of the ministries of Agriculture and Finances
- related professions such as nurserymen, coopers, brokers, etc.

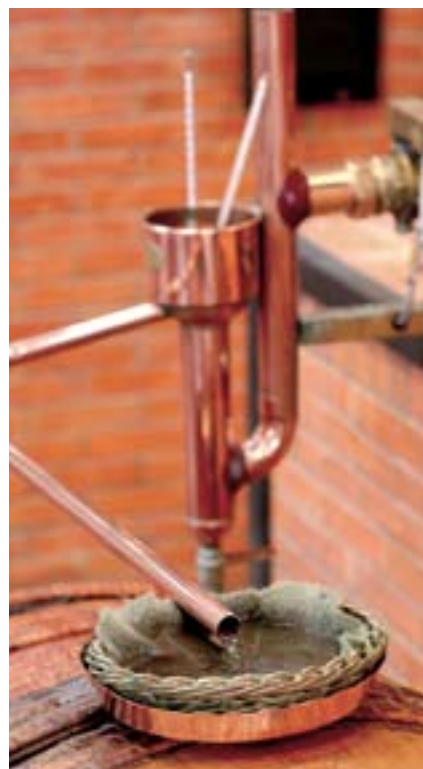
> How BNIC is funded

Since January 1st, 2004, BNIC is exclusively funded by its members. The dues are voted by the Plenary Assembly of the organization and rendered mandatory by ministerial decree.

> The dues

The level of the dues paid by the Cognac professionals – CVO, or “cotisations volontaires obligatoires” / compulsory voluntary dues – are based on the volume of sales made by each grower or shipper. The basis and the level of the dues are established annually by the Plenary Assembly which also determines the appropriation of the funds according to the actions it wishes to undertake.

Cognac



> The organization of the BNIC

BNIC includes several highly specialised departments. Each one is equipped to efficiently handle the needs of the professionals and fulfill its missions.

The Director

- Mission :
- Optimise BNIC's structure to best serve the objectives of the organization
 - Manage the organization and its 100-staff
 - Communicate with the Cognac professionals
 - Represent BNIC.

The Departments

> Legal, Economic, and Tax Affairs

- Mission :
- Examine all legal aspects (production, defense of AOC, environment, safety)
 - Access to markets
 - Tax issues
 - Advisory

> Station Viticole

- Mission :
- Carry out research into all aspects of Cognac production
 - Analyse
 - Provide technical services
 - Increase knowledge of and defend AOC
 - Distribute scientific and technical information

> Control of Ages

- Mission :
- Implement public service missions delegated by the State
 - Control transactions of Cognac
 - Implement compte ageing system: control of the ages and inventories of Cognac eaux-de-vie
 - Deliver Cognac certificates

> Marketing & Communication

- Mission :
- Develop the knowledge of Cognac
 - Promote the Cognac Appellation of Origin

> IT and Statistics

- Mission :
- Manage the BNIC's information systems
 - Study, analyse and publish statistics

> Human and Financial Resources

- Mission :
- Manage finances, budget and personnel
 - Publications

1001 ways to talk about Cognac...

> History

Coming from the best vineyards and transported on ships to Northern European countries, the wines of the Poitou, La Rochelle and Angoumois have been greatly appreciated by the English, the Dutch, and the Scandinavians since the 13th Century.

> Charentaise Distillation

The distillation method has not changed since the birth of Cognac. The special Charentais copper stills "à repasse" that were used then are still in use today.

> Blending

Making Cognac is the work of the master blender. Like the "master nose" and his perfumes, the Cognac Master Blender (Maître de Chai) subtly blends together eaux-de-vie of different ages and from different crus.

> AOC

Nearly a century and the assistance of the French government were needed for Cognac professionals to define a framework that preserves the authenticity and uniqueness of Cognac, from its production to its marketing.

> Harvest

It all starts with the selection of grape varieties, mostly Ugni Blanc, perfectly suited to make Cognac. This is followed by the traditional harvest, the pressing of the grapes and winemaking according to natural methods.

> Quality

Quality is a Cognac state of mind. We sometimes say that a chain is as solid as its most feeble link. For that very reason, to guarantee an impeccable quality, all the stages in the elaboration of Cognac are extremely strict.

> Market

In 2005, Cognac had a historical year and had the third best performance of its history in terms of sales. This performance was reflected in 95% of the exports, although the French market is still a priority for the BNIC.

> The Art of Wood

Cognac is kept and aged for many years in oak casks. The making of a Cognac cask follows a traditional and ancestral method that is near perfection.

> The power of taste and smell

In order to discover all the subtleties of a Cognac, a taster will take much pleasure in collecting many bits of information with his eye.

> Consumption

Straight, as a long drink, or a cocktail, discover the different ways in which you may enjoy Cognac.

> Gift

What is more natural than offering Cognac as a gift? In many countries, this is a synonym of recognition and deep respect.

> Cognac Perfect Pairs

Cognac may be enjoyed together with a meal...why not? Let yourself be surprised. Cognac goes wonderfully with a great variety of dishes. It will be a true delight for your taste buds.

> Cooking with Cognac

When the flavours and aromas of Cognac are used in cooking, gastronomy takes on a whole new meaning.

> Cellar Paradise

Cognac is a living product. During its long ageing in oak casks, it is in permanent contact with air. This allows the extraction of substances from the wood that give Cognac both its colour and bouquet.

> The Art of Hosting

Charente and Charente-Maritime have always been a privileged tourist destination. Here, the art of hosting is extremely developed. The large number of bed and breakfasts gives many tourists the possibility of enjoying a nice stay.

> The Region

The Cognac region combines diverse landscapes with an exceptional microclimate caused by the influences of the nearby ocean on the continent. Each of the six Crus of the AOC has its own distinct personality. It expresses itself in the intricate blends of aromas and tastes characteristic of each Cognac.

> Cognac Thriller Film Festival

Since 1982, famous actors and prestigious directors gather in Cognac for a few days.

> Cognac Blues Passion

Since 1994, the Blues invades the streets of Cognac during July. A carnival ambience reminiscent of New Orleans.

> Fête du Cognac

Launched by several young Cognac producers to promote their spirits, the Fête du Cognac has become a not to be missed festival that celebrates the town and its eau-de-vie.

> The Art of Glassmaking

The Art of Glassmaking has been part of Cognac's success since the 19th century. Bottles look like genuine decanters or carafes worth admiring and sometimes treasuring.

Contact us. For further information, please contact our press service in our Marketing & Communication Department : presse@cognac.fr

Pictures credits

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- > Hennessy
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- > Rowing club of Cognac
- > City of Cognac

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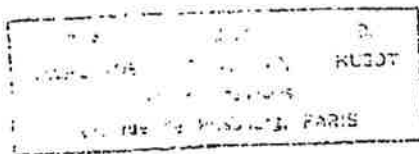
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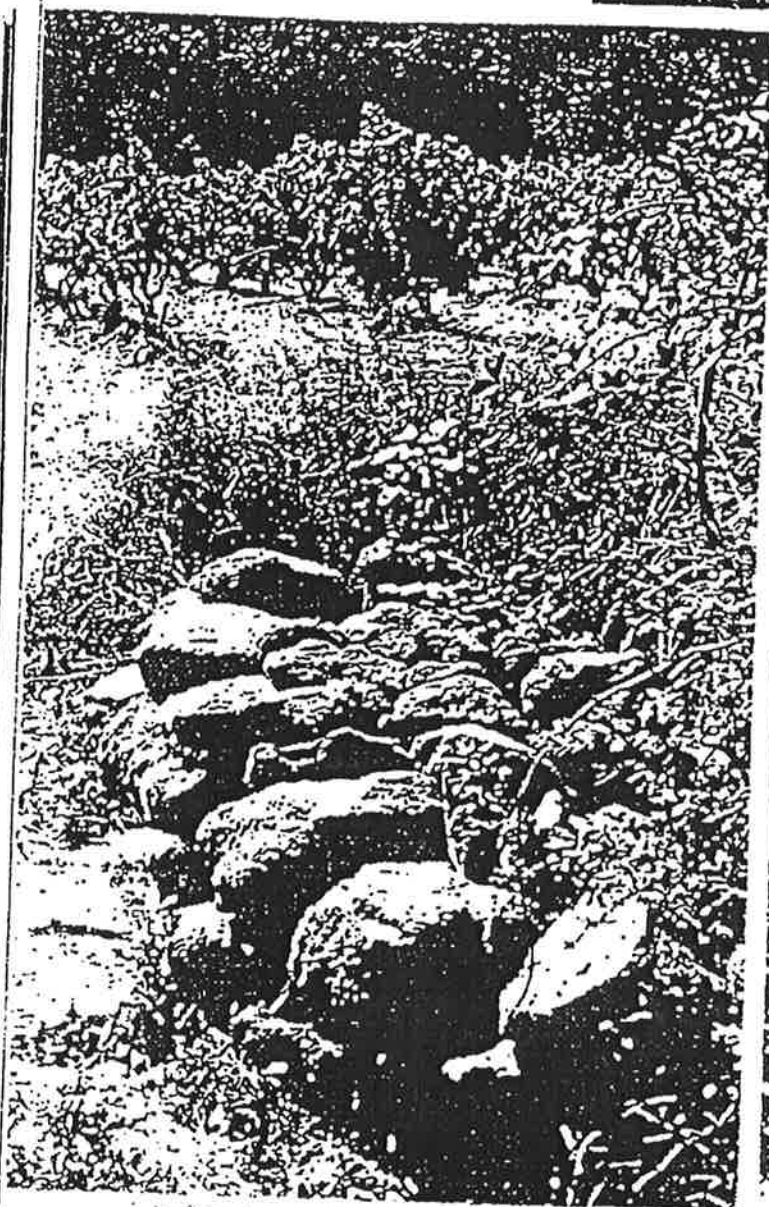
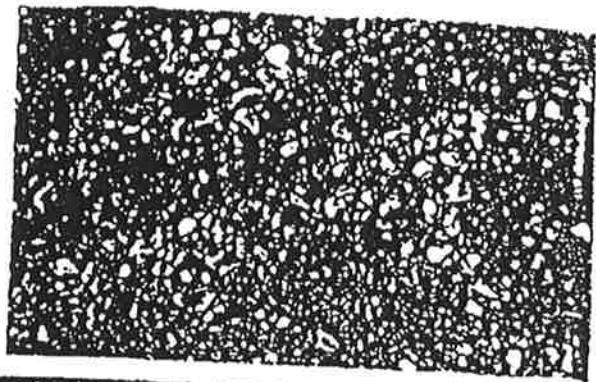


PRODUCTION CONDITIONS GOVERNING APPELLATIONS D'ORIGINE

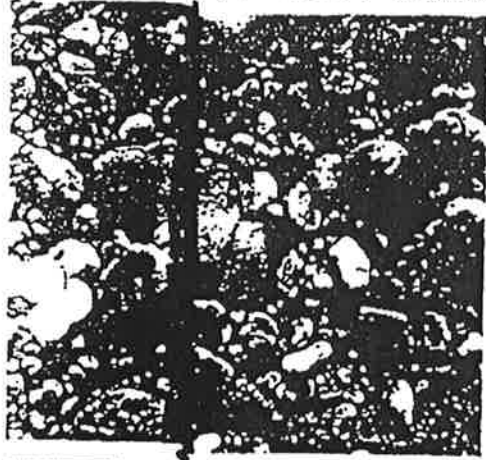
It is one thing to say, as in article 21 of the *décret-loi* of 30 July 1935, amended for the first time in 50 years by the law of 16 November 1984, that an *Appellation d'Origine Contrôlée* must meet certain conditions in respect of: "area of production, grape varieties, yield, minimum natural volume of alcohol, cultivation and vinification or distillation methods" but it is quite another to apply these conditions. Each *appellation* is an individual product and needs careful study to determine the special context within which growers and winemakers can work to their own satisfaction and with ultimate success.

An examination of the various conditions imposed will demonstrate the problems with which the members of the INAO are faced. However, the results obtained from the quality and economic viewpoints would seem to prove that the methods used, however much in need of improvement and therefore open to criticism they may be, owe a great deal to the realistic attitude of the growers who, by always taking the long view, have provided themselves with the means of controlling the quality of their products and thus increasing their value in the eyes of the rest of mankind.





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INSTITUT NATIONAL D'APPRECIATION ET DE PROTECTION DES VITICULTURES
 17, rue de Valenciennes PARIS



MARKING THE BOUNDARIES

Each Appellation d'Origine is firstly and essentially a result of the existence of districts each of which may be defined as comprising a number of tracts of land which, by the varying nature of their soil, agronomical and geological features, situation and environment (topography, exposure, etc.) influence the "mesoclimat" have been shown by experience tradition and usage to be suitable for the production of fine wines. Any graft and other irreversible change in one of these features means the definitive loss of the quality potential of the district. The INAO is therefore frequently obliged to intervene in cases of roadbuilding, opening of quarries or the use of land for urban development in order to defend a rare natural resource, an integral part of the national heritage.

It therefore becomes apparent that an exact knowledge of the boundaries of the areas suitable for the production of an Appellation d'Origine wine is necessary to define its production territory.

These boundaries must be translated into a well defined set of two concepts: the first which places the Appellation in a geographical and administrative context, i.e. the geographical area; and the second which defines the precise boundaries of the plots, i.e. the demarcated area.

Geographical area -- demarcated area

The geographical area of an Appellation d'Origine is the one mentioned in the legal text which defines it, when its overall boundaries are based on administrative boundaries (list of communes) or obvious natural boundaries. The demarcated area consists of all the tracts of land situated inside the geographical area recognised as suitable for the production of the Appellation d'Origine wine concerned.

According to the legal texts, the demarcated area is defined in accordance with certain conditions. Sometimes it is specified that only certain soils may be used for vine growing, sometimes that other types of soil are unsuitable. It is often simply indicated that the demarcated area should only contain those tracts of land selected by local tradition and usage.

When the first series of orders defining the AOC were issued, the work of marking boundaries was so great that it was impossible to complete it before the publication of the legal texts regulating each Appellation. As the "demarcated area" is the main condition of production, it now seems abnormal for an AOC to be defined by law before its production area has been exactly specified. However that was mainly the custom. The boundaries have since been decided for all these AOC. This does not prevent the existence of an anomaly which is likely to cause problems when the area is inspected.

In an order dated 2 February 1967, known as the Sines-Siègne order, the Council of State emphasised that, as the marking of boundaries was part of the conditions of production, it should be carried out when the décret defining an AOC was published. Since that time the INAO has met this requirement, and any new law in respect of an AOC includes 515 of plots which correspond to the boundaries marked on local plans by experts and approved by the National Committee.

1. See art. 2 of EEC Regulation 118/73



F. R. D.
DELALANDE, ING. AGR., HUSOT
17, RUE DE LA SORBONNE, PARIS

boundaries

(commune of Morey-Saint-Denis)

GRANDS CRUS

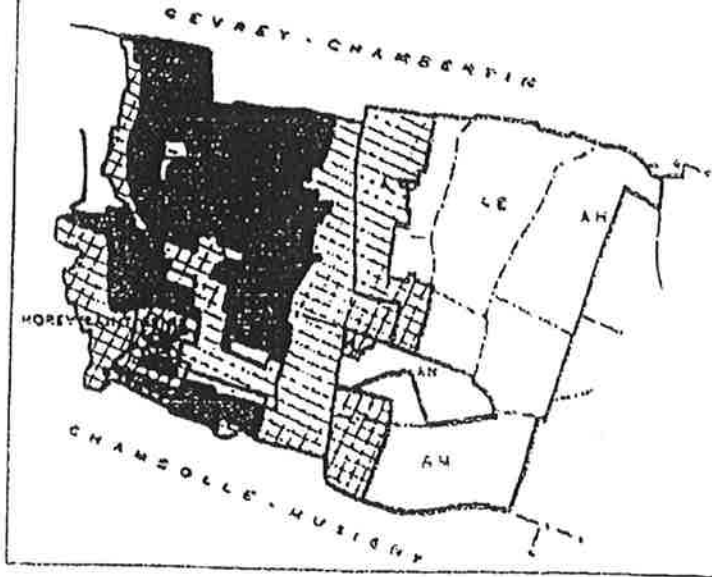
- Bonnes Mares
- Clos de Tart
- Clos de la Roche
- Clos Saint-Denis
- Clos de Lambrays

APPELLATIONS COMMUNALES

- Morey-Saint-Denis 1^{er} Cru
- Morey-Saint-Denis

APPELLATIONS REGIONALES

- Bourgogne
- Bourgogne Aigoté
- Bourgogne Passe-tout-grains





Procedure

As an *Appellation d'Origine* is essentially an entity possessing strictly local or regional characters, it seems impossible to use a single method or single set of criteria to serve exclusively for each and every demarcation. However, the procedure to be followed to mark the boundaries for one appellation is the same for all.

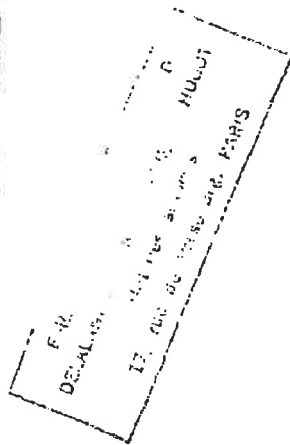
The INAO has therefore been obliged to call upon experts with an intimate knowledge of the natural characteristics of the various types of land to be found in the region(s) where they work. These experts are generally chosen from the university, scientific or technical world from the foremost specialists in the following disciplines: geopedology, agronomy, oenology and viticulture, although other disciplines may be involved.

As soon as they are appointed, the experts meet to study

- the *décret* (or the draft *décret*) delimiting the *Appellation*, with special reference to the section dealing with its "demarcated area"
- the principal natural characteristics of the vine-producing area which has traditionally used the *Appellation d'Origine* which some writers, such as Professor G. KUHNHOLTZ-LORDAT, have called the "noyau d'élite" indicating that the main characteristics of the *Appellation* are only found in a diluted form outside its boundaries.

Using this information as a basis for their work, they examine each cultivated plot to identify all the land capable of producing a wine closely similar in quality to that of the wines characterising the *Appellation*.

This examination allows them to draw the boundaries which they will copy onto the local plan. The area demarcated may include the whole plot or only a part thereof.



The various bases for demarcation

It can be said that the basis for demarcation of each *Appellation d'origine* (or group of *Appellations* from the same zone) is unique and different from the bases used elsewhere.

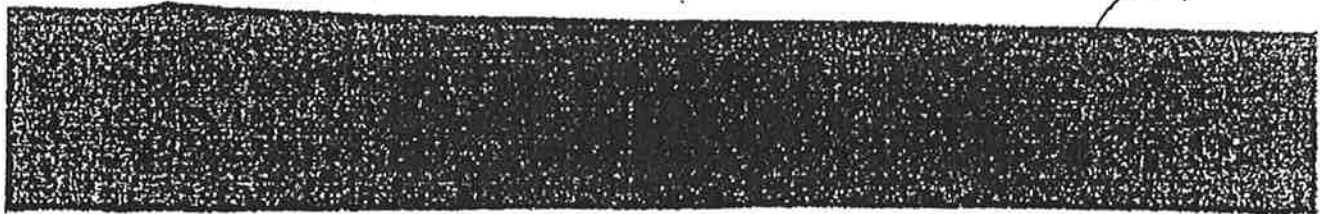
According to circumstances, boundaries may be based on criteria connected principally with one or more of the following technical or scientific data: geopedology, orography, climatology, edaphic factors, ancient and continued usage and practice.

Some *Appellations d'Origine* are characterised by soils of great homogeneity, all from the same geological formation or resulting from the same pedological evolution.

Other *Appellations d'Origine* include very diverse soils and different exposures.

A great number of patterns are therefore found. They are certainly not as numerous as the *Appellations* themselves but they are sufficiently different to constitute an additional and major justification of the claim that an *Appellation d'Origine* has a specific and original character. The following are a few examples:

- AOC FAUGÈRES: Schists;
- AOC PAUILLAC: Deep gravel soils (quaternary Gunz).
- AOC SANCERRE: Sequanian Kimmeridge clay.
- AOC L'ÉTOILE: Triassic and Liassic marl.



Revision of boundaries

By definition, a demarcation ought to be immutable since it solely concerns soil which is there already, and has resulted from a slow evolution over geological ages. Why, therefore, hardly fifty years after the boundaries were drawn, are some *appellation* areas under revision?

There are a number of reasons.

There is first of all the fact that the original boundaries were drawn on the very old local plans which had not been altered since first drawn up at the beginning of the nineteenth century. The boundaries marked just before or immediately after the second world war therefore included numerous inaccuracies, principally due to differences between the existing plot and the century-old drawing on the plans. Rural development was often responsible for situations of this kind.

Another justification is the state of production at the time when the first control orders were published. The majority of experts only marked the boundaries at the bottom of the slopes in order to delay or even stop the tendency for the vines to spread onto the richer land. It was unnecessary for them to mark a boundary at the top of the hills, as the difficulties of cultivation on very steep slopes, wooded or with poor exposures presented an insuperable problem to sensible growers wishing to make a profit from their vines. Today, this is no longer the case. Modern equipment allows the cultivation of land hitherto unusable and at relatively satisfactory cost. The uncontrolled spread of vines on land of doubtful suitability must be prevented. Exact and reliable boundaries must therefore be available for all AOC wines.

Furthermore, some experts, for reasons which are not always clear, included in their proposals only those vines actually existing at the time of their inquiry. This seemed hardly credible to the growers who know that natural, sociological or economic vicissitudes rarely permit the vine to be grown on every site where its fruit can ripen properly. In this case, a revision of the boundaries based on the specific properties of each site would obviously seem to be necessary.

Another reason is linked to the repercussions of development policies (opening of new roads — land use plans — increasing urban development in rural surroundings, etc) and the demands of the community which needs to obtain material cheaply for earthworks for roadbuilding or mixing concrete. It is for this reason that it has seemed necessary to review the boundaries of certain areas, if only to meet the needs of the community in the face of changes which have often been badly controlled, mainly during the last two decades.

These revisions are made according to the same principles as those used when the boundaries were first marked. The object is to update the boundaries marked on local plans and to make them more realistic than those previously used.

Administrative procedures

* The experts are appointed by the INAO National Committee which in turn decides their terms of reference and term of office. The group of experts appointed for an *Appellation* constitutes the demarcation commission.

* The Secretary is appointed from a member of the INAO staff.

* After a preliminary study during which many professional contacts are made, both within the association concerned and among persons likely to





supply useful information, the commission establishes the criteria which will serve as a basis for the fulfilment of its task.

- The commission then marks the boundaries of the *Appellation d'Origine* in the district concerned in accordance with the above criteria
 - The boundaries are transferred to a plan
 - When this has been done, a report is written describing the commission's work and stressing any difficulties it has experienced in giving an opinion. The list of plots (in the form of their reference on the district plans) included in the demarcated area is attached to the commission's report
 - The experts' report and list of plots are then submitted to:
 - the *Appellation* association for its opinion;
 - the National Committee of the INAO for a decision.
 - After approval by the National Committee, the plans are lodged in the town halls of the communes concerned for examination by the public. From that date onwards, all concerned are allowed by law a period of two months in which to raise any objections or make any claims.
 - At the end of that two-month period, the experts consider the claims. Reasons must be given for any rejections. The resulting proposals are submitted to
 - the *Appellation* association for its opinion,
 - the National Committee of the INAO for a decision.
 - Upon approval by the National Committee, the boundaries become definitive and official. The supporting plans are kept at the *mairie* (town hall).

Scale of work so far accomplished

- Number of *Appellations d'Origine* areas (*) 323
- Number of communes concerned about 4 500
- Number of survey plans used about 54 000
- Number of members of demarcation commissions at 31/12/84 84
- Average time required to draw up a district plan:
 - Initial delimitation of boundaries
 - Preparation — Land survey
 - Administrative work — printing of plans
 - Lodging of plans — Examination of claims
 - Final lodging of plans
- 18 hours
- Revision of boundaries
- Preparation — Land survey
- Administrative work — printing of plans
- Lodging of plans — Examination of claims
- Final lodging of plans

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* A number of different *Appellations d'Origine* may sometimes exist in the same geographical or demarcated area because of the total or partial superimposition of their production sites
 Examples: AOC Hermitage and Côtes du Rhône
 AOC Barsac, Sauternes and Bordeaux



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GRAPE VARIETIES

It has long been known that a specific variety of grape grown on certain vinegrowing land produces a distinctive wine of fine quality slowly revealed to growers over successive generations. This indicates that a particular variety of grape combines with the soil in question to produce potential characteristics for distinction and quality. The converse is true, it is inconceivable that an *Appellation d'Origine* wine (and therefore a quality wine) can exist on a given site if it was produced by any other variety of grape, even if this grape produces fine wines elsewhere. The regulations for grape varieties for *Appellations d'Origine* have been determined according to this principle.

Definition of the grape variety for an *appellation d'origine*

Because an *Appellation d'Origine* is defined as the property of the community, the winegrowers' association representing it holds it in trust for that community. It is therefore the responsibility of the association to determine the conditions of production for its *Appellation* including the grape variety. When the application is made which will result in legal recognition of the *Appellation*, the association will inform the INAO of the grape variety or varieties recognised locally as having contributed to the quality and reputation of the product.

For its part, the INAO will consider the association's proposal and will conduct an inquiry in order to determine with the maximum certainty and precision the grape variety likely to perpetuate the distinction and quality which has made the reputation of the *Appellation* so to be recognised.

The variety thus specified and approved by the National Committee of the INAO, then confirmed by the government, will henceforward be the one exclusively used to produce the *Appellation* wine in question.

Before the appearance of *phylloxera* the vinegrowing land was restricted to a few particular locations, in some regions for several centuries. The vine was ungrafted and long-lived, spanning the lifetimes of several generations of growers. Under these circumstances, only those varieties which were absolutely suited to the soil in which they grew were cultivated. Vines were seldom if ever uprooted. Gaps were filled by layering. Vineyards were accordingly very stable.

The arrival of the *phylloxera* at the end of the nineteenth century was to change the traditional foundation of the wine region which was already shaken by the development of rail transport. Winegrowing sites were changing. In many regions, new vines were preferably planted in the plains where they could be cultivated more cheaply and would be more productive.

The grafting of French vines onto American roots, which were immune to *phylloxera*, increased productivity and facilitated the spread of grape varieties between regions. The appearance of a national trade in vine plants needed for extensive replanting increased this phenomenon.

It was also at this time that some bold spirits created direct producing hybrids, interspecific crosses between *Vitis Vinifera* and American species such as *Vitis Labrusca*. Varieties of vines for winemaking obtained by these crosses showed certain characteristics which, at first sight, appeared very advantageous: they were resistant (however in different degrees) to *phylloxera* and therefore grafting was not required; they were also more productive and resistant to certain diseases such as mildew and oidium; after a spring frost, new buds appeared, which encouraged their planting in zones where the vine was nonexistent. But the initial euphoria could not long survive the quality of

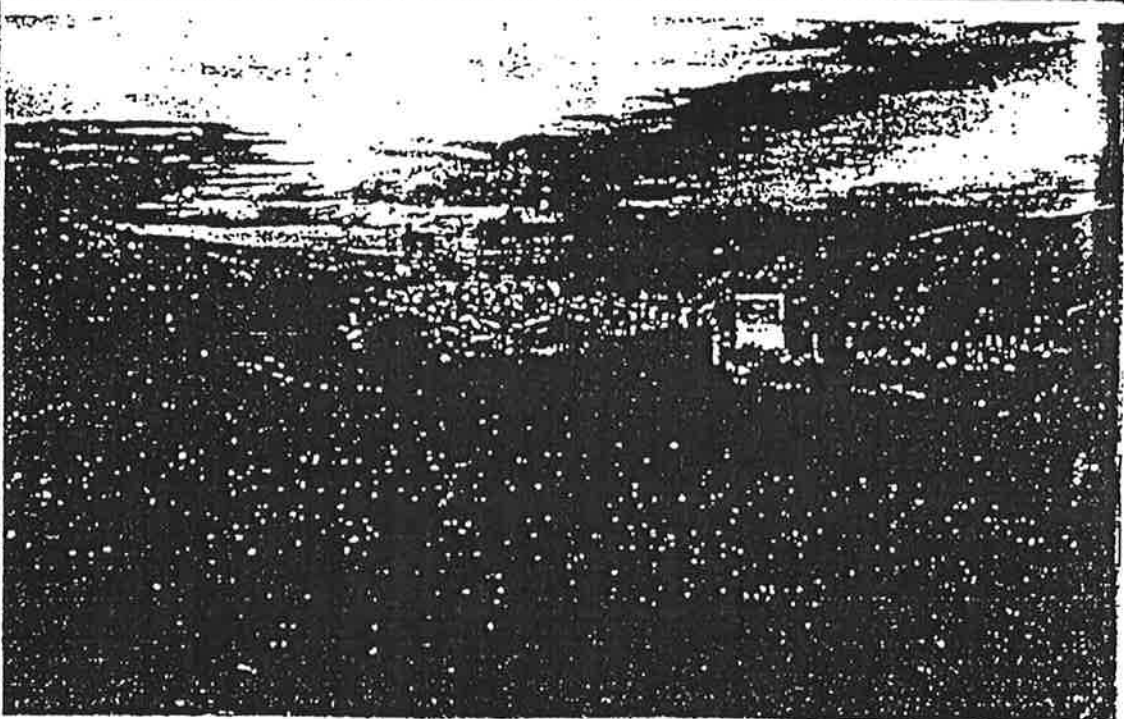
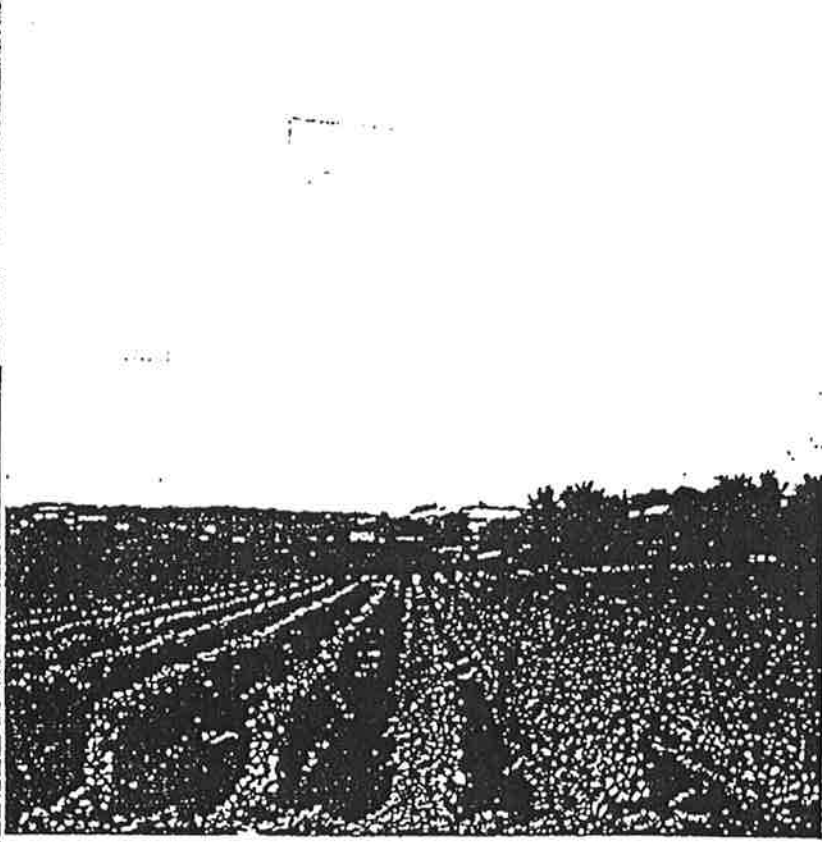


Fig. 17

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the wines obtained. In fact, they were often poor, not to say bad, their aroma being reminiscent of ether, quite unlike that produced by *Vitis vinifera* and their taste giving a grossly earthy impression often translated into "tasting" language by the expression "loxy".

Everything therefore combined to undermine the quality of French wines, on a national, regional and local level. Only a few regions were able to survive and these would serve both as a reminder of and a link with the great prephylloxera era and the period which followed it only a few decades ago.

The great slump in wines in the twenties and thirties accelerated this phenomenon, so that the vines grown in many regions deteriorated greatly. Many examples may be given in support of this statement, as in 1935 at the time of the creation of *Appellations d'Origine Contrôlée*, very few regions, even the most famous, could claim no deterioration of their vine varieties.

In the MEDOC, for example, the worsening of the economic situation was such that the wines made from a very commonplace but highly coloured grape, the *Alicante Bouchet*, and a few direct producing hybrids, sold better and at a higher price than wines made from *Cabernet Sauvignon*. When the order defining the AOC BANDOL was promulgated, very few vines could produce wines entitled to this *Appellation*. By proposing the use (theoretical at that time) of grape varieties traditionally used before replanting and since forgotten, the *Appellation* association resolutely voted for quality and long-term success. What was then a gamble has since become a langloire reality and has paid off in terms of quality and economy.

Although the war of 1939-45 delayed the renewal of grape varieties, much was achieved in the fifties. To sum up, the merit of these restrictions has been to reinstate grape varieties ideally suited to the potential quality of the various districts entitled to an *Appellation d'Origine*.

At the present time, on the thirtieth anniversary of *Appellations d'Origine* it may be said that the AOC wine regions are growing the traditional grape varieties which produce the finest quality wine.

The varietal purity of the wine region is therefore assured. Perhaps we should now ask ourselves a few questions on quality prospects.

Selection

The practice of grafting, which became general after the phylloxera disaster, not only provided an opportunity for growing vines on more varied soils than hitherto and for increasing productivity, but it also had other less beneficial consequences. The new, more vigorous, plants were increasingly susceptible to certain diseases such as grey rot, virtually non-existent in the weaker vines in the old prephylloxera vineyards.

This accordingly led to a considerable reduction in the life-span of the vines which, after a relatively good production period, quickly entered a period of decline with substantially lower production. Mechanised cultivation also played a part in this decline because of the great damage it did to plants and roots.

But also and perhaps above all, grafting encouraged the spread of virus diseases, by the constant exchange of grafts and wood through the entire wine region. Professor BRANIAS should be given due credit for being the first with the foresight and determination necessary to convince the growers and the government to take urgent action against this latest scourge which threatened to destroy all the efforts to recreate an entire region for the production of fine wines.

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It was mainly with this in mind that the first work of selecting varieties of stocks and *Vitis vinifera* was begun in the lilies.

A first approach since it was necessary to act quickly, was to proceed with what was called a mass selection. This consisted of choosing sound stocks or, rather, stocks showing no outward signs of virus disease (drooping of the flowers or newly-formed grapes, partial failure of the harvest, misshapen leaves and wood, weak appearance) from a population of a single variety. Visual examination of this kind made it possible over a period of a few years to build up a supply of plants of a given variety, which were presumably sound and from which it was possible to take grafts. For obvious reasons, this type of selection produced varietal types which were considerably more productive.

Knowledge of the virus diseases and health improvement techniques (treat treatment, multiplication of menstems, etc.) progressed on parallel lines so it became possible to reach a new stage and make use of "clonal selection".

The aim is then to isolate a rootstock of a given variety of vine, firstly to study its characteristics and then to propagate it. Its descendants are what are called "clones". Each individual clone has exactly the same characters as the parent stock from which they are all descended.

The initial object being the same, only those clones exempt from virus diseases are propagated. To this end, a number of tests intended to reveal the presence of viruses are made (micro-grafting, immunological tests) which may result in the use of the appropriate treatments. When a few healthy individual plants have been obtained, the clone is subjected to other tests (outdoor cultivation, observation of phenol content, microvinification) which demonstrate some of its main characteristics (productivity, size of grapes, alcohol-producing qualities, acidity of the wines produced, microvinification and tasting).

After all these tests, each clone is submitted for the approval of the CTPS (Comité technique permanent de la sélection des plantes cultivées), wine section. The approved clone is then certified. At present, only INRA (Institut National de la Recherche Agronomique) and ANTAV (Association Nationale Technique pour l'Amélioration de la Viticulture) are allowed to produce clones.

Of course, many selection criteria are used and they depend essentially on the objective sought. A simple listing should suffice to show the diversity of the results which can be obtained. Attempts may be made to select a clone producing grapes with a maximum sugar content, a certain rate of polyphenols, a colour of a certain intensity, a determined number and weight of grapes per stock. The clone possessing a high level of all these qualities does not exist. In some cases, clones are selected for yield, and in others for alcoholic strength, colour, tannin content or potential aroma.

It is obvious that the initial object was to obtain healthy clones for each of the varieties which are commonly cultivated in France. This applied particularly to AO wine-producing regions. At the present time, "clones sanitaires" exist for most of the varieties grown. But a great deal still remains to be done. In particular, a number of these "clones sanitaires" have to be tested under actual growing conditions in order to judge their aptitude for producing fine wines.

An example shows the problems which are arising and which will arise in the future. It is almost universally impossible to distinguish by appearance alone between a clone of one variety and another of the same variety. It is therefore necessary to take the word of the supplier. Although strictly controlled, it is not impossible that clones may be interfered with and this would be extremely damaging for the sufferers.

The following case confirms these fears. The Cabernet-Sauvignon grape is an integral part of the Bordeaux wine region and is responsible for



the high quality of much of its production. Bordeaux research workers tried to select clones guaranteeing a judicious balance between an optimum sugar content and the highest possible polyphenol level, while at the same time the production per hectare was satisfactory. In the Languedoc region, researchers thought that the Cabernet-Sauvignon should be of interest, insofar as its production per hectare would be sufficient to guarantee a suitable margin of profit. They therefore selected a very productive Cabernet-Sauvignon which was acceptable from the point of view of aroma but contained low polyphenol levels. At the present time, therefore, a Cabernet-Sauvignon exists which, although it resembles in appearance the well-known variety grown in Bordeaux, has few of its qualities. This is how simple errors in handling can have serious consequences!

In mentioning this risk, we are not seeking to condemn clonal research and the excellent results we are entitled to expect from it, but to show that it is necessary to remain extremely vigilant to avoid very serious damage to our Appellation wine regions, if replanting from clones continues unchecked without proper means of control. The future of the production of Appellation wines depends on our vigilance.

The use of root stocks

The problem of root stocks is similar in many aspects to that of clones. When the first grafting was carried out, species of *vitis* other than *vitis vinifera* were used direct, such as *vitis rupestris* or *vitis rotundifolia*. Since that time, all these species have been crossed and re-crossed to produce stocks each of which has certain well-specified characteristics, including:

- resistance to *phylloxera*;
- quality of rooting;
- recovery on grafting;
- resistance to chalk;
- behaviour vis-a-vis the compactness of the soil;
- vigour;
- resistance to drought or damp;
- resistance to the nematodes which are the carriers of virus diseases.

When he makes his decision, the grower must have a thorough knowledge of certain facts in order to avoid serious errors. He should take account of the soil, subsoil, the nature of both, structure and composition, exposure, the drainage of his land and, finally, the variety of graft. He cannot risk the least error of judgment as, once the vines are planted, he cannot turn back, except by uprooting the plants and starting all over again.

Any mistake results in a loss of profitability or of quality usually due to poor quality of production. In the case of root stocks, there is no room for error. The damage is irreversible.

Although relatively simple rules exist for the choice of a vine variety, no such rules exist for root stocks, and the grower is solely and entirely responsible for choosing them. In view of the many possibilities, it is impossible to visualize rules for using a certain stock with a certain vine in given natural conditions. In addition, during recent years, research has been concentrated mainly on the study of the varieties of *vitis vinifera*, their behaviour and their aptitudes for producing quality wine through the diverse clones selected; there is still a lot to learn about stocks.

When the vineyards were first replanted, the incidence of stocks on the quality of wines was the subject of much controversy, which quickly languished because of the lack of an adequate scientific basis for the observations.

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F. P. ... D. HUBERT

and experiments carried out. This subject ought to be further investigated, in view of the recent mass of information obtained from plant physiology research. It might be possible to find some highly instructive answers.

Planting

The planting of vines has long been the subject of strict regulations in France and more recently in the EEC. Vines are planted on the basis of a "right", called "right to plant", which may have three origins:

- When vines are uprooted in a vineyard, the grower has the right to replant over an equivalent area in the same vineyard. This is the "right to replant".
- An owner may (under certain conditions) have the right to plant as a result of the uprooting of vines in another vineyard. This is known as "transfer of planting".
- Under certain conditions, an owner may obtain the right to plant from the government. These rights are strictly regulated. The system is known under the name of "new planting".

This is certainly not the place to discuss the allocation of these rights, if only because the regulations are changed so often.

On the other hand, it is worthy of mention here that, for some twenty years within the framework of the *Appellations* and the INAO, considerable thought has been given to the expediency of transfers and new plantings and to the way in which these rights are granted. The winegrowers' associations have an important part to play in this area.

Apart from a few AOC which have little or no land available within their AOC boundaries for extending their production area, many have large areas of available land. To clarify matters, although at the risk of oversimplification, the first group are usually "communal" AOC and the latter "regional" AOC.

It can therefore be seen that a single planting policy for all *Appellation* regions in France cannot exist, but that there are policies for every set of circumstances. And so each policy must depend on certain considerations which will be established in terms of the replies to questions concerning reputation, market conditions in regard to recent and even longer-term changes, market components, the socioprofessional structures of the *Appellations*, individual facilities, etc. These are all points which will determine the collective and individual scale of the planting which may be carried out, and the rate in terms of years at which it seems desirable to plant.

At the present time, each association is asked to include with any application for new planting certain proposals enabling the methods of granting planting rights to be determined.

YIELD

Yield corresponds to the quantity of wine produced from one hectare of vines.

It is often said that there is no direct correlation between yield and quality. However, it is obvious and undisputed that, above certain thresholds, an irreversible deterioration in quality will result, because the wine becomes commonplace as a result of a rapid loss of its unique qualities. This is the reason for stipulating a maximum yield in the definition of an *Appellation d'Origine* wine.



Everyone (with a few very rare exceptions) is agreed on this. The difficulty begins when putting the principle into practice. It is for this reason that attempts have been made, since 1935, to restrict abuses concerning yield which generate poor quality, while allowing occasional increased yields which do not represent a major risk in terms of quality. It is the boundary between what is reasonable and what is an abuse—as in this case that which is not reasonable constitutes an abuse—which has constantly caused discussion and even violent quarrelling, as each side is able to advance irrefutable arguments on its own behalf.

It might therefore be interesting to give a brief history of this concept of limitation of yield, as conceived and as applied from 1935 to the present day.

Firstly, it should be pointed out that at the time of the creation of the AOC in 1935 the wine regions with claims to the AOC were generally in a poor condition from the viewpoints of cultivation and plant health. Productivity was therefore poor, even very poor, and the growers of the time were obliged to base their proposals concerning yield on these poor productivity figures. As, furthermore, they were experimenting by introducing regulations whose effects they could not accurately foresee, they proposed figures for inclusion in the statutory orders which generally left sufficient safety margins to cause the grower no trouble, while at the same time preventing persistent abuses. Moreover, to allow for the caprices of nature, certain regulations were proposed which were intended to be easily adaptable to every case.

The five-year yield

On the principle that the years follow each other but do not resemble each other, and that a bumper year generally follows a poor year, certain "geniuses" proposed that yield should be calculated not on one but on five years, the year of the harvest and the four preceding years. The five-year average should be below a fixed threshold, suitable to each *appellation*.

If this threshold were exceeded, the entire harvest would be downgraded¹. This rule soon became very difficult to apply. It was in fact based on the assumption that the grower was able to "manage" his production suitably from one year to the next. But if by chance, following a year remarkable for some unusual weather or physiological conditions which produced a small harvest, he had a very large harvest, poor or even bad in quality, nothing prevented him from declaring it in its entirety with the *Appellation*. When, subsequently, the year of shortage was no longer counted in the reckoning, the poor but abundant year prevented any declaration of a harvest even of excellent quality. The system, which was welcomed by many people, was profoundly unrealistic and unworkable.

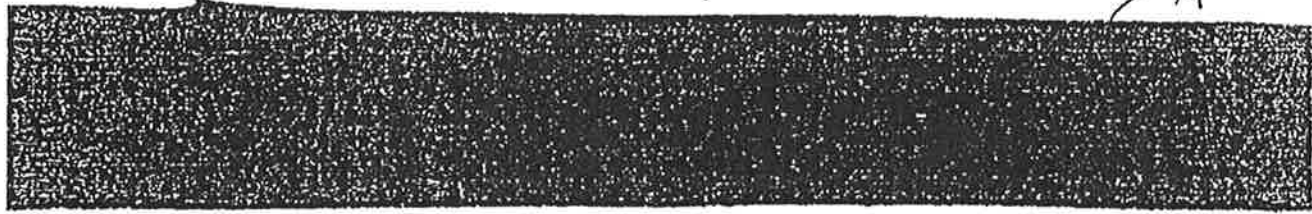
It remained in force for the Gironde AOC until 1955 (order of 24 November 1955), when it was replaced by the system in force elsewhere.

Maximum yield with individual exemptions

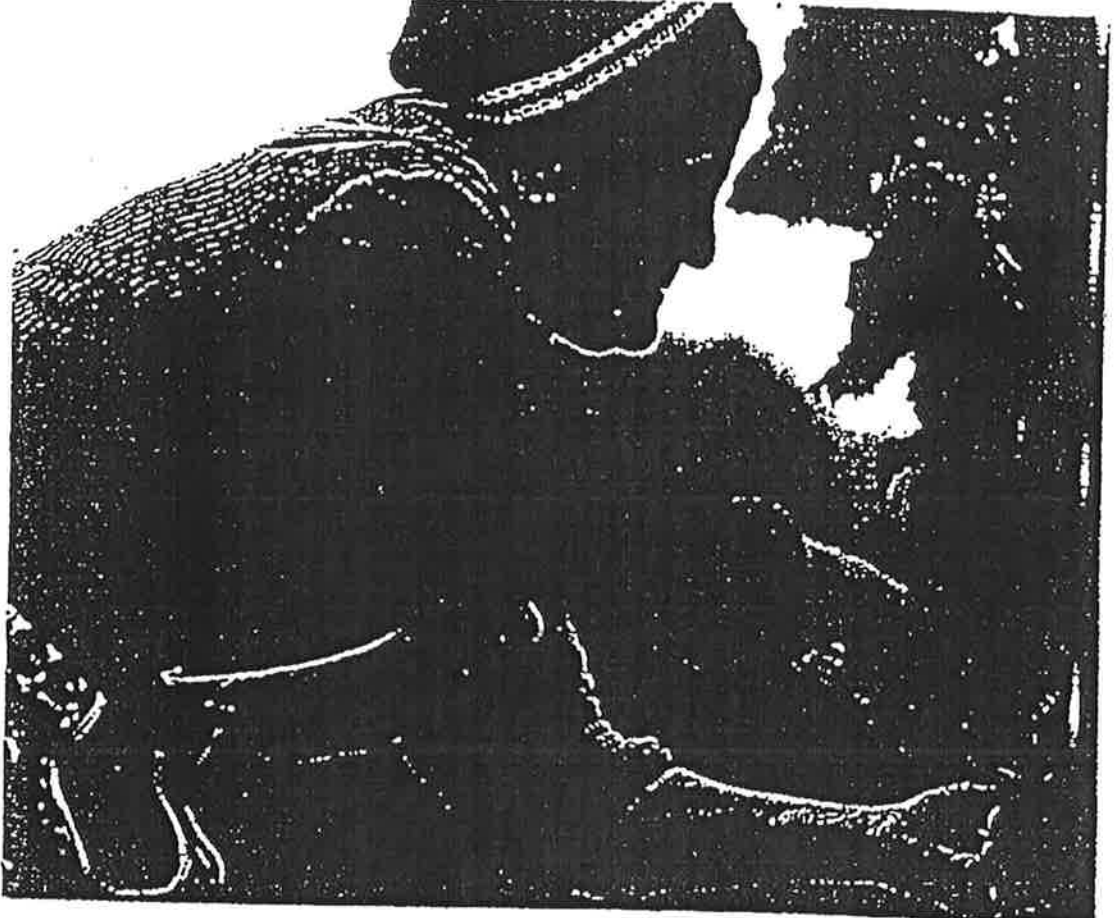
We have said that the 1935 growers fixed yields which were relatively high for that time. This was the yield mentioned in the control order. At that time it was called "maximum yield" but is now "basic yield".

¹ Downgrading is the operation whereby a wine initially declared with an *appellation d'origine* is marketed as a "vin de table". The downgrading of an *appellation* to a more general *appellation* to which the wine may be entitled is designated as a "recté".

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 17, rue de la République
 33000 BORDEAUX
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3 1/2" x 3 1/2" photo. M.F. 1966.



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DÉPARTEMENT DE LA GIRONDE
 17, rue de la Harpe, PARIS

However, yields could vary substantially in either direction from one year to the next. To avoid the temptation to falsify the facts, it was necessary to provide for adjustment to conditions in a given year by a simple procedure whereby an association proposed a figure based on the prospects of the current crop, and a decision was given on this figure by the National Committee of the INAO. This was called the "annual yield".

But this general adjustment applicable to all the growers of a determined appellation was itself insufficient, as everyone knows that an absolute limit is always very difficult to determine for a vine yield and that the maximum figure compatible with the individual quality of an AOC hovers around a threshold. The principle of the individual exemption was therefore suggested.

This very simple system was to allow limitation of yield in the context of the situation prevailing at that time to play its true role: to maintain quality and prevent breaches of the law.

This did not allow for the possibility of increase in vine productivity from 1950 onward (and this increase was sometimes substantial). Gradually, more and more growers applied for exemptions. Yields per unit of surface area, usually less than 30 or 40 hl per hectare, sometimes rose to 80/90 hl and even higher, with all the imaginable consequences detrimental to quality.

But the system was such that anyone declaring a harvest had an absolute right to dispose of quantities corresponding to the annual yield. Surpluses might be downgraded and sold freely as table wine or all or part might be sold as Appellation wine. All that was needed was for the grower to apply to the INAO for exemption. The technical consultant to the INAO had a royal prerogative in this matter, as the final decision was his. And so as to avoid claims that they were arbitrary, decisions were based on a number of factors, first of all, a figure proposed by the association for a maximum yield above the annual yield (really a "plafond limite de classement" (upper limit for category) before the PLC was even thought of, then control of production conditions and finally a "tasting" held by a panel of growers.

However, to avoid any form of control, the growers knew of a legal loophole: this was the harvest declaration said to be "en cascade".

An example of a communal AOC from MEDOC illustrates this loophole. While bearing in mind the increasing relaxation of production controls for the AOC wines in this region, the existing laws allowed the communal AOC (e.g. Pauillac or Margaux) to be demoted to AOC HAUT-MEDOC, then to MEDOC, then to BORDEAUX and the whole then downgraded to "vin de table". This became possible because of the existence of different yields which were 40 hl for the communal AOC, 43 hl for HAUT MEDOC, 45 hl for MEDOC and 50 hl for AOC Bordeaux.

A grower producing 80 hectolitres of wine from a hectare of vines in an AOC commune could declare it as follows and still remain perfectly within the law:

| | | | |
|------------|---|----------------|-------------------------|
| Surf: 1 ha | } | AOC Communale | 40 |
| | | AOC Haut Medoc | 3 (40 - 3 = 43) |
| | | AOC Medoc | 2 (40 - 3 + 2 = 45) |
| | | AOC Bordeaux | 5 (40 - 3 + 2 + 5 = 50) |
| | | Table wine | 30 |
| | | Total | 80 hl |

Nevertheless, the actual yield from the vines and therefore of each AOC declared, was 80 hectolitres and not 40, 43, 45 or 50 hl.

By taking advantage of this loophole, a grower might have in his cellars a vat one part of which corresponded to one or more AOC wines while the other part was table wine. This was a curious procedure which gave a purely

17. rue de Proebourg, PARIS

artificial, fictitious and arbitrary character to a product with a prestigious reputation. Further, it encouraged the existence of an Appellation Black market, by word-of-mouth reference to the most famous Appellation. This concept of limitation of yield could not, therefore, be allowed to continue without compromising the reputation and reliability of the Appellations.

Maximum yield with upper limit for category (PLC)

It was therefore necessary to formulate new rules which would meet the wishes of the advocates of the Appellations Contrôlées in order to prevent infringements of the law while maintaining some flexibility in the application of a maximum yield.

These new provisions were published on 19 October 1974 (order no 74-872) and were based on the following considerations:

- The quality of a wine is linked to the yield of the vine from which it comes. If a fraction of the yield is declared as an Appellation and the rest as a "vin de table", this in no way changes the quality obtained. As a result, it is specified that, in the harvest declaration, any AOC claimed should be accompanied by details of a production surface area. This was not previously the case, for it was possible to declare "en cascade" and use the same surface area for a number of AOC and also for vin de table.

- Due consideration must be given to the difficulty of determining an acceptable yield figure which also corresponds exactly to an absolute quality threshold. It is therefore necessary to retain the principle of the individual exemption, but with a maximum limit.

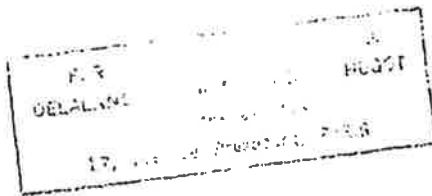
For this reason, no exemption may be given beyond a maximum figure calculated as a percentage of the annual yield (the annual yield is determined in accordance with the same procedure as before); this is the "plafond limite de classement" or P.L.C. (upper limit for category). Before it became general practice to hold a tasting for the approval of all Appellation wines¹, all wines with a volume of production between the annual yield and the PLC had to be analysed and tasted. If an application was refused the whole AOC harvest was downgraded to vin de table.

- To discourage large volumes of production, it was necessary to find an effective deterrent. To this end, it was decided that, for entitlement to the AOC, all quantities produced over and above the PLC were to be used for industrial purposes and that the yield from vines declared as vin de table should not exceed a percentage of that of the most general AOC to which the production area was entitled; this percentage is generally 60%. The surplus quantities of vin de table would then be considered to come from AOC vines, and would be used for industrial purposes, unless exempted as the result of an inspection before the harvest.

- It was also specified that the basic yield might vary annually in terms of harvest prospects and in accordance with a well organised procedure. On the proposal of the Syndicat de Défense de l'AOC in question, the INAO appointed a committee of five members. This completely independent committee was better able to take unturned decisions and to arrive at an impartial assessment of conditions in the wine region before the harvest. The opinions of this committee were forwarded to the INAO who could increase

¹ Order no 74958 of 20 November 1974 determined the PLC percentage for each AOC. This percentage is fixed from one year to the next and is between 0 and 70%. It may however vary to a greater extent in exceptional circumstances to adapt to abnormal situations.

² Order of 19 October 1974 (no 74-871)



or decrease the basic yield which thus became the annual yield and on which the PLC was calculated.

Since approval by tasting became general, it was realised that the idea of PLC no longer fulfilled its original object which was to give each grower room to manoeuvre by means of systematic controls which decided the fate of the entire harvest, even going so far as to downgrade the entire production to *vin de table*.

With the introduction of compulsory tasting and therefore of the routine control of all the wines in each AOC and not just those for which the yield was between the annual figure and the PLC, we may now question whether this concept is still valid. The answer is "yes" if it makes the application of the "yield" criterion more flexible. The answer is "no" if growers take the larger amount for granted and always think in terms of the annual yield plus the percentage normally provided for the calculation of the PLC.

On the other hand, the value of this concept is obvious when, in a given year, great disparities occur in the production of an AOC, because of unusual weather or physiological conditions unequally distributed over a wine-producing region. In such a year and in order to prevent possible infringements, it seems expedient to align the annual yield for the AOC with the lowest possible figure. But the more fortunate growers must be able to sell their grapes for AOC wines. This is achieved by the introduction of an unusually high, dubbed "exceptional" PLC (50% 100% and even higher). Growers wishing to take advantage of this PLC need only agree voluntarily to an inspection prior to the harvest.

Changes in yield

Although over a long period it is difficult to determine the exact dates marking the various stages in the changes in yield, it is however possible to observe trends. The average yield for AOC wines may be taken as a reference. Although it is an arbitrary figure and has no absolute value, it may give valuable information when used as a standard of comparison over a period of several decades. We will take four periods for this purpose.

- In the first period from 1949 to 1961 (the immediate post-war years), yields remained very similar to and almost always lower than the basic yields published in the decrees defining the AOC. During this period, the average figure was 32 hl/ha. In some years, bad weather, pests and disease had an accumulated effect: production fell to low levels with a national average of 20/24 hl/ha. Even under good production conditions, the advanced age of the vines and the poverty of the soils quickly limited production, the maximum volume of which was about 40 hl/ha.

- In the next period, 1962-1972, new factors began to make themselves felt. Some of these had a permanent effect, helped by others, in increasing productivity by means of increased yields.

- rapid disappearance of old vines after the severe winter frosts in 1956 which caused not only the death of many vines but also a substantial acceleration of the ageing process of the wine region because of general weakening of the plants.

- replanting of many vineyards with mass-selected vines;

- improvement of plant health techniques;

- enrichment of soils by the general use of mineral fertilisers.

The harvest figures in poor years was 32/34 hl/ha, and in good years 45/47 hl/ha.

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... From the 1970s the "economic life" of the vines became
... The rhythm of
... at intervals of 30 or even 25 years for
... more productive
... resulted in increased
... to 50.54 ha
... 50.55 ha. It should,
... tested
... We may
... control will be improved.

At present researchers are trying to provide a realistic answer to the
... increase in yields from one year to the
... fact that over-high yields are detrimental to the quality
... however clever and legal they
... in quality
... growers
... the following precepts:
... granted in exchange for certain
... regulations

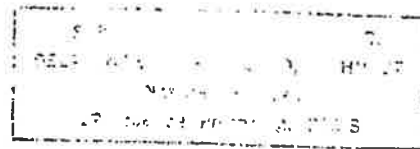


Photograph by M. F. Porteau.



• These obligations require the grower to fulfil the spirit as well as the letter of the law.

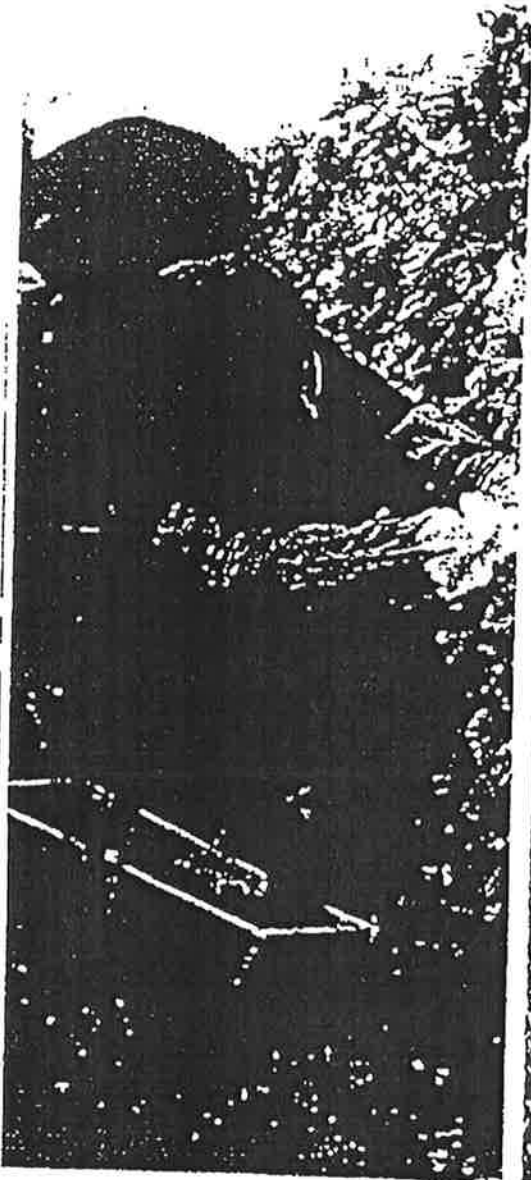
In addition to this reminder, active steps should be taken to limit the possibility of growers benefiting in their own way from the advantages of making duplicate declarations of *vins de table* and AOC wines. It is both morally right and logical to stop this practice.



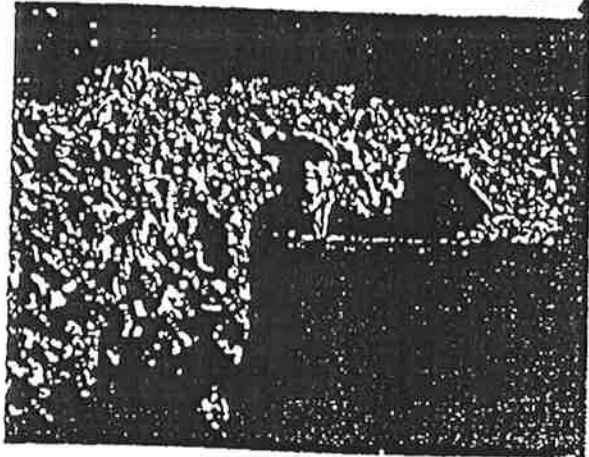
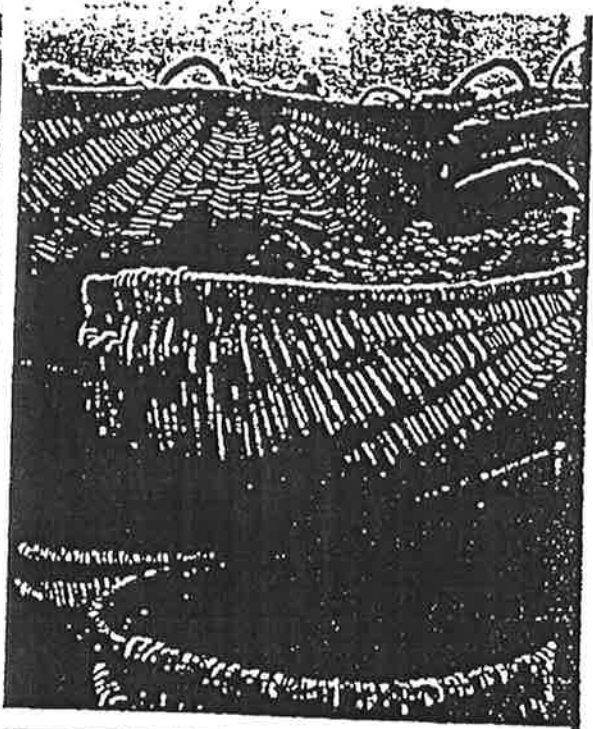
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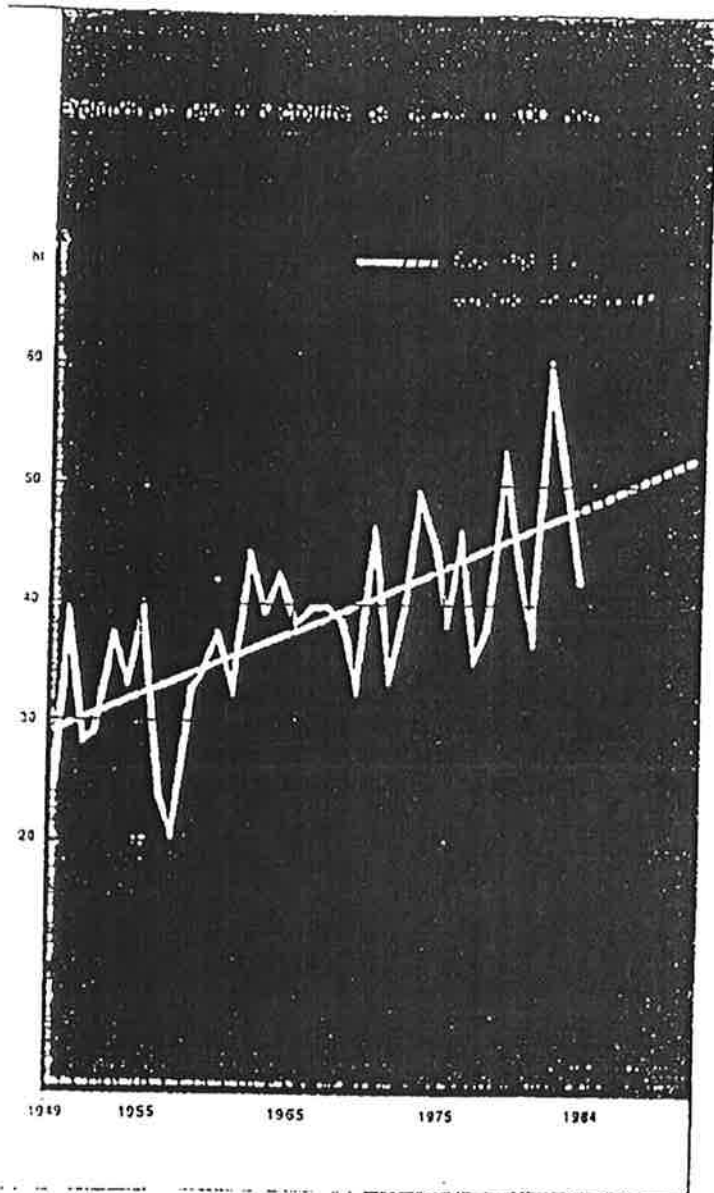
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 17, rue de la Harpe, PARIS

TRENDS IN YIELDS OF AOC WINES

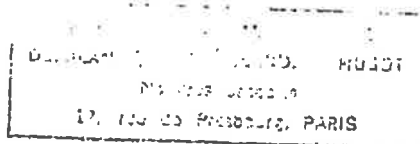
| Year | Ha | HI | Average yield hl/ha |
|------|---------|------------|---------------------|
| 1949 | 195 000 | 4 480 000 | 23 |
| 1950 | 183 000 | 7 274 000 | 40 |
| 1951 | 174 000 | 4 849 000 | 28 |
| 1952 | 187 000 | 5 437 000 | 29 |
| 1953 | 189 000 | 7 218 000 | 38 |
| 1954 | 195 000 | 6 519 000 | 33 |
| 1955 | 200 000 | 8 028 000 | 40 |
| 1956 | 193 000 | 4 700 000 | 24 |
| 1957 | 192 000 | 3 925 000 | 20 |
| 1958 | 191 000 | 6 227 000 | 33 |
| 1959 | 194 000 | 5 588 000 | 34 |
| 1960 | 203 000 | 7 642 000 | 38 |
| 1961 | 209 000 | 6 699 000 | 32 |
| 1962 | 226 000 | 10 088 000 | 45 |
| 1963 | 219 000 | 8 922 000 | 39 |
| 1964 | 231 000 | 9 727 000 | 42 |
| 1965 | 227 000 | 8 517 000 | 38 |
| 1966 | 238 000 | 9 571 000 | 40 |
| 1967 | 240 000 | 9 502 000 | 40 |
| 1968 | 239 000 | 9 164 000 | 38 |
| 1969 | 241 000 | 7 611 000 | 32 |
| 1970 | 243 000 | 11 456 000 | 47 |
| 1971 | 245 000 | 8 095 000 | 33 |
| 1972 | 251 000 | 10 037 000 | 40 |
| 1973 | 270 000 | 13 634 000 | 50 |
| 1974 | 262 000 | 11 767 000 | 45 |
| 1975 | 265 000 | 10 169 000 | 38 |
| 1976 | 275 000 | 13 019 000 | 47 |
| 1977 | 314 000 | 11 057 000 | 35 |
| 1978 | 318 000 | 12 526 000 | 39 |
| 1979 | 311 000 | 16 771 000 | 54 |
| 1980 | 314 000 | 12 908 000 | 41 |
| 1981 | 321 000 | 12 000 000 | 37 |
| 1982 | 327 000 | 19 841 000 | 61 |
| 1983 | 333 000 | 17 176 000 | 52 |
| 1984 | 335 000 | 14 020 000 | 42 |

C.
HUGOT

1985



X



MINIMUM NATURAL ALCOHOLIC STRENGTH BY VOLUME

In every order defining an *Appellation d'Origine Contrôlée* a clause is included to specify the minimum alcoholic degree¹ needed by a wine to enable it to claim the said *Appellation*. This provision is the direct result of the principle that a wine worthy of the name should be made with adequately-ripened grapes.

In the present state of our knowledge it is not possible to list in any particular order the role played by each of the constituents of the grape in the quality of the wine it produces. It is merely known empirically rather than scientifically, that, under the effect of photosynthesis, these constituents form in the grape together with glucose and fructose. Therefore any increase in the sugar content of the grape should mean a parallel increase in the "precursors"² of quality, even though we do not know the exact terms of this correlation.

Be that as it may, a minimum level of sugar, and therefore a minimum level of alcohol, is necessary to dissolve and convert these constituents of quality. In the same way, a minimum sugar content is required to guarantee that the grape contains certain factors capable of producing a wine conforming to the quality usually recognised for its district of origin.

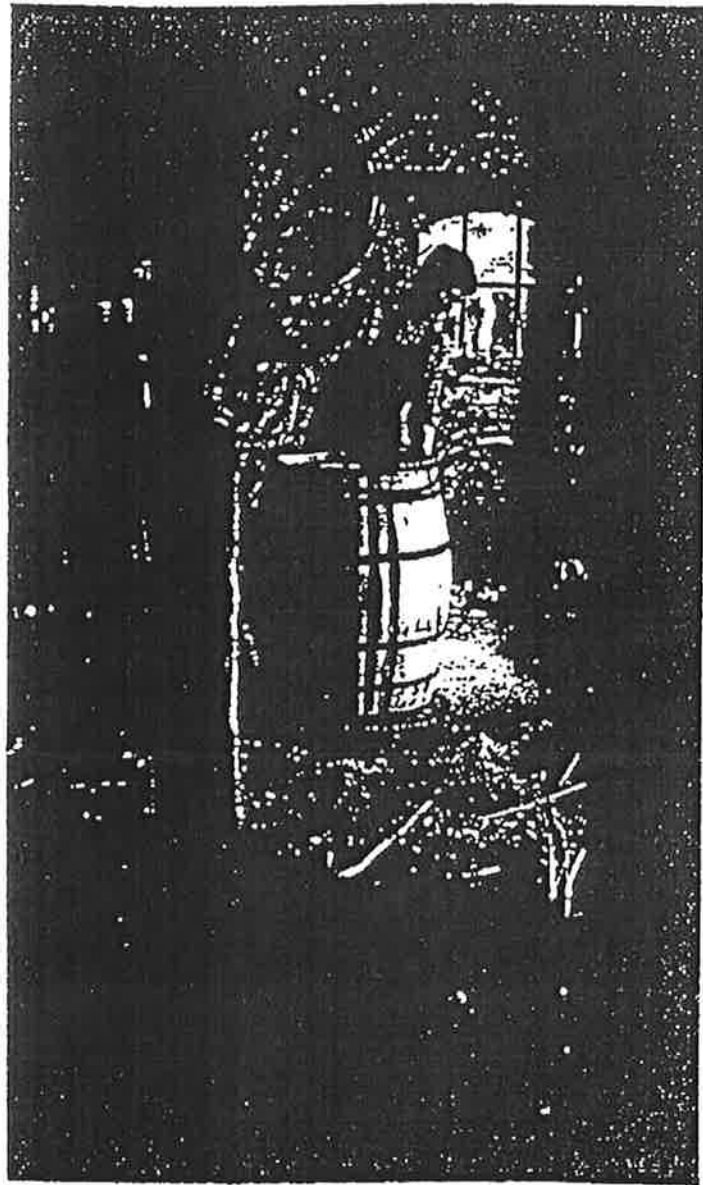
In addition to its sugar content, the ripeness of a crop is recognised in terms of its acid level. A look at the curves for these two constituents gives, in the present state of our knowledge, valuable information on the evolution of ripeness.

It is now necessary to determine how the principle of minimum ripeness has been expressed in the laws. Initially, each order gave the minimum degree in two ways: a minimum sugar content for the grapes and a minimum alcoholic strength for the wine made from them. Generally speaking, a conversion rate of 17 g of sugar for 1 degree of alcohol was taken for white wines and a rate of 18 g for red wines. It is obvious that, when crops were inspected at harvest time, it was not always convenient to apply this rule when deciding the fate of grapes with less than the minimum sugar content but which were subsequently to form part of a load exceeding this threshold. The rule was usually interpreted as meaning the average degree obtained and not the unit degree.

Since that time, certain changes have been made to this concept. Nowadays, the minimum degree still exists for each *Appellation*, but has become the average minimum degree. A minimum degree for the crop exists which is applicable to any unit load of the crop and below which the load cannot be incorporated with other grapes of a higher alcoholic degree, even if the rule of average minimum degree is obeyed. This minimum degree is generally set between 1 degree and 1.12 degrees lower than the average minimum degree.

Furthermore, it is provided that all wines which have been enriched (see section on enrichment), must attain a maximum alcoholic degree after fermentation.

¹ Now called by the EEC regulation "l'aire alcoolique volumique naturel minimum" (minimum natural alcoholic strength by volume).



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Obviously, the advantage of the minimum degree is that it guarantees an adequate quality to permit the wine to obtain the Appellation which the grower is claiming for it. It is therefore important to know every year the rate at which the various plants in an Appellation district or even in a region reach maturity, so that they may be harvested under the best possible conditions. It was with this object in mind that the first ripeness inspections were instituted some quarter of a century ago. These inspections are now general practice throughout the entire French wine producing region.

The same vineyards are inspected every year just after the end of the "veraison". By comparing the information so obtained with that obtained in previous years, it is possible to calculate the quality of the future crop.

This inspection decides whether the crop needs enrichment or not and is required for fixing the date of the vintage announcement.

METHODS OF CULTIVATION AND VINIFICATION

Tradition and quality

The word "tradition" or "traditional" is often used to describe or, more importantly, to authenticate the production and quality of an Appellation d'Origine wine or spirit.

This description is correct but ambiguous. Ambiguous, because the person reading or hearing the word "tradition" may imagine—and the clichés with which he is regaled are not usually intended to disabuse him—that things have remained or ought to have remained the same for always. For many people, tradition means unswerving obedience to long-standing practices or procedures, in no way altered by time or human intervention, and passed on by word of mouth from father to son. They believe that these are the only methods capable of giving the best possible results.

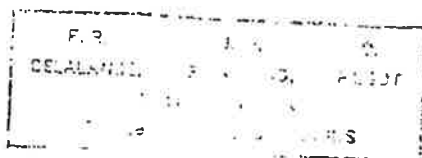
But this is only the folklore side of tradition, perfectly demonstrated nowadays by the dazzling and solemn rituals performed by the wine *conférenciers* at the many colourful wine festivals.

To interpret "tradition" in this way would be to deny any change caused by the improvement of scientific and technological knowledge. It would also be to deny certain evidence regarding the reality of the idea of quality at a given period. With wine in particular, it is true to say that nature alone is incapable of supplying us with a fine wine or even with a product that is merely drinkable. The grape left to itself is certainly capable of fermenting, but the final result is poor-quality vinegar. It is therefore Man, with his intelligence and the means at his disposal, who alone is able to reveal the quality which only potentially exists in nature.

As Man advances, so quality advances with him. The "quality" which satisfied our ancestors would certainly not satisfy us today as the art of revealing the quality potential of a district has changed and improved as generation succeeds generation. It can be said that wine produced today is

1. Condition of grapes which are beginning to take the colour they will have when...





"truer" than the wine of yesterday, as it is more representative of the natural qualities contained in the grape which are no longer (or more rarely) destroyed at a later stage by incorrect treatment.

Proof of this is provided by comparing the analytical standards for modern wines for some growings with those for the same growings of a few decades ago. Red wine provides a particularly significant example. Today a high degree of acidity and sourness, and oxidized and maderized tastes, are all considered the antithesis of a good or even a merely acceptable quality while these defects were formerly thought to express the quality of a district. A short time ago, a wine giving an impression of acidity caused by its dry, thin constitution and with strongly oxidized aromas, was considered to be of a fine, promising quality. Nowadays, we seek to obtain a wine as "true" as possible, i.e. with a taste eminently representative of the quality potential of its district of origin, and we refuse to use methods conferring artificial excessive or dominant characteristics which mask or change the nature of the genuine original qualities of the wine. The quality of a wine is now recognised from its natural colour, complex aromas, low total and volatile acidity, its "moelleux" (smoothness and richness) and suppleness, all in perfect balance and combining harmonious delicate and full tactile impressions in the mouth.

Of course, we all like to indulge in nostalgia for a lost past. But what is true and pleasant for a short time cannot justify a permanent misunderstanding of the word "tradition". It must be given a different meaning, a much truer and more realistic meaning. It does not mean that we should try to "photograph" a moment—even a wonderful moment—from a recent or more distant past and reproduce that moment in every detail in the present. It does not mean that we should do the same thing day after day, in a never-ending ritual. We must use the advantages we have today to complement the knowledge of yesterday and thus obtain the best possible quality without betraying the original district, while trying to maintain a harmonious balance between natural and human resources.

Progress in vine cultivation, in winemaking knowledge and in mastery of cultivation methods has increased productivity. This must not, however, be seen as the only aspect of increased production through yield. The productivity of vinestocks has certainly been improved, first by selection and, secondly, by greater attention to plant physiology. However, productivity is kept within reasonable limits by restrictions on maximum yield.

The other aspect of productivity is labour. Very great progress has been made, resulting in both a reduction in physical effort and increased mastery of rational techniques to obtain the best possible results, particularly during vinification.

To sum up, the improvement of productivity while respecting tradition implies loyalty to an attitude of mind. Supporters of the *Appellations d'Origine* were loyal to this attitude of mind when they interpreted the idea of tradition by "*usages locaux, loyaux et constants*". By permitting each wine to develop within a clearly defined context, the AOC laws gave growers and winemakers the opportunity to protect themselves against temptations of all kinds and, by giving them the means to acquire distinction, encouraged in them the belief that for Man, especially if he is a winegrower, the sky is the limit.



1933
HUGOT
S. P. R. S.

Methods of cultivation

Throughout the ages, the cultivation of the vine has undergone six or often profound changes.

The first vineyards, where the vines were planted in mass formation and tended by hand, were superseded by rows of vines allowing oxen or horses and then tractors to pass between them. The layout has varied from the "joualle" (1) with widely-spaced rows permitting the easy passage of a team of oxen, to rows which were closer together but allowed a horse to pass. The tractor changed the vineyards substantially. As the small and narrow vineyard tractor lacked power and stability, farm tractors were used instead, and it became necessary to widen the rows to allow them to pass. Today manufacturers have developed tractors the frame of which is in the shape of an inverted U, which straddle the rows of vines. This has discouraged the tendency to reduce density. This evolution demonstrates once more that Man has constantly adapted his methods of cultivation of the vine to the energy resources at his disposal.

As methods of planting and densities changed, so pruning methods also changed. Instead of cutting the wood back very short, the vine stock is often allowed to grow higher so that new branches can be trained along wires. Unimaginably slowly, growers have allowed the development of many other systems, the most common today being the "Docteur Guyot" method, named after its inventor.

Methods of cultivation have also changed according to the type of energy at the grower's disposal. The mattocks used in the early days merely scratched the surface sufficiently to remove the weeds. Then animal traction allowed the introduction of the plough among the vines, and this meant that the ground could be worked to a deeper level. With the arrival of mechanical traction, the ground was worked still deeper and the earth piled up round the vines had to be cleared by mechanical means which were more powerful than the mattock or the horse. Plants are often damaged by this work and there is the extra risk of their early death.

To avoid the dire consequences of a method of cultivation which disturbs the earth too greatly, growers have for a good decade tended to work the soil superficially or even casually, and some have taken matters to the extreme and do not disturb the soil at all.

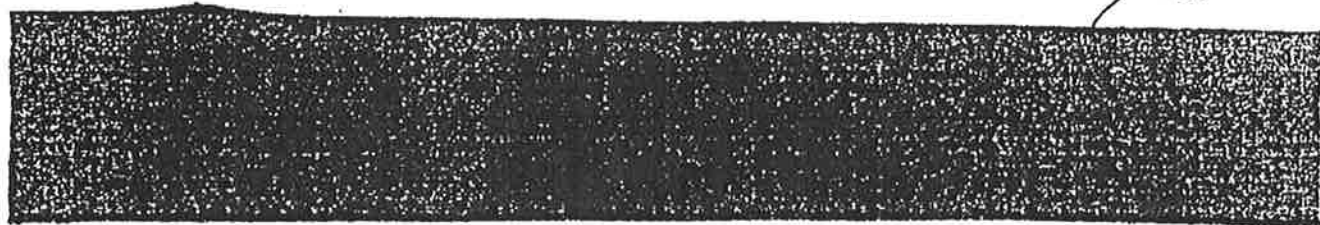
This "non-cultivation" has been made possible by the appearance of weedkillers. Of course, some growers are in favour of these new products and some against, but no irrefutable arguments on either side have been advanced to assist the policy-makers in reaching a decision concerning them.

Fertilisers have also changed substantially. At first, they were strictly organic and took the form of farmyard manure from domestic animals. Now that tractors are in general use, mineral fertiliser is the most widely-used product for vine-producing soils. Great moderation is needed in order to maintain the mineral balance of the plant, without which it would be vain to expect a quality corresponding to the possibilities of the soil.

Apart from a few predators, which the grower was more or less able to control, the vinegrowing region was barely affected by parasites until the appearance of oidium in the mid-nineteenth century and of phylloxera and mildew in the last quarter of that century. Since then the list of parasites has grown longer, and the methods used for their control have increased and become more sophisticated. In the early days, the only known remedies were sulphur and Bordeaux or Burgundy mixture. Today, synthetic organic

(1) The "joualle" in southwestern France is a parcel of land some ten metres wide and bounded lengthwise by a row of vines.

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DELLANDRE, ... HUOT
17, rue de ... PARIS

products are widely used but are becoming increasingly specific. New and well-advertised remedies are always appearing. The grower is often bewildered by this veritable avalanche of products, especially as he sometimes feels that he is at the mercy of adverse consequences of a treatment if he fails to follow the manufacturer's instructions carefully.

Everything is becoming more complicated for him. *Appellation d'Origine* growers often react with caution and moderation to new ideas in fertilisers and methods of cultivation. Although this caution sometimes looks like a quarrel between "ancient and modern", a strictly scientific spirit demands long-term observation of a perennial plant, the vine, to assess the action on the soil of new methods of cultivation. The replies to the questions posed by innovation are rarely simple. Analysis of the diverse situations in each "climat" (vine locality) often shows a subtle difference. The mistake made in full-scale experiments is that the researchers believe they can study a single "factor" while this factor is in reality in interaction with others; vineyard experiments are very far from fulfilling the strict conditions recommended by CI BERNARD in his "introduction to the study of experimental medicine" even with the assistance of modern technology as provided by the computer. The statistics produced, although superabundant, cannot make the conditions of the experiment stricter, even if their interpretation seems to be very strict.

Vinification methods

HARVESTS

Vinification which, as everyone knows, is the transformation of grape must into wine, really begins with the grape when it is harvested. Harvesting is therefore very important for the desired quality of the wine. When it is picked:

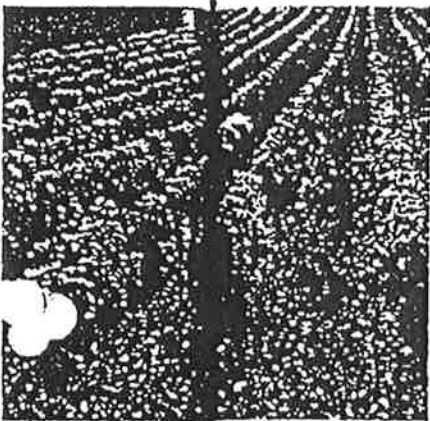
- the grape should be sound,
- it should also be ripe.

A sound grape is one which has not been attacked by rot or seriously damaged by parasites. There is nevertheless an exception to this rule. For some wines, the pickers must pass through the vineyards many times, each time picking only those grapes which have developed "noble rot". The AOC SAUTERNES may be considered to be the archetype of this category of wine.

Ripeness means that the quality potential of the grape, the constituents of which are still imperfectly known, has reached its maximum. This is assessed, in the absence of better means, by sugar and acidity curves. In certain years, ripeness is followed by "superripeness". This is a stage during which the constituents of the grape become concentrated, producing a considerable difference in the end result in terms of quality.

Although the individual quality of many wines necessarily requires the grapes to be ripened to perfection when picked, others only attain this quality from grapes which are considerably overripe, i.e. their constituents have changed significantly. This latter category includes grapes attacked by "noble rot", the late-harvested and noble grapes of ALSACE and the grapes allowed to dry on a bed of straw to produce the "straw wines" of the JURA.

Until recently, all picking was by hand. The harvest was the occasion for festivals to celebrate the results of an entire year's work. As a general rule, the vineyard workers were too few in number to carry out all the picking themselves, so it was necessary to hire labour from outside the locality of the



region. French vineyards therefore largely relied on neighbouring rural communities which had finished their haymaking or cereal harvesting by the time of the vine harvest. Nowadays, with the exodus from the countryside and changing social customs, this labour force has gradually disappeared.

It then became necessary to look further afield, even to call upon foreign workers, whose demands increased with the increasing complexity of the social legislation or the laws concerning immigration, even temporary immigration. It had long been the custom to provide board and lodging for these occasional workers. What was once the occasion for festivity has gradually become a burden which imposes great hardship on some owners.

These are all reasons which have expedited the appearance of the machine-harvester in those vineyards suitable for its use. The sight of this iron and steel "monster", which seems to embrace the vine in its arms in order to crush it or even to suffocate it, is hardly likely to arouse the enthusiasm of the vineyard poets, imbued as they still are with the bucolic image of the harvests of yesteryear. It is certain that the traditional "folklore" aspect of our vineyards still ringing with the shouts and laughter of colourful crowds of harvesters, is profoundly shocked by the machine harvester. Our rationalistic era will perhaps finally see the disappearance of these antique relics of a vanished past.

Since the machine harvester seems to be well established, what should we think of it?

Since its first appearance some ten years ago, mainly in the vineyards of Bordeaux and southwestern France, many trials have been made. Certain advantages and disadvantages have come to light but it must be admitted that the arguments against the machine harvester usually arise from the fact that it is sometimes misused.

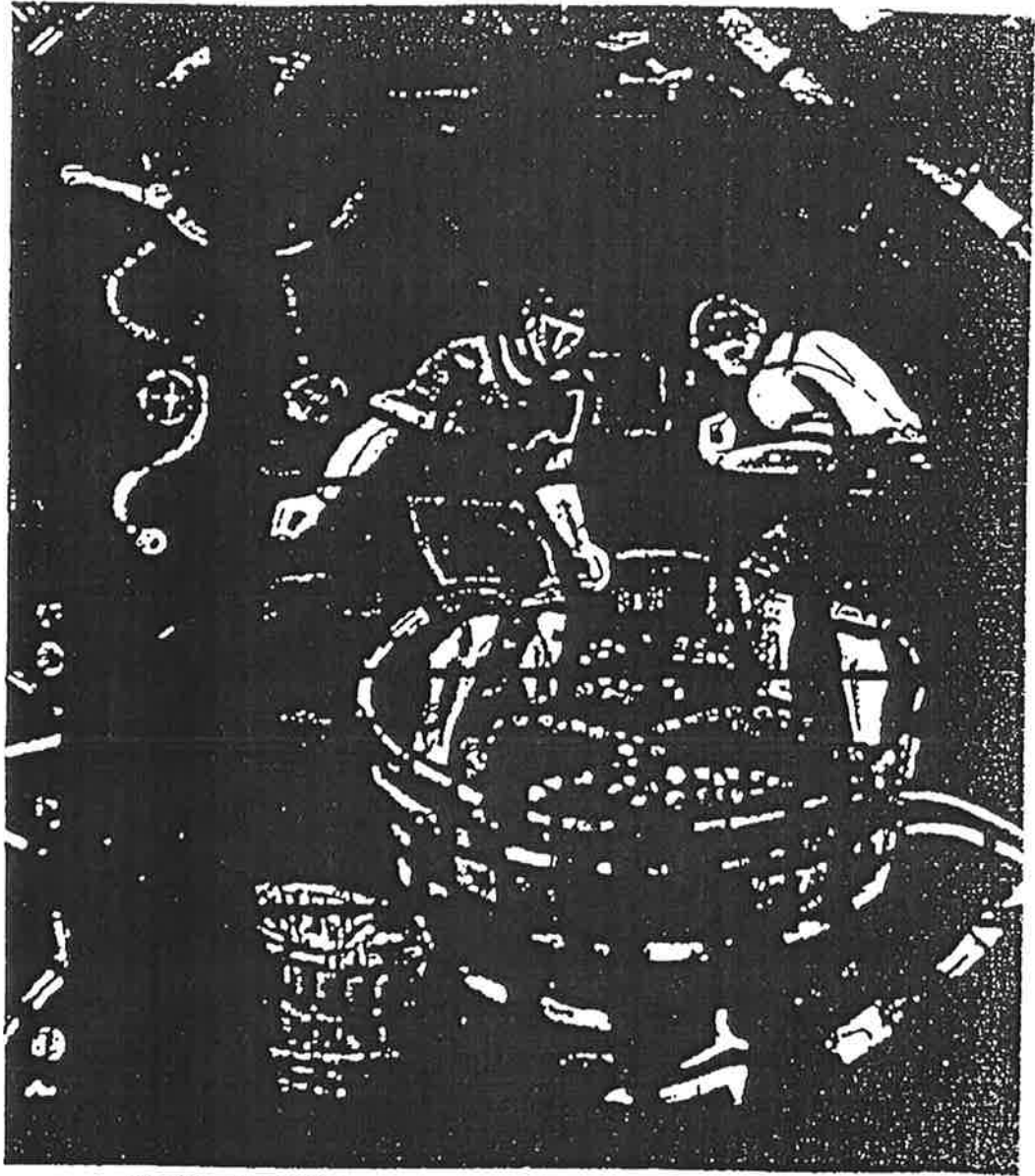
Among the points in its favour is the possibility of harvesting each parcel of vines as the grapes become fully ripe. Points against include: unsuitability of the vineyard, incorrect adjustment, too rapid a speed which may result in large quantities of damaged leaves and stalks in contact with extremely bruised grapes; this is usually due to improper handling of the harvester. Harvesting under these conditions gives deplorable results from the point of view of quality. On the other hand, if the grower avoids the operating errors which are now well-known, he obtains results comparable to those obtained by hand picking. In the present state of our knowledge on the determination of the "quality" factor, comparisons carried out by analysis or tasting confirm this.

If the machine-harvester is not to arouse too much apprehension (at any rate not more than that resulting from preconceived ideas and prejudices regarding harvesting) it must nevertheless be pointed out that, in the present state of our knowledge, its use should not be contemplated when grapes have to be harvested on a number of successive occasions, for each grape must be specially selected. Neither should the harvester be used for grapes intended for conversion into wine by the Champagne method or by carbonic maceration; these must reach the vats in an absolutely intact condition. Finally, fragile vines whose grapes might be seriously damaged and so compromise the future quality of the wine should not be harvested by machine.

WORK AT THE WINERY

Here again, as the winemaker harnessed the energy available to him, he introduced considerable changes in his work routines.

Unfortunately these changes have not always been particularly beneficial. It is probable that a few centuries ago, apart from a few very expensive presses belonging to a minority of estates, the only equipment available to the winemaker were containers which included open vats, casks and pit-



Remo (center) - Factory Room

X



chers. There was no distinction between white wine and red wine¹ as all the grapes were mixed in the vat and trodden underfoot. As soon as the first juice flowed from the grapes, it was collected and fermented in casks. This was "clairé" wine—certainly the best because less "rustic" or crude.

It can now be seen how the English came to give the name "clairé" to the wines from Bordeaux. They bought the best wine and were usually attracted by the first wines made from the first juice run off, which were nicer as well as "clearer."

Afterwards, as more juice—containing more and more tannic matter—was run off, the vat was kept full by the addition of fresh grapes. Finally, when all the juice was extracted and only marc remained, water was added which, after maceration, made a poor quality wine. In this way, without the assistance of a single "machine", all the must was extracted from the grape and converted into wine.

Changes have been introduced, but not always for the better. Between the end of the first world war and the beginning of the sixties, a form of madness presided over the equipment of wineries and cellars. Everyone vied with everyone else to possess the most modern equipment, without caring about the quality of the work it was able to do. This was the era of the crusher-pumps and, to a lesser extent, the continuous presses. The work of the pumps was simply, after a massive pressing and crushing operation, to convey the grapes into the vats. The continuous presses were needed to extract as much juice as possible from the grapes or marc without any concern for the result obtained.

This was not a good period for quality. Careless handling and treatment of the grapes lowered the quality of the wine. And this, together with the then imperfect knowledge of winemaking, meant that most owners, apart from a few realistic individuals with greater regard for quality, continued to produce poor wines or lowered their standards still further.

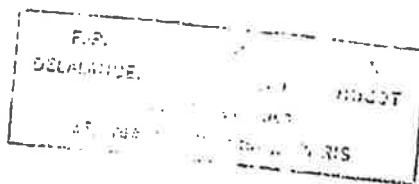
Fortunately all this very soon belonged to the past. Recent discoveries in winemaking science aimed at determining the conditions necessary to obtain the best possible wine instead of finding remedies to correct faults caused by unsatisfactory practices and the growing regard of consumers for quality brought about a veritable silent revolution in the wine world which passed virtually unnoticed. Changes in practices were made with a view to deriving the greatest possible advantage from the quality potential of the sites.

Henceforward, the grape would be treated with greater respect; hygienic conditions in cellars and wineries would become an essential factor for the great majority of growers; control of fermentation temperature would be a major criterion for good winemaking; apart from a few special cases (Beaujolais, carbonic maceration), removal of stalks would become general; maximum extraction of the noble constituents of the grape would be the permanent concern of the winemaker; the wish to obtain harmony of taste would be all-important in fermentation and maceration processes.

Nowadays, the winemaker is not content to reproduce the immutable historical rituals handed down to him by his predecessors; he decides at all times what he ought to do in terms of the characteristics of the harvested grapes which he must transform into wine. He now has knowledge which daily becomes more precise and is able to use, under the best possible conditions, practices and equipment which are better adapted for the purpose for which they were intended.

This is certainly not the place to describe the various processes used to make and care for wine. Much has been written on this subject as our knowledge of the science of wine has progressed. It is a matter for rejoicing

¹ This distinction appeared only when more presses were available and the must could be separated more quickly.



that winegrowers and makers now have all they need to continue to improve quality. It nevertheless might be helpful to raise the matter of enrichment, quite apart from its controversial aspect, in order to clarify the exact part it plays in winemaking.

ENRICHMENT

Enrichment is the practice of adding to the fermenting must a product rich in sugar which is transformed by the action of the yeasts into alcohol.

Enrichment with sucrose (cane sugar or beet sugar) bears the name of "chaptalisation" after the chemist, CHAPTAL, who developed this process in the early nineteenth century.

Concentrated grape must may also be added but, unlike sucrose, it is not a pure product, heat treatment having had the effect of concentrating not only the sugar but also all the other constituents of the grape causing substantial changes. Rectified concentrated must, which seems to be a virtually pure product, recently became available.

Enrichment of harvested grapes, principally by "chaptalisation", is often seen as "improper" practice, verging on actual "manufacture" of wine from a product, sucrose, totally foreign to the grape.

When a wine is judged for its alcohol content per hectolitre and the market bases its transaction and assessment of quality on alcoholic strength, it is certain that alcohol enrichment at a cost lower than the cost per degree hectolitre is a financially profitable operation, even if not intended to produce (or resulting in) optimum taste qualities. From this aspect, enrichment may indeed be considered "improper".

But if to obtain a wine worthy of the quality potential of its original district it is necessary to achieve the greatest possible harmony between its constituents, the respective values of which vary according to soil, vintage and conditions of production, then enrichment (if appropriate) cannot be considered a purely speculative operation in the manufacture of an "artificial" product.

This contention can be justified in the following way:

In the vine, as in all the higher plants, sugars are manufactured in the leaves from atmospheric carbon dioxide by means of the light energy taken up by the chlorophyll pigments. These photochemical reactions constitute photosynthesis. The sugars produced by chlorophyll synthesis serve both as materials for the growth of the branches or the root system and as sources of energy for the metabolism as a whole. A part of the sugars produced is finally stored in the grapes in the form of glucose and fructose and in the perennial parts (roots, shoots and stem) in the form of starch.

For a given vine variety, the sugar content of the grapes therefore materialises, first, from photosynthetic production, i.e. the total quantity of sugar synthesized in the plant and, second, from the redistribution of glucids between the various parts of the plants, (new growth, perennial parts, grapes). The photosynthetic production of the vine depends on the light energy received by the leaves, on temperature and on the water availability in the soil. In consequence whereof, if vinegrowing throughout the world was limited to the zones most favourable to photosynthesis, most of the great wine districts would not exist.

Paradoxically, many regions producing fine wine are established—and have been so for centuries—in locations which are "marginal" from the point of view of climate and which are often unfavourable to photosynthesis of the vine because of the inadequacy of the light energy received and the ambient temperature. The sugar content of the grapes can only be increased by methods of cultivation intended to redistribute the synthesized sugars to the



grape clusters. In these regions the vigour of the vine must be limited and the quantity of grapes and therefore the volume harvested must be restricted. However, in spite of these precautions, the quantity of sugar accumulated in the grapes during the ripening process is only rarely sufficient to express the full quality potential of the crop.

In fact, during conversion of the must into wine, a suitable sugar content is essential to obtain the full benefit from the constituents of the grape (other than the sugars) which are responsible for the quality and individuality of the wines (aroma, colour, colloids). In the case of red wines, the extra quantity of alcohol produced by enrichment ensures more efficient extraction of the phenol compounds which play an important rôle in quality. How many times have wine experts expressed regret concerning the loss of quality resulting from human inability during vinification to extract all the noble aromatic and phenol matter contained in the grape. It is a fact that when the grapes reach the byproducts stage in the form of marc they reveal additional properties which the winemaker has been unable to capture.

Furthermore, although the quality of a wine depends on its constituents, this quality is expressed, when the wine is tasted, by the underlying alcohol and acidity.

Although alcohol in itself is not a factor of quality, it is the essential support in revealing quality. Conversely, it is obvious that, if the grape contains no potential quality worthy of the name, it is useless to enrich a poor quality product.

According to the normal concept of quality, it is understandable that wines may only be enriched within relatively narrow limits, variable according to vine variety, year and climatic zone, with determination of a maximum degree by Appellation. It is for this reason that strict rules must be imposed to prevent the improper use of this practice. The first regulations were issued in 1929 when, for enrichment purposes, France was divided by law into two zones, based on the jurisdiction of the Appeal Courts. One part of France was allowed to enrich its wines every year within maximum limits, the other part was allowed to do so only rarely or not at all. This reference to the Appeal Courts can only be explained by a desire for legal simplification to permit each judicial area a consistent case law.

The EEC has now divided France into climatic zones in each of which the maximum enrichment level is different. However, winemakers are not automatically allowed to enrich a must, enrichment depending on ripening conditions in a particular year. This implies that some regions are almost always allowed to enrich their wines while others may do so only very rarely. In making this distinction, it must be pointed out that wines intended for the manufacture of spirits may in no case be enriched.

In the case of *Appellation d'Origine* wines, only pure products may be used for enrichment in order to prevent the introduction into the must of elements which might disturb the constitution of the wine and thus impair its taste. At the present time, virtually only cane or beet sugar is recognised as a pure product. Concentrated grape must is unsuitable as, apart from sugar, it contains many other products (acids, tannins, etc.) the addition of which to a wine would certainly substantially change the constituents characterising its individual quality.

Some winemakers have recently shown interest in rectified concentrated grape must which is apparently pure sugar. However, before its use can become general, it must be properly tested to ensure that it has no deleterious effect on the quality of the wine and its evolution.

Decrees, orders and administrative circulars

GENERAL TEXTS

MINISTRY OF FOOD, AGRICULTURE AND FISHERIES

Decree no. 2009-1146 of 21 September 2009 concerning the protected designation of origin "Cognac" or "Eau-de-vie de Cognac" or "Eau-de-vie des Charentes"

NOR: *AGRT0916772D*

The Prime Minister,

In light of a report jointly established by the Minister of Food, Agriculture and Fisheries, the Minister of the Economy, Industry and Employment and the Minister for the Budget, Public Accounts, the Civil Service and the Reform of the State,

And EC regulation no. 110/2008 of the European Parliament and of the Council of 15 January 2008 on the definition, description, presentation, labelling and protection of the geographical indication of spirit drinks, repealing EC regulation no. 1576/89 of the Council,

And the consumer code,

And the customs code,

And the general tax code,

And the rural code, in particular articles L. 641-5, L. 641-6 and L. 641-7,

And the proposals of the national standing committee for wines, spirit drinks and other alcoholic beverages of the Institut National de l'Origine et de la Qualité of 12 February 2009, 4 March 2009 and 15 April 2009,

Hereby decrees that:

Art. 1 – The product specifications appended to the present decree for the following registered designations of origin are officially confirmed:

- "Cognac" or "Eau-de-vie de Cognac" or "Eau-de-vie des Charentes".

Art. 2 – The following decrees are therefore repealed:

- the modified decree of 15 May 1936 concerning the registered designations of origin "Cognac" or "Eau-de-vie de Cognac" or "Eau-de-vie des Charentes",

- the modified decree of 13 January 1938 concerning the registered designations of origin "Grande Champagne", "Grande Fine Champagne", "Petite Champagne", "Fine Champagne", "Borderies", "Fins Bois" and "Bons Bois".

Art. 3 – The Minister of the Economy, Industry and Employment and the Minister for the Budget, Public Accounts, the Civil Service and the Reform of the State, the Minister of Food, Agriculture and Fisheries, and the Secretary of State in charge of Commerce, Craft Industry, Small and Medium Sized Enterprises, Tourism, Services and Consumer Affairs are responsible, each in accordance with his/her own responsibilities, for executing the present decree, which will be published in the *Official Journal* of the French Republic.

Signed in Paris on 21 September 2009.

FRANÇOIS FILLON

By the Prime Minister:

*The Minister of Food,
Agriculture, and Fisheries,*
BRUNO LE MAIRE

*The Minister for the Budget, Public Accounts,
the Civil Service and the Reform of the State,*
ERIC WOERTH

*The Minister of the Economy,
Industry, and Employment,*
CHRISTINE LAGARDE



*The Secretary of State
in charge of Commerce, Craft Industry,
Small and Medium Sized Enterprises,
Tourism, Services and Consumer Affairs,
HERVÉ NOVELLI*

ANNEX

PRODUCT SPECIFICATIONS OF THE REGISTERED DESIGNATIONS OF ORIGIN "COGNAC"
OR "EAU-DE-VIE DE COGNAC" OR "EAU-DE-VIE DES CHARENTES"

CHAPTER I

A. – *Name of the registered designation of origin*1. **Geographical name:**

Only grape spirit in keeping with the following special provisions, initially defined in decrees of 1 May 1909 and 15 May 1936, can lay claim to the registered designations of origin "Cognac", "Eau-de-vie de Cognac", or "Eau-de-vie des Charentes" (hereafter referred to as "Cognac"),

2. **Complementary designations of origin:**

The registered designation of origin "Cognac" can be completed by the following complementary geographical designations: "Grande Fine Champagne", "Grande Champagne", "Petite Fine Champagne", "Petite Champagne", "Fine Champagne", "Borderies", "Fins Bois", "Bons Bois", "Bois ordinaires" and "Bois à terroirs".

B. – *Description of the spirit drink*1. **Category of spirit drink according to EC regulation no. 110/2008:**

The registered designation of origin "Cognac" corresponds to the "grape spirit" category defined in Annex II, point 4, regulation (EC) no. 110/2008 of 15 January 2008 on the definition, presentation, labelling and protection of the geographical indication of spirit drinks.

2. **Ageing methods:**

The registered designation of origin "Cognac" is restricted to aged grape spirit, except for quantities intended for industrial purposes or compound products, which do not need to be aged.

3. **Main physical, chemical, and organoleptic characteristics:**

The grape spirit must have a concentration of volatiles equal to or greater than 125g per hectolitre of alcohol at 100% vol. and a minimum alcoholic strength by volume of 40% when sold.

C. – *Definition of the geographical area*1 **Geographical area:**

Only grape spirit made from grapes harvested and made into wine in the communes initially delimited in the modified decree of 1 May 1909, as listed here below, and distilled and aged within one of these communes, can lay claim to the registered designations of origin "Cognac", "Eau-de-vie de Cognac", or "Eau-de-vie des Charentes" (hereafter referred to as "Cognac"),

Charente department

Arrondissement of Cognac: all communes

Arrondissement of Angoulême:

Canton of Angoulême Est: all communes

Canton of Angoulême Nord: all communes

Canton of Angoulême Ouest: all communes

Canton of Blanzac: all communes

Canton of Hiersac: all communes

Canton of Saint-Amant-de-Boixe: all communes

Canton of Villebois-la-Valette: all communes

Canton of La Rochefoucauld: the communes of Agris, Brie, Bunzac, Chazelles, Cougens, Jauldes, Pranzac, Rancogne, Rivières, La Rochette and Saint-Projet-Saint-Constant



Canton of Montbron: the communes of Charras, Feuillade, Grassac, Mainzac, Marthon, Saint-Germain-de-Montbron and Souffrignac

Arrondissement of Confolens:

Canton d'Aigre: all communes

Canton of Ruffec: the communes of Villegats and Verteuil-sur-Charente

Canton of Mansle: the communes of Aunac, Bayers, Cellettes, Chenon, Fontclaireau, Fontenille, Juillé, Lichères, Lonnes, Mansle, Mouton, Moutonneau, Puyréaux, Saint-Amand-de-Bonnieure, Saint-Angeau, Saint-Ciers-sur-Bonnieure, Saint-Front, Saint-Groux, Sainte-Colombe, Valence and Villognon

Canton of Villefagnan: the communes of Brettes, Courcôme, Longré, Raix, Souvigné, Tuzie and Villefagnan

Charente-Maritime department

Arrondissement of Rochefort: all communes

Arrondissement of Saintes: all communes

Arrondissement of Saint-Jean-d'Angély: all communes

Arrondissement of Jonzac: all communes

Arrondissement of La Rochelle:

Canton of Ars: all communes

Canton of Aytré: the communes of Angoulins and Aytré

Canton of La Jarrie: all communes

Cantons no. 1, 2, 3, 4, 6 and 7 of La Rochelle: the commune of La Rochelle

Canton no. 5 of La Rochelle: the communes of Esnandes, Marsilly, Puilboreau, La Rochelle and Saint-Xandre

Canton no. 8 of La Rochelle: the communes of Dompierre-sur-Mer, Périgny and La Rochelle

Canton no. 9 of La Rochelle: the communes of L'Houmeau, Lagord, Nieul-sur-Mer and La Rochelle

Canton of Saint-Martin-de-Ré: all communes

Canton of Courçon: the communes of Angliers, Benon, Courçon, Cramchaban, Ferrières-d'Aunis, La Grève-sur-le-Mignon, Le Gué-d'Alléré, La Laigne, Nuaillé-d'Aunis, Saint-Cyr-du-Doret, Saint-Jean-de-Liversay and Saint-Sauveur-d'Aunis

Canton of Marans: the communes of Longèves, Saint-Ouen and Villedoux.

Dordogne department

Arrondissement of Périgueux:

Canton of Saint-Aulaye: the communes of Chenaud, Parcou, Puymangou, La Roche-Chalais and Saint-Aulaye.

Deux-Sèvres department

Arrondissement of Niort:

Canton of Mauzé-sur-le-Mignon: the communes of Le Bourdet, Prin-Deyrançon, Priaires, Mauzé-sur-le-Mignon, La Rochénard and Usseau.

Canton of Beauvoir-sur-Niort: the communes of Beauvoir-sur-Niort, Belleville, La Foye-Montjault, Granzay-Gript, Prissé-La Charrière, Saint-Etienne-la-Cigogne, Boisserolles and Thorigny-sur-le-Mignon.

Canton of Brioux-sur-Boutonne: the commune of Le Vert.

2. Complementary designations of origin:

In order for the registered designation of origin "Cognac" to be completed by "Grande Champagne" or "Grande Fine Champagne", "Petite Champagne" or "Petite Fine Champagne", "Fine Champagne", "Borderies", "Fins Bois" or "Bons Bois", it must meet the following conditions and be made from grapes harvested in each respective territory hereafter cited, as initially defined in the decree of 13 January 1938, on the understanding that the vinification, distillation and ageing of the grape spirit thus obtained take place within the territory as initially defined in the aforementioned modified decree of 1 May 1909.

a) For the registered designation of origin "Cognac" to be completed by the complementary geographical name "Grande Champagne" (or the complementary geographical name "Grande Fine Champagne"):

Charente department

Ambleville, Angeac-Champagne, Bonneuil, Bouteville, Châteaubernard, Criteuil-la-Magdeleine, Erayville, Gensac-la-Pallue, Genté, Gimeux, Gondeville, Juillac-le-Coq, Lignières-Sonneville, Mainxe, Malaville, Merpins, Saint-Fort-sur-le-Né, Saint-Même-les-Carrières, Saint-Preuil, Salles-d'Angles, Segonzac, Touzac, Verrières and Viville

Communes partially included: Bourg-Charente (left bank of the Charente), Cognac (left bank of the Charente) and Saint-Brice (left bank of the Charente).



b) For the registered designation of origin "Cognac" to be completed by the complementary geographical name "Petite Champagne" (or the complementary geographical name "Petite Fine Champagne"):

Charente department

Angeac-Charente, Ars, Barbezieux-Saint-Hilaire, Barret, Birac, Châteauneuf-sur-Charente, Graves-Saint-Amant, Guimps, Jurignac, Lachaise, Ladiville, Lagarde-sur-le-Né, Montchaude, Mosnac, Nonaville, Saint-Bonnet, Saint-Médard-de-Barbezieux, Saint-Palais-du-Né, Salles-de-Barbezieux and Vignolles.

Commune partially included: Bourg-Charente (right bank of the Charente)

Charente-Maritime department

Allas-Champagne, Archiac, Arthenac, Biron, Bougneau, Brie-sous-Archiac, Brives-sur-Charente, Celles, Chadenac, Champagnac, Cierzac, Coulonges, Echebrune, Germignac, Jarnac-Champagne, Jonzac, Lonzac, Meux, Moings, Montils, Neuillac, Neulles, Pérignac, Réaux, Rouffiac, Saint-Ciers-Champagne, Saint-Eugène, Saint-Germain-de-Lusignan, Saint-Germain-de-Vibrac, Saint-Martial-sur-le-Né, Saint-Martial-de-Vitaterne, Saint-Maurice-de-Tavernole, Saint-Seurin-de-Palenne, Saint-Sever-de-Saintonge, Sainte-Lheurine and Salignac-sur-Charente.

Commune partially included: Clam (the part located northeast of the D142 road)

c) For the registered designation of origin "Cognac" to be completed by the complementary geographical name "Fine Champagne", it must be a blend of grape spirit from the two above-defined territories with the complementary geographical names "Grande Champagne" and "Petite Champagne", and contain at least 50% of grape spirit from the territory with the defined complementary geographical name "Grande Champagne".

d) For the registered designation of origin "Cognac" to be completed by the complementary geographical name "Borderies":

Charente department

Cherves-Richemont, Javrezac, Louzac-Saint-André, Saint-Laurent-de-Cognac and Saint-Sulpice-de-Cognac.

Communes partially included: Cognac (right bank of the Charente).

Charente-Maritime department

Burie and Chérac

e) For the registered designation of origin "Cognac" to be completed by the complementary geographical name "Fins Bois":

Charente department

Aignes-et-Puyperoux, Aigre, Ambérac, Anais, Angeduc, Angoulême, Anville, Asnières-sur-Nouère, Aubeville, Auge-Saint-Médard, Aussac-Vadalle, Balzac, Barbezières, Bassac, Bécheresse, Bessac, Bignac, Blanzac-Porcheresse, Bonneville, Boutiers Saint-Trojan, Bréville, Brie, Brie-sous-Barbezieux, Cellettes, Chaduric, Challignac, Champagne-Vigny, Champmillon, Champniers, La Chapelle, Charmant, Charmé, Chassors, Chavenat, Claix, Condéon, Coulonges, Courbillac, La Couronne, Cressac-Saint-Genis, Deviat, Dignac, Dirac, Douzat, Ebréon, Echallat, Etriac, Fléac, Fleurac, Fontenille, Fouquebrune, Fouqueure, Foussignac, Garat, Gardes-le-Pontaroux, Genac, Le Gond-Pontouvre, Les Gours, Gourville, Hiersac, Houlette, L'Isle-d'Espagnac, Jarnac, Jauldes, Juillaguet, Juillé, Julienne, Lamérac, Ligné, Linars, Lonnes, Lupsault, Luxé, Magnac-Lavalette-Villars, Magnac-sur-Touvre, Le Maine-de-Boixe, Mainfonds, Mansle, Marcillac-Lanville, Mareuil, Marsac, Mérignac, Mesnac, Les Métairies, Mons, Montignac-Charente, Montigné, Mornac, Moulidars, Mouthiers-sur-Boême, Nanclars, Nercillac, Nersac, Nonac, Oradour, Péreuil, Pérignac, Plaizac, Plassac-Rouffiac, Puymoyen, Puyréaux, Ranville-Breuillaud, Reignac, Réparsac, Ronsenac, Rouillac, Roullat-Saint-Estèphe, Ruelle-sur-Touvre, Saint-Amant-de-Boixe, Saint-Amant-de-Nouère, Saint-Aulais-la-Chapelle, Saint-Ciers-sur-Bonnieure, Saint-Cybardeaux, Saint-Eutrope, Saint-Fraigne, Saint-Genis-d'Hiersac, Saint-Groux, Saint-Léger, Saint-Michel, Saint-Saturnin, Saint-Simeux, Saint-Simon, Saint-Yrieix-sur-Charente, Sainte-Sévère, Salles-de-Villefagnan, Sigogne, Sireuil, Sonneville, Soyaux, Torsac, Tourriers, Touvre, Triac-Lautrait, Trois-Palis, Tusson, Vars, Vaux-Lavalette, Vaux-Rouillac, Verdille, Vervant, Vibrac, Villebois-Lavalette, Villejésus, Villejoubert, Villognon, Vindelle, Voeuil-et-Giget, Vouharte, Vougezac and Xambes.

Communes partially included: Montmoreau-Saint-Cybard (the part corresponding to the former commune of Saint-Cybard as defined on 20 January 1938) and Saint-Brice (right bank of the Charente).

Charente-Maritime department

Annepont, Asnières-la-Giraud, Aujac, Aumagne, Authon-Ebéon, Avy, Bagnizeau, Ballans, Bazauges, Beauvais-sous-Matha, Belluire, Bercloux, Berneuil, Blanzac-lès-Matha, Bresdon, Brie-sous-Matha, Brizambourg, La Brousse, Bussac, Chaniers, La Chapelle-des-Pots, Cherbonnières, Chives, Clion-sur-Seugne, Colombiers, Consac, Courcelles,



Courcerac, Courcoury, Cressé, Dompierre-sur-Charente, Le Douhet, Ecoyeux, Eglises-d'Argenteuil, Fenioux, Fléac-sur-Seugne, Fontaine-Chalandray, Fontcouverte, Fontenet, La Frédière, Gibourne, Le Gicq, Les Gonds, Gourville, Grandjean, Guitinières, Haimps, La Jard, Juicq, Léoville, Loirésur-Nié, Lorignac, Louzignac, Lussac, Macqueville, Marignac, Massac, Matha, Mazeray, Migron, Mirambeau, Mons, Mortiers, Mosnac, Nantillé, Néré, Neuvicq-le-Château, Ozillac, Paillé, Pons, Poursay-Garnaud, Préguiillac, Prignac, Saint-Bonnet-sur-Gironde, Saint-Bris-des-Bois, Saint-Césaire, Saint-Ciers-du-Taillon, Saint-Dizant-du-Bois, Saint-Dizant-du-Gua, Saint-Fort-sur-Gironde, Saint-Georges-Antignac, Saint-Georges-des-Agouts, Saint-Grégoire-d'Ardenes, Saint-Hilaire-de-Villefranche, Saint-Hilaire-du-Bois, Saint-Jean-d'Angély, Saint-Julien-de-l'Escap, Saint-Léger, Saint-Maigrin, Saint-Martial-de-Mirambeau, Saint-Martin-de-Juillers, Saint-Médard, Saint-Ouen-la-Thène, Saint-Pierre-de-Juillers, Sainte-Ramée, Saint-Sauvant, Saint-Simon-de-Bordes, Saint-Sorlin-de-Conac, Saint-Thomas-de-Conac, Saint-Vaize, Sainte-Même, Saintes, Seigne, Semillac, Semoussac, Le Seure, Siecq, Sonnac, Taillant, Taillebourg, Tesson, Thenac, Thors, Les Touches-de-Périgny, Varaize, Vénérand, Villars-en-Pons, Villars-les-Bois and Villemorin.

Communes partially included: Clam (the part located southwest of the D142 road) and Saint-Savinien (the part corresponding to the former commune of Coulouge-sur-Charente as defined on 20 January 1938).

f) For the registered designation of origin "Cognac" to be completed by the complementary geographical name "Bons Bois":

Charente department

Agris, Aubeterre-sur-Dronne, Aunac, Baignes-Sainte-Radegonde, Bardenac, Bayers, Bazac, Bellon, Berneuil, Besse, Blanzaguet-Saint-Cybard, Boisbretreau, Bonnes, Bors-de-Montmoreau, Bors-de-Baignes, Bouex, Brettes, Brie-sous-Chalais, Brossac, Bunzac, Chalais, Chantillac, Charras, Chatignac, Chazelles, Chenonmet, Chenon, Chillac, Combiers, Coulgens, Courcôme, Courgeac, Courlac, Curac, Edon, Les Essards, Feuillade, Fontclaireau, Grassac, Guizengard, Gurat, Juignac, Laprade, Lichères, Longré, Mainzac, Marthon, Médillac, Montboyer, Montignac-le-Coq, Mouton, Moutonneau, Nabinaud, Oriolles, Orival, Palluau, Passirac, Pillac, Poullignac, Poursac, Pranzac, Raix, Rancogne, Rioux-Martin, Rivières, La Rochette, Rouffiac, Rougnac, Saint-Amant-de-Bonnieure, Saint-Amant-de-Montmoreau, Saint-Angeau, Saint-Avit, Sainte-Colombe, Saint-Félix, Saint-Front, Saint-Germain-de-Montbron, Saint-Laurent-de-Belzagot, Saint-Laurent-des-Combes, Saint-Martial, Saint-Projet-Saint-Constant, Saint-Quentin-de-Chalais, Saint-Romain, Saint-Séverin, Saint-Vallier, Sainte-Soulme, Salles-Lavalette, Sauvignac, Sers, Souffignac, Souvigné, Le Tâtre, Touverac, Tuzie, Valence, Verteuil-sur-Charente, Villefagnan, Villegats, Vouzan and Yviers.

Commune partially included: Montmoreau-Saint-Cybard (the part corresponding to the former commune of Montmoreau as defined on 20 January 1938).

Charente-Maritime department

Agudelle, Allas-Bocage, Antezant-La Chapelle, Arces, Archingeay, Aulnay, Balanzac, La Barde, Barzan, Bédénac, La Benate, Bernay-Saint-Martin, Bignay, Blanzay-sur-Boutonne, Bois, Boisredon, Boriesse-et-Martron, Boscammant, Boutenac-Touvent, Bran, Brie-sous-Mortagne, Bussac-Forêt, Cercoux, Chamouillac, Champagnolles, Chantemerle-sur-la-Soie, Chartuzac, Châtenet, Chaunac, Le Chay, Chenac-Saint-Seurin-d'Uzet, Chepniers, Chermignac, Chevanceaux, Clérac, La Clisse, La Clotte, Coivert, Contré, Corignac, Corme-Ecluse, Corme-Royal, Courant, Courpignac, Coux, Cozes, Cravans, Crazannes, La Croix-Comtesse, Dampierre-sur-Boutonne, Doeuil-sur-le-Mignon, Ecurat, Les Eduts, Epargnes, Les Essards, Expiremont, Floirac, Fontainesd'Ozillac, Le Fouilloux, Gémozac, La Génétouze, Givrezac, Grézac, Le Gua, La Jarrie-Audouin, Jazennes, Jussas, Landes, Loulay, Lozay, Luchat, Marsais, Mazerolles, Médis, Mérignac, Meschers-sur-Gironde, Messac, Meursac, Migré, Montendre, Montguyon, Montlieu-La Garde, Montpelliér-de-Médillan, Mortagne-sur-Gironde, Le Mung, Nachamps, Nancras, Neuvicq, Nieul-lès-Saintes, Nieul-le-Virouil, Les Nouillers, Nuailhé-sur-Boutonne, Orignolles, Pessines, Le Pin, Pisany, Plassac, Plassay, Polignac, Pommiers-Moulons, Port-d'Envaux, Pouillac, Puyrolland, Rétaud, Rioux, Romazières, Rouffignac, Sablonceaux, Saint-Aigulin, Saint-André-de-Lidon, Sainte-Colombe, Saint-Félix, Saint-Genis-de-Saintonge, Saint-Georges-de-Longuepierre, Saint-Georgesdes-Coteaux, Saint-Germain-du-Seudre, Saint-Loup, Saint-Mandé-sur-Brédoire, Saint-Martial-de-Loulay, Saint-Martin-d'Ary, Saint-Martin-de-Coux, Saint-Palais-de-Négrignac, Saint-Palais-de-Phiolin, Saint-Pardoult, Saint-Pierre-de-l'Île, Saint-Pierre-du-Palais, Saint-Porchaire, Saint-Quantin-de-Rançanne, Saint-Romain-sur-Gironde, Saint-Romain-de-Benet, Saint-Séverin-sur-Boutonne, Saint-Sigismond-de-Clermont, Saint-Simon-de-Pellouaille, Saleignes, Salignac-de-Mirambeau, Saujon, Semussac, Soubran, Soullignonne, Soumeras, Soumoulins, Talmont-sur-Gironde, Tanzac, Ternant, Thaims, Thézac, Tonnay-Boutonne, Torxe, Tugeras-Saint-Maurice, Vanzac, Varzay, La Vergne, Vergné, Vervant, Vibrac, La Villedieu, Villeneuve-la-Comtesse, Villexavier, Villiers-Couture, Vinax, Virollet and Voissay.

Commune partially included: Saint-Savinien (the part corresponding to the former commune of Saint-Savinien as defined on 20 January 1938).



Dordogne department

Commune partially included: La Roche-Chalais (the part corresponding to the former commune of La Roche-Chalais as defined on 20 January 1938).

The limits of the above-mentioned territories partially included in the registered designation of origin are recorded on the communal land register.

The registered designation of origin "Cognac" can be completed by the complementary geographical names "Bois ordinaires" and "Bois à terroirs". These designations are restricted to grape spirit from territories non-delimited in the geographical area defined above.

*D. – Description of production methods***1) Grape varieties:**

Wines destined to produce grape spirit are made from the following grape varieties:

- Colombard B, Folle Blanche B, Montils B, Ugni Blanc B and Sémillon B
- Folignan B, representing a maximum of 10% of the total.

2) Viticulture:*a) Vine density*

Minimum density of 2,200 vines per hectare

b) Space between vine rows

The distance between vine rows cannot exceed 3.50 metres

c) Pruning

Pruning is obligatory every year. All methods are authorised.

d) Number of buds per hectare

The number of buds is limited to 80,000 per hectare.

e) Production from young vines

It is only starting from the second year after planting (which must take place before the 31st of July) that grape spirit produced from young vines is entitled to the registered designation of origin "Cognac".

f) Dead or missing vines

The maximum percentage of dead or missing vines is set at 20% for plots whose density is equal to or less than 2,500 vines per hectare.

For plots whose density is greater than 2,500 vines per hectare and less than or equal to 2,900 vines per hectare, the maximum proportion is 25%.

For plots whose density is greater than 2,900 vines per hectare, this maximum proportion is 35%.

The ratio of dead or missing vines is calculated by comparing the number of dead or missing vines in a given plot and the number of vines when this plot was first planted or replanted

3) Yields:

The maximum annual yield, expressed in pure alcohol, is set each year by interministerial order acting on a proposal by the competent national committee, after having consulted the ODG (Organisme de Défense et de Gestion).

Yields are calculated according to the pure alcohol content of the wines sent to be distilled by the producer, or distilled by himself, and must be less than the maximum limit of 16 hectolitres of pure alcohol per hectare.

The maximum annual yield can be increased in certain instances, for set quantities, but cannot, under any circumstances, exceed the legal limit. However, this surplus cannot be aged.

Furthermore, yields higher than the maximum annual yield are not entitled to the registered designation of origin "Cognac".

The quantities produced above and beyond the possibly increased annual maximum yield can be used to make other products according to the provisions of article D. 644-40 of the rural code.

4) Transporting the harvest:

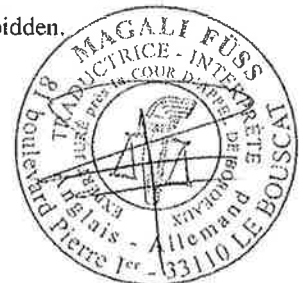
The use of centrifugal rotary vane pumps is forbidden when transporting grapes.

5) Pressing the grapes:

The use of a winepress with an Archimedes screw, also called a continuous screw press, is forbidden.

6) Fermentation:

The addition of sugar in any form is forbidden.



The use of sulphur dioxide is forbidden during fermentation.

7) Analysis criteria for the wine to be distilled:

At the time they are to be distilled, all wines must have a minimum alcoholic strength by volume of 7% and a maximum alcoholic strength by volume of 12 %. Their volatile acidity content must also be equal to or less than 12.25 millequivalents per litre.

8) Distillation:

a) Distillation period

Double distillation must be completed no later than the 31st of March of the year after the harvest.

b) Distillation process

Type of distillation:

Distillation must be "double discontinuous". Only grape spirit from the double distillation of wines from the most recent crop are entitled to the registered designation of origin "Cognac".

Description of distillation equipment:

A "Charentais" still, or copper double distillation alembic consisting of a boiler heated over an open flame, a hat, a swan's neck, an optional pre-heater pot, and a condensing coil and cooling tank.

The boiler, hat, swan's neck and condensing coil must be made of copper.

Size of the boiler: the total capacity of the boiler must not exceed 30 hectolitres (with a tolerance of 5%) and the loading capacity is limited to 25 hectolitres (with a tolerance of 5%) per distillation. However, boilers with a greater capacity than this are acceptable provided that they are used exclusively for the first distillation to obtain a *brouillis* (crude ethyl alcohol), that the total capacity of the boiler is no greater than 140 hectolitres (with a tolerance of 5%), and that the volume of distilled wine is limited to 120 hectolitres (with a tolerance of 5%) per distillation.

The only authorised means of heating the wine is with an open flame.

Alcoholic degree of the grape spirit:

After the second distillation, the alcoholic degree of the grape spirit must not exceed 72.4% by volume at 20°C in the vat where the day's production of grape spirit is kept.

Distillation method when a cru is changed:

The word "cru" refers to complementary geographical names as defined in point C-2 of the present specifications.

The word phlegm (i.e. the heads, tails and seconds) describes the distillate from the beginning and the end of distillation which cannot be used for Cognac grape spirit.

Before changing over to another *cru*, the last second distillation of this *cru* must take place with a maximum of 30% of the distillery's load capacity. The phlegm from this last second distillation can be diluted in the following *cru*, either by incorporation into the *brouillis*, or by distillation with wine, so long as it does not exceed 8% by volume.

9) Ageing:

The grape spirit destined for direct human consumption is aged in oak containers for a minimum of two years in the geographical area defined in point C -1 of the present specifications.

Ageing conditions are defined in orders issued by the ministers in charge of the economy, the budget and agriculture.

10) Traditional methods:

Colouring, as well as the addition of oak chip infusion and products defined in point 3 of Annex 1 of rule (EC) no. 110/2008 of 15 January 2008, are authorised so long as their effect on the grape spirit is less than or equal to 4° obscuration. This obscuration, expressed in degrees, is obtained by measuring the difference between the theoretical alcoholic strength by volume and the actual alcoholic strength by volume.

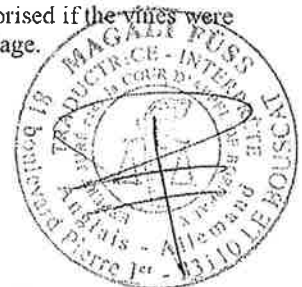
11) Transitional measures:

a) Viticultural practices – vine density and distance between vine rows

Vineyard plots planted before the date the present specifications are approved, that do not respect the measures regarding vine density and distance between vine rows, nevertheless maintain the right to produce grape spirit with a registered designation of origin until they are uprooted, and at the latest up to the 2040 vintage.

b) Grape varieties

The Jurançon blanc B, the Meslier Saint-François B and the Sélect B varieties are only authorised if the vines were planted before 18 September 2005. They are allowed to be used up to and including the 2020 vintage.



c) Wine produced from young vines

It is considered that vines planted during the 2006-2007 and 2007-2008 marketing years, and therefore subject to Community regulations entailing the obligatory distillation of grape varieties that can be made into either wine or grape spirit, respect the age criteria defined in point D (2-E) of the present specifications.

d) Minimum ageing in the geographical area

As a transitional measure, operators who, prior to the approval of the present specifications, have partially or entirely aged their grape spirit with the registered designation of origin "Cognac" outside the geographical area defined in C-I of the present specifications may continue to do so until 31 July 2023.

e) Dead and missing vines

The measures in point D (2-f) apply only as from the 2014 vintage.

12) Rules concerning presentation and labelling:

The name "Cognac" can be used without the words "appellation contrôlée" as long as it is not associated with any other complementary geographical name.

E. – Factors inherent to origin

1) Description of natural and human factors linked to *terroir*:

Climate:

The delimited Cognac region, which encompasses almost all the Charente-Maritime department, a large part of the Charente department, and a few communes in the Dordogne and Deux-Sèvres departments, is located in the northern part of the Aquitaine Basin, on the Atlantic Ocean. It is bordered on the west by the Gironde Estuary and the islands of Ile de Ré and Ile d'Oléron, and on the east, going towards Angoulême, by the first foothills of the Massif Central. The Charente River crosses the region, fed by small tributaries such as the Né, the Antenne, the Seugne, etc.

The temperate, oceanic climate is fairly homogeneous, except for the coastal areas, which are sunnier and with fewer extremes of temperature. Due to the proximity of the ocean, rain can fall at any time of year, although precipitation is more prevalent in winter. Drought conditions are therefore rare and vines do not suffer from water stress. The average annual temperature is approximately 13°C, with relatively mild winters. Temperatures are sufficiently warm for the proper ripening of grapes, but not hot enough to scorch them.

The vineyard region:

Henri Coquand (1811-1881), a geology professor, studied the composition of the soil of the region in the 19th century and, with the help of a knowledgeable taster, classified the various sub-regions based on the quality of the grape spirit they produced.

Their work resulted in the delimitation of various *crus* circa 1860 and served as the basis for the decree of 13 January 1938. The Cognac appellation's complementary geographical designations continue to be known under their historic names: "Grande Champagne", "Petite Champagne", "Fine Champagne", "Borderies", "Fins Bois" and "Bons Bois", to which must be added "Bois Ordinaires" or "Bois à Terroir".

It should be pointed out that the complementary geographical name "Fine Champagne" does not correspond to a delimited area as such.

Its use is restricted to a blend of grape spirits exclusively from two areas with complementary geographical names: "Grande Champagne" and "Petite Champagne", and must contain no less than 50% grape spirit from "Grande Champagne".

As showed by studies carried out at that time, the simplified characteristics of various sectors in the Cognac appellation can be described as follows:

- Grande and Petite Champagne: fairly shallow clay-limestone overlaying soft limestone, chalk, and cretaceous soil
- Borderies: siliceous-clay and flint created by limestone decarbonation
- Fins Bois: largely consisting of *groies* (thin, red, very stony clay-limestone soil), hard limestone from the Jurassic period and very clayey soil
- Les Bois (Bons Bois, Bois Ordinaires and Bois à Terroirs): sandy soil near the coast, in certain valleys and in the entire southern part of the delimited Cognac region. This sand is due to erosion from the Massif Central.

Vineyards producing the registered designation of origin "Cognac" today cover about 75,000 hectares, accounting for 95% of all vines planted in the geographical area and 9% of all the agricultural land in the delimited region. Ugni Blanc is by far the most widely-planted grape variety, representing almost 98% of all vines planted in the Cognac appellation.

The economy of Cognac:

The regional economy has historically been linked to the prosperity of the Cognac trade, which also fostered the growth of many related activities and industries that combined to form a professional community entirely focused on the production and sale of Cognac.



The various firms involved with the Cognac industry (about 5,500 winegrowers, 110 distillers and 300 *négociants*) employ some 12,000 people who work at cooperages, boilermakers, glass producers, carton manufacturers, printers, cork producers, transport firms, oenology laboratories, agricultural equipment manufacturers, etc.

2. Historic factors linked to *terroir*:

Archaeological research carried out in the Charentes proves that vines were first grown there in the late first century AD. Furthermore, digs in the region have revealed numerous farm buildings (including winemaking facilities) dating from that period, confirming that wine has been made in Cognac since Roman times.

Wine exports developed in the Middle Ages, largely thanks to trade routes opened up via the Charente River. After the success of its salt warehouses going back to the 11th century, the city of Cognac also became a centre of the wine trade, including wines from the Poitou region shipped to North Sea countries on Dutch ships that came to the Atlantic coast to buy salt.

In the 16th century, the Dutch decided to distil wines from the Cognac area in order to improve their preservation. Trade grew significantly during the Renaissance. Dutch vessels docked at Cognac and other ports on the Charente to load their ships with the famous wines of "Champagne" and "Borderies".

However, these low-alcohol wines suffered from long ocean voyages. Skilled in the art of distillation, the Dutch therefore distilled these wines in their country in order to preserve them. They called the result "brandwijn" (which literally means "burnt wine"), which explains why this grape spirit later became known as "brandy".

Double distillation was first practised in the early 17th century. This enabled the grape spirit to travel in an absolutely stable and much more concentrated state than wine. The first alembic stills used by the Dutch were gradually modified over time. The Charentais, in turn, grew to master the distilling process and improved upon it by introducing double distillation.

A number of firms were established in the mid 19th century and began shipping Cognac in bottles rather than in barrels.

This led to the birth of associated activities: the glass industry (local producers developed sophisticated automated techniques), case manufacturing, cork production, and printing.

Phylloxera vastatrix struck the Cognac vineyards circa 1875. This plant louse of the Hemiptera genus sucked the sap from the vine roots and laid most of the vineyards to waste. There were only 40,600 hectares of vines in the region circa 1893, as compared to some 280,000 before phylloxera struck. As elsewhere in Europe, the Cognac vines were able to be replanted thanks to grafting on American rootstock. This crisis led to the creation, in 1888, of a "viticultural committee" and an experimental station (an interprofessional research unit devoted to producing quality Cognac) in 1892.

This station was closely involved with finding the grape varieties best-suited to Cognac. In-depth studies showed that Ugni Blanc was the most appropriate, and this variety became, by far, the most commonly planted by the mid-20th century. Ugni Blanc proved to be more resistant than traditional varieties planted before phylloxera (Colombard, Folle Blanche, etc.). The latter had the further disadvantage of becoming fragile after grafting.

Ugni Blanc was selected because of its productivity (yields are approximately 120 to 130 hectolitres per hectare), high acidity and reduced sugar content, which produces low-alcohol wines. Originally from Italy, where it is known as Trebbiano Toscano, Ugni Blanc is located at the variety's northern limit in Cognac with regard to proper ripening.

3. Historic factors linked to the reputation of Cognac:

The market for Cognac started to develop in the late 17th century, and especially the early 18th century, thanks to the creation of *négociant* firms, some of which were of English or Irish origin, in the region's major cities, for example Martell in 1715, Rémy Martin in 1724, Delamain in 1759, Hennessy in 1765, Godet in 1782, Hine in 1791 and Otard in 1795.

The signing of a trade agreement between France and England on 23 January 1860, thanks to the initiative of Napoléon III, led to the explosion of Cognac sales, which reached an apogee in 1879 (this corresponded to a period when other major *négociant* firms were founded: Bisquit in 1819, Courvoisier in 1843, Royer in 1853, Meukow in 1862, as well as Camus and Hardy, both in 1863).

Rules and regulations governing Cognac production were introduced in the first half of the 20th century:

- 1909: delimitation of the geographical area of production
- 1936: recognition of Cognac as a registered designation of origin
- 1938: delimitation of "sub-appellations" (*crus*, or complementary geographical names)

During the Second World War, a bureau to "oversee the distribution of wines and grape spirits" was created to manage Cognac stocks. In 1946, this was replaced by the Bureau National Interprofessionnel du Cognac, to which the experimental station was attached in 1948. Cognac winegrowers and *négociants* agreed on the mission of the BNIC: to develop sales of Cognac and to represent and defend the collective interest of professionals.



Among other roles, the BNIC defends and promotes the Cognac *appellation d'origine* (registered name of origin) and enhances relations between *négociants* and winegrowers. It also has several public service missions: to ensure that Cognac is aged properly, to monitor the truthfulness of age indications on labels, to control quality downstream, throughout the distribution network, and to deliver the necessary export certificates.

Historically turned towards exports, Cognac is currently 95% consumed outside France, in nearly 160 countries. From the Far East to the Americas, not forgetting Europe, Cognac is synonymous with fine quality grape spirit and symbolises the French way of life.

4. Links between geographical region of origin, quality and organoleptic characteristics of Cognac

The grape varieties of the region, in particular Ugni Blanc, are late-ripening and have high yields, which constitute major advantages. The region's low-alcohol, high-acid wines possess the cardinal virtues for making fine grape spirit.

High acidity enables the wine to keep well over the winter months until it is distilled, and low alcohol means that more aromas are concentrated in the grape spirit.

Expertise in pruning and winemaking:

The high acidity and low alcoholic degree are enhanced by pruning methods the winegrower chooses according to several parameters:

- distance between the vine rows
- the height of the trunk and the vegetation
- the way the vine has been trained: traditional long cane pruning or cordon pruning (on a tall permanent branch, or low on guide wires).

The grapes are pressed immediately after harvesting in traditional horizontal winepresses or pneumatic ones. The use of a winepress with Archimedes screw, also called a continuous screw press, is forbidden. The juice starts fermenting at once and chaptalisation is not allowed.

Pressing and fermentation are very closely monitored because they have a decisive influence on the final quality of the grape spirit. For quality reasons, it is forbidden to add sulphur dioxide to wine while it is fermenting.

To avoid any risk with preserving the white wines used to produce Cognac, they must be distilled by the 31st of March the year after the vintage.

Distillation:

Distillation in Cognac is discontinuous and twice-done in a Charentais alembic still whose shape, construction material, capacity, and means of heating have been defined by law since 1936. These factors are essential for producing quality grape spirit.

This is because:

- the shape of the still helps to retain the best volatile components
- heating with an open flame produces complementary aromas when the wine comes into contact with the bottom of the boiler (a cooking effect)
- all parts of the alembic in contact with wine, vapours, or distillates are made entirely of copper due to this metal's physical properties (malleability, good heat conduction) and its chemical reactivity with certain wine constituents.

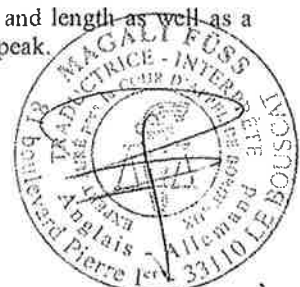
Using this type of still necessitates a delicate operation each time: the *coupe*, which consists of separating the distillate according to alcoholic strength by volume and volatile substance composition, i.e. keeping the "heart" separate from the other parts destined to be recycled in subsequent distillations. This is why, combined with the limited load capacity during the second distillation, Cognac production is an artisanal process that calls for considerable expertise. Distillers need to evaluate both the ideal time to proceed with the *coupe*, and how best to do so, according to the characteristics of the wine (amount of lees, alcoholic strength by volume, acidity, etc.) and the quality they are seeking to distil.

Characteristics of grape spirits according to their geographical origin:

Due in large part to their origin, grape spirits are remarkably diverse both analytically and organoleptically. This diversity calls for different ageing techniques of varying durations.

Grande Champagne:

Grande Champagne produces grape spirits of great finesse with considerable distinction and length as well as a predominately floral bouquet. These grape spirits need long ageing in oak barrels to reach their peak.



Petite Champagne:

These grape spirits have the same characteristics as Grande Champagne, but without quite the same extreme finesse.

Fine Champagne:

Cognac sold under the name "Fine Champagne" has a flavour profile reflecting its origins, i.e., a blend of Grande Champagne (at least 50%) and Petite Champagne.

Borderies:

This region produces round, aromatic, soft grape spirits with a bouquet of violets. They are said to require less ageing than grape spirits from the "Champagne" regions.

Fins Bois:

Fins Bois is the largest vineyard region in Cognac. It produces round, smooth, grape spirits that age fairly quickly, and whose fruity bouquet is reminiscent of freshly-pressed grapes.

Bois (Bons Bois, Bois à Terroir or Bois Ordinaires):

Bons Bois produces quickly-maturing grape spirits with fruity aromas.

Ageing:

The ageing of Cognac benefits not only from the regional climate, but also the experience and know-how local professionals have developed over the years. As soon as it comes out of the still, the grape spirit is put into oak barrels to age for several years (sometimes, several decades). During this time, various physico-chemical changes occur: evaporation of water and alcohol, concentration of various substances, extraction of compounds from oak barrels, oxidation, etc. These phenomena are influenced by the grape spirit's initial characteristics (such as alcoholic degree and acidity), the type of barrel it is aged in, and the physical characteristics of the cellar where it is stored (temperature, hygrometry and ventilation).

Ageing grape spirit in the Cognac region's temperate, oceanic-type climate exposes it to ideal conditions of moderate humidity and seasonal variations that avoid extremes. Cellars are built in such a way as to have the best-balanced conditions in order to produce soft grape spirit that ages harmoniously.

Rouvre or peduncular oak from the Tronçais and Limousin forests is used to enhance exchanges between the grape spirit, the wood and the outside atmosphere for many long years.

There are numerous cooperages in the Cognac region. Working closely with cellar masters, local coopers have acquired a great deal of expertise in making barrels ideally adapted to ageing Cognac. It is the cellar master's job to select the barrels best-suited to the grape spirit's initial characteristics and his objectives.

As Cognac develops thanks to contact with oak and air, it gradually loses some of its water and alcohol content. These alcohol vapours (poetically referred to as "the angels' share") represent the equivalent of several million bottles every year, and also feed a microscopic fungus, *Torula compniacensis*, that blackens the outside of many of the region's stone buildings.

The ageing of Cognac is inextricably linked to the art of blending. Each grape spirit has its own unique taste profile in light of its origin and ageing. These qualities are enhanced by combining with other grape spirits that have complementary profiles.

Blending is a complex operation, and cannot be done simply by applying technical criteria. The cellar master must rely on his considerable personal experience (familiarity with a wide range of grape spirits, typical features of the appellation, experience of interaction between the grape spirits and ageing factors, and blending techniques), constant tasting and a tremendous memory with regard to the countless grape spirits he has sampled at various stages of production.

This expertise calls for many years of training with experienced professionals. It is perpetuated thanks to the many different firms in the Cognac region and the frequent contacts between key players in the industry (cellar masters, winegrowers, *négociants* and brokers).

CHAPTER II**I. – Obligatory declarations****1. Annual declaration of utilisation:**

Grape spirits entitled to the registered designation of origin "Cognac" must be produced from wine made with grapes in plots situated within the designated geographical area, and which were the object of an annual declaration of utilisation.

This declaration of utilisation must be made to the Fédération des Interprofessions du Bassin Viticole Charentes-Cognac, which in turn forwards the relevant information to the Organisme de Défense et de Gestion and the approved inspection body.

For grape spirits produced in the 2008-2009 marketing year, the declaration of utilisation is associated with a harvest declaration according to the terms defined in the control or inspection plan approved by the INAO.

For the 2009 vintage, declarations of utilisation must be made no later than one month after official approval of the present specifications.

For the 2010 vintage, declarations of utilisation must be made before the 1st of July prior to the harvest.

For the 2011, and following vintages, declarations of utilisation must be made before the 1st of July for the following year's harvest.

If proposed by the Organisme de Défense et de Gestion, the deadline date by which the declaration of utilisation must be submitted can be reexamined by the competent National Committee no later than for the 2018 vintage.

Plots whose utilisation has previously been declared for the production of must destined for the registered designation of origin "Pineau des Charentes", and identified according to the procedure defined in the specifications for this appellation, but not claimed as such on the harvest declaration, can also be used for the production of the registered designation of origin "Cognac" without entailing any formality other than changing the utilisation on the harvest declaration. The volume of grape spirit produced on these plots cannot exceed the maximum annual yield of must as defined for the registered designation of origin "Pineau des Charentes" for the year in question, based on a potential alcoholic strength of 10% by volume.

Any vineyard plot whose utilisation has previously been declared for the purposes of making the registered designation of origin "Cognac", but whose grapes have not been listed as such on the harvest declaration, or no longer meet the conditions as defined in the present specifications, are not entitled to produce yields greater than the maximum authorised annual yield expressed in hectolitres of pure alcohol as set for the designation of origin "Cognac", based on a average alcoholic degree of 10% by volume.

2. Declaration of claims:

Any producer claiming the registered designation of origin "Cognac" is required to make a declaration of claims that includes the quantities produced (necessarily less than the legal limit in terms of yield) and, if need be, when released, the quantities produced in light of the authorised increased yields as defined in Chapter I, point D-3 of the present specifications.

The declaration of claims is made as follows:

For operators distilling on their own behalf, the declaration of the beginning of distillation must include a partial declaration of claims. The declaration of the end of distillation recapitulates the total production claimed under the registered designation of origin.

For operators distilling on behalf of a third party or winegrowers who have their wine distilled by another operator, the declaration of claims is included in the documents cited in article 286-I of the general tax code.

However, for the 2008-2009 marketing year, the declaration of claims for these operators is defined by the Organisme de Défense et de Gestion.

3. Conversion undertaking:

For vines concerned by the measure included in point D (11, 2, a) of Chapter I of the present specifications, the owners of the vineyards in question must commit to conversion with the Organisme de Défense et de Gestion.

II. – Keeping of registers

The operator's register recording the distillation of grape spirit claiming the right to the Cognac registered designation of origin can be inspected at any time.



CHAPTER III

| POINTS TO MONITOR | REFERENCE VALUES | EVALUATION METHODS |
|---|---|--|
| A. - STRUCTURAL RULES | | |
| Location of vineyards and distilling areas within the appellation. | Geographical area | Documentary evidence |
| Characteristics of the distillation equipment | Type and size of the alembic still | Documentary and/or visual evidence |
| B. - ANNUAL RULES | | |
| Laboratory analysis of the wine when it is ready to go into the still. | Minimum alcoholic strength by volume: 7% Maximum alcoholic strength by volume: 12 % Maximum volatile acidity: 12.25 millequivalents/litre | Documentary and/or analytical evidence |
| Maximum alcoholic strength by volume of the grape spirit. | 72.4% by volume at 20°C | Documentary and/or analytical evidence |
| Distillation period | No later than the 31 st of March of the year after the harvest | Documentary evidence |
| Minimum ageing period | 2 years | Documentary evidence |
| C. - APPELLATION CONTRÔLÉE GRAPE SPIRIT WHEN IT LEAVES THE ALEMBIC | | |
| Laboratory analysis of the grape spirit | Volatile substances: ≥ 125 g/hl of pure alcohol | Analytical evidence |
| Organoleptic characteristics | Clarity - odour - flavour | Organoleptic evidence |

I, the undersigned, Magali Füss, sworn translator for the Bordeaux Court of Appeal, hereby certify that the above is a true and faithful English translation of the original in the French language.

Bordeaux, May 26, 2010

Translation no. 10/280 a-m - on 13 pages

