

SPRING 2019

WINE TOURISM MAG

THE BIGGEST MAGAZINE ABOUT WINE TOURISM •

FEATURED BEST WINE TOURISM
REGION : ROUSSILLON WINES

CHÂTEAU DE MERCUÈS

– TELMO RODRIGUEZ –
A QUERY ON HOW WELL DO WE REALLY
KNOW (OR ADDRESS) SPANISH WINES

A WINTER'S DAY AT CIDRERIE CRYO

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05 Editor's Note

**Featured
Best wine tourism Region**



06 Highlight on Roussillon region

**12 – Telmo Rodriguez –
A query on how well do we
really know (or address)
Spanish wines**



31 Hotel Du Marc

The World of Wine through our Collaborators eyes

09 Virginia Wines

16 A winter's day at cidrerie Cryo

19 Salice Salentino – Tasting Puglia
Through A Wine Glass

25 A star on the slopes of
Courmayeur: "Stardust Dinner" at
SUPER G with chef Andrea Berton

28 Make the impossible Possible
André & Laurence Olivier Brossard
- The only winemakers in Îles-de-
la-Madeleine

34 My stay at Château de Mercuès

37 Volos – Experiencing Greek Life
With Tsipouro and Mezedes





EDITOR'S NOTE

The influence of social media on wine consumer's habits

In the social media era, consumers are increasingly taking advice for the purchase of their next bottle of wine on social media. We find ourselves in a transitioning position. Here's the proof: fewer and fewer producers are paying for traditional advertising (newspapers, magazines, radio) and most of them are moving towards digital media. Unfortunately, not all import agencies have made the move. Bloggers and influencers have a hard time reaching both ends and are often working for a few bottles or even totally free. I make a heartfelt plea to all marketing managers: look to the future and dedicate a portion of your marketing budget to new technologies. You will get more for your money and everyone will be a winner.

FEATURED BEST WINE TOURISM REGION

WINES OF ROUSSILLON



HIGHLIGHT ON ROUSSILLON WINES

PRESENTING the FEDERATION OF
TERROIR TOURISM

On the initiative of the Interprofessional Council for Roussillon Wines, the Pyrénées-Orientales Department, the Chamber of Agriculture and the Tourism Development Agency, an action to promote the Wine and Terroirs Roads in Roussillon has been launched under the **Tourisme de Terroir®** brand.

TOURISME DE TERROIR®

This action aims to attract tourists or the local public throughout the territory to discover the vineyards and taste the wines and thus allow an economic and commercial value for farms. It also promotes other local products such as cheese, olive oil, fruit juice, fruits and vegetables ..., in an integrated approach of "Tourisme de Terroir®".

The **Tourisme de Terroir®** brand brings together all the professionals involved in the Routes des Vins et Terroirs du Roussillon network. Based on recognized procedures (Gîtes de France, Welcome to the Farm, Toques Blanches, CIVAM Bio, Logis de France, The Garnet of Perpignan, Vineyards and Discoveries, Clévacances, Markets of Producers of Country, Brand PNR Catalan Pyrenees) , it ensures a reception and a service of quality.

**THIS ACTION AIMS TO ATTRACT
TOURISTS THROUGHOUT THE
TERRITORY TO DISCOVER THE
VINEYARDS AND TASTE THE WINES**





PERFECT FOR VISITORS

169 companies from different sectors of tourism and agriculture, adhere to and share the values conveyed by the Federation of Terroir Tourism since 2005.

Since December 2018, the Terroir Tourism Federation has become the official project developer for the Vignobles & Découvertes label on the entire Roussillon vineyard.

The Federation of Terroir Tourism® is a joint initiative of the Interprofessional Council of Roussillon Wines, the Chamber of Agriculture of Pyrénées-Orientales, the Departmental Council of Pyrénées-Orientales and the Tourism Development Agency. Its current president is Mr Jean-Louis SALIES, winemaker in Tarerach.

MAIN MISSIONS:

- The coordination of the agri / wine tourism offer of all the actors on the territory, it is based on a partnership with existing networks of collective brands (Gîtes de France, Welcome to the Farm, Toques Blanches, Logis de France , CIVAM Bio ...)
- The promotion and communication of the Route des Vins and Terroirs du Roussillon tourist route.



VIRGINIA WINES

BY BENOIT LEFÈVRE

With more than 280 vineyards, 10 wine regions and seven appellations of origin (American Viticultural Areas), Virginia is today a state that is increasingly being talked about for the quality of its wines and the warm welcome given to oenophiles who wish to discover the region. After California, Oregon, Washington State, New York and Texas, it is the sixth largest wine producing region in the United States. Unfortunately, wine production remains small. Very little wine crosses the borders of the State and even less goes to export. If you want to discover the wines of Virginia, the best thing is that you go there. You're in luck, the wine tourism has developed a lot in recent years!

GEOGRAPHY, CLIMATE AND APPELLATIONS

A LITTLE HISTORY

Virginia is one of the oldest wine producing regions in the United States. It was already making wine in the 18th century, even before the creation of the United States. A great lover of French wines, Thomas Jefferson, one of the first American presidents, did a lot at the time to develop the vine culture in the region. Unfortunately, it did not have much success, as most of the vines planted were affected by diseases, but the basics of viticulture in Virginia were established. It was not until the mid-1970s that the Virginia wine industry really took off with the installation of the famous Italian family Zonin and its vineyard in Barboursville. During the 80s and 90s, many vineyards were born. At the end of the 2000s, there were just over 160 vineyards, today there are more than 280.

Virginia is a state in the southeastern United States. The Virginia wine regions stretch from Chesapeake Bay in the east to the Appalachian Mountains in the west. There are no fewer than 10 wine regions: Blue Ridge, Central Virginia, Chesapeake Bay, Eastern Shore, Hampton Roads, Heart of Appalachia, Northern Virginia, Shenandoah Valley, Southern Virginia, Virginia Mountains. All are accessible from Washington DC, the US capital, within an hour to four hours of driving, depending on the region visited. Added to these 10 regions are seven American Viticulture Areas (AVAs): Middleburg, Monticello, North Fork of Roanoke, Northern Neck George Washington Birthplace, Rocky Knob, Shenandoah Valley, Virginia's Eastern Shore. During my stay in Virginia, I only had the opportunity to visit vineyards of the Monticello appellation. Virginia has very hot and humid summers, which is sometimes a challenge for vine growers, especially with respect to vine diseases.

CULTIVATED GRAPE VARIETIES

Virginia is one of the oldest wine producing regions in the United States. It was already making wine in the 18th century, even before the creation of the United States. A great lover of French wines, Thomas Jefferson, one of the first American presidents, did a lot at the time to develop the vine culture in the region. Unfortunately, it did not have much success, as most of the vines planted were affected by diseases, but the basics of viticulture in Virginia were established. It was not until the mid-1970s that the Virginia wine industry really took off with the installation of the famous Italian family Zonin and its vineyard in Barboursville. During the 80s and 90s, many vineyards were born. At the end of the 2000s, there were just over 160 vineyards, today there are more than 280.



ESTATE OF INTEREST

During my trip to Virginia I had the opportunity to visit several areas as well as participate in a tasting that allowed me to discover some of the best wines produced in this US state. This is however only representative of the Monticello region in which I stayed.

Barboursville: Owned by the Zonin family, who has been producing wine for generations in Italy, the estate is one of the most famous in Virginia. In my opinion, this is a must in the region, with its chic restaurant and superb tasting room. You must try their Octagon wine, one of Virginia's flagship wines. But the whole range of products is superb. I particularly liked their Vermentino, their Viognier and ... their Nebbiolo! bbvwine.com

Early Mountain: Best Mountain Winery of the Year 2018 by the prestigious Wine Enthusiast magazine, Early Mountain has, in just a few years, positioned itself as one of the best Virginia estates. The tasting room is absolutely beautiful, and the wines are worth seeing. I loved their rosé and their parcels of cabernet franc. Their brand new Cuvée Rise (a blend of 57% Merlot, 15% Cabernet Franc, 14% Petit Verdot, 14% Tannat) has the potential to become one of Virginia's greatest wines. earlymountain.com

Afton Mountain: Surrounded by mountains, the view of the vineyard is superb. I unfortunately did not have the opportunity to taste their wines, except in barrels. Bordeaux type assemblages are promising. They also make a superb fortified Maury-style wine: aftonmountainvineyards.com

King Family Vineyards: I did not have time to visit them, but I had the chance to taste many of their wines, and I had a real crush, including their Viognier and their " Bordeaux blends ". Their French oenologist Mathieu Finot is ultra-friendly. kingfamilyvineyards.com

Veritas: Very nice wines, among the best in Monticello County. Their 100% petit verdot is very good, their Viognier also. veritaswines.com
Blenheim Vineyards: another area recognized for the quality of its wines. I liked their Roussanne, a variety often capricious. blenheimvineyards.com

Pippin Hill Farm and Vineyard: The place is known for organizing weddings and we understand why! The site is absolutely superb with the view of the vineyards and the surrounding mountains. The wines are correct, without being of the same quality as the aforementioned areas. The food however is superb. They have a beautiful garden and a farm on site and the vast majority of ingredients used for cooking are produced locally or come from the best producers in the region. An ideal place to relax with family or friends.
<https://www.pippinhillfarm.com/>





– Telmo Rodriguez – – A query on how well do we really know (or address) Spanish wines –

By Joanie Metivier

Telmo Rodriguez is considered as one of the great Spanish winemakers, one filled with ambition that brings innovation with the likes of Alvaro Palacios and others. From his home of La Rioja, he traveled around Spain, mostly in the North eastern part, to research winemaking and find ancient, distinguished vineyards to resuscitate.

Telmo, with his love of story-telling, brought up an important point. When we think of Spanish wines, what comes to your mind first? Often, at least from a consumer point of view, Spain's associated with big brands, making robust, heavy wines, focused on wood and development.

Hopefully, this represent only part of Spain's production, yet it's often the very image or representation of the country. It may be time to approach Spanish wines with more of an open mind. It's a whole country that encompasses many styles, expressions, varietals, climate, and soils. It might be time to switch our focus to more specific image and comprehensions, like we do with the different regions of France or Italy. French wines are not just characterized by Bordeaux; Italian wines are not limited to Tuscans; Spanish wines are not bonded to aged Rioja. Wine lovers and enthusiasts can easily name and differentiate the different villages of Beaune, yet they can't name a single Lieux-dits within Rioja, any sub-regions of Galicia nor any grape varieties beside Tempranillo and maybe Garnacha.

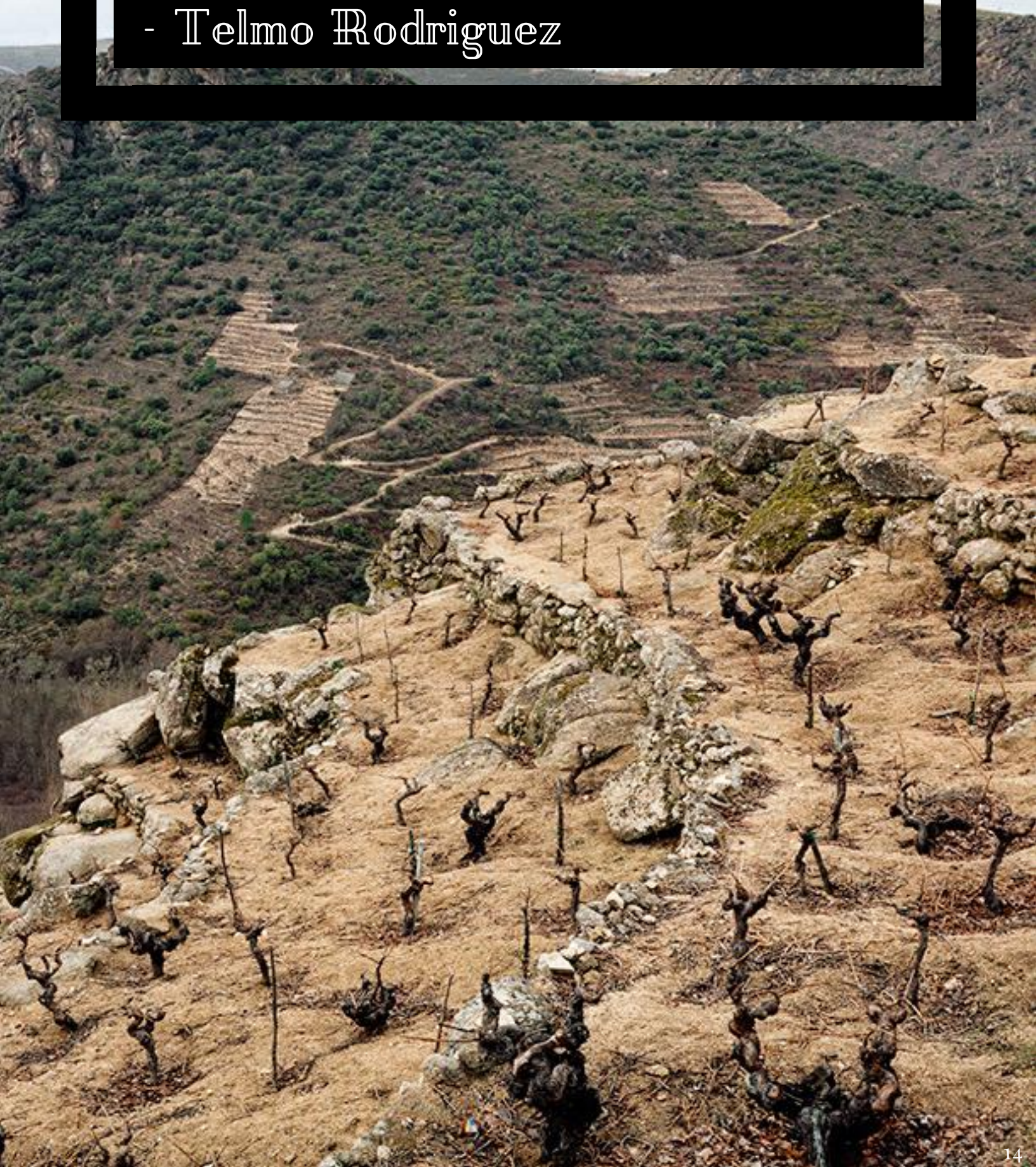
For Telmo Rodriguez: “The future of Spain is in its past. There’s an important heritage that have been forgotten and replaced by ‘Enhancing Varietals’ like Cabernet sauvignon and Merlot in the 1980s. 70 years ago, you could find as much as 50 different local grape varieties, often mixed and co-planted.” Without necessarily wanting to follow the new ‘forgotten varietals’ trend, it’s still part of vineyards history and many regions historical marks and personality. He’s taken an interest especially in the region of Galicia for its unique climate, far from the warm idea of continental Spain. Galicia has a mix of Atlantic and continental and a much cooler climate. In some vintages, harvest has even been done under a snowing sky.

It’s mostly known for its white wine production, especially Albariño in Rias Baixas, but there are some lovely red surprises, with a tart and fresh approach that may be found too!

Ladeiras do Xil is the Galician vineyards of Telmo Rodriguez, located in the Valdeorras area in between Ribeira Sacra to the west and Bierzo to the east. They’ve been working since 2002 with well-established families of winegrowers who has been working impossible and complicated vineyards for generations. From soft and delicate white wines based on the local Godello grape to incredibly complex and aromatic field blend reds. Ladeira do Xil was in a way, a rebirth of the Valdeorras and Santa cruz potential as well as original co-plantation tendencies including varieties such as Mencia, Merenzao, Sousón, Treixadura, Godello, Brencellao, Doña Blanca, Palomino, etc.



“The future of Spain is in its past.
- Telmo Rodriguez



The specific parcels of the vineyards have been developed in very different ways for unique expressions. The '**As Caborcas**' Parcel is the oldest one and hasn't been replanted at all. It's an old field blend that has remained the same forever. It shows an incredible complexity of spices and deep fruits. It's aromatic, delicious with a lingering freshness embellished by tarter notes on the palate.

O Diviso shows darker and riper than As Caborcas. It's a mix of old vines and new ones since some of them had to be replanted including some of the Alicante that was on the parcel. A burst of fruits & spices that felt like Espelette pepper dark bitter chocolate.

Falcoeira was an esteemed parcel in Santa Cruz. All the elders of the village would praise its merits. It was in such a desperate state that it took 6 years to replant and rebuilt it. "It was a Nightmare!" Telmo says. It may have taken some time, but the wine is showing splendidly: balanced, bright, tasteful with a mouth filling, coating aspect which gives length. The spices of the other parcels are replaced by earthy tones with dark roasted coffee, black beans and roasted nuts.



A WINTER'S DAY AT THE CIDRERIE CRYO

ARTICLE BY KRISTINE MANSUY

PHOTO CREDIT: DANNY LANDRY

Located at the foot of Mont Saint-Hilaire in the Richelieu valley, this four-hectare orchard thrives under the care of Hugo Poliquin and his wife Béatriz Cruz.

Every year, as soon as the temperature gets low enough (-20° Celsius), the couple hosts around 100 people to pick the frozen apples with a high sugar concentration used to produce their Prestige ice cider by means of a cryoextraction process.

The Cryo estate has been producing artisan ciders since 2007 under the direction of Hugo, who carefully formulates every variety: still ciders (hopped cider and sour cider), a sparkling cider using the traditional method and two ice ciders produced through cryoconcentration (naturally frozen apple must). The cidery also teams up with several Québec microbreweries, including Brasserie Harricana (Montréal), Délires et délices (Chambly) and Les Trois Mousquetaires (Brossard), to create experimental varieties.

The project came about through Hugo's passion for local products and his love of farming. His ciders stand out by their undeniable quality, their consistency despite the vagaries of the weather, their great subtlety and their precise aromatic quality.

Hugo's products bear the hallmarks of his precision, attention to detail and choice of quality over quantity. Developing a 100% authentic Québec product is a great source of pride to him. His ciders are the happy result of our cold, harsh winters' effect on apples. The artisan cider producer dreams of seeing Québec ice cider marketed throughout the world and recognized by Quebeckers as a prestige product. He also handles the business side, but his primary mandate is creating elegant, complex ciders. Which he pulls off with aplomb.





His wife Béatriz takes care of the store and handles marketing. The products are available through the on-site store and at many Québec restaurants and microbreweries, not to mention over a dozen specialized grocery stores, including Les Assoiffés (Saint-Lambert), Le Bièrologue (Hochelaga), Boire Grand/William J. Walter Saucissier Fleury (Ahuntsic), La Grange à Houblon (Sorel-Tracy) and La Place (Québec).

Cryo ice cider has long been a big favourite of mine, so I'm happy I got to taste the product at its finest, meet these passionate artisans and share their hospitality and love of the land! Cider has a way of bringing people together.

Over a house-made apple pizza and a nice hot cider, I could listen to Hugo talk about making ice cider for hours, even in -20-degree weather.

Thank you for a day spent immersed in the world of Québec cider!



SALICE SALENTINO

– TASTING PUGLIA THROUGH A WINE GLASS –

BY RUPAL SHANKAR

Vino “Sei la ragione per cui vivo, per cui ogni giorno sorrido”...

Wine is my reason for living, for why I smile every day...

As the beam of sunlight pierced the skies over my house and illuminated the glass of wine in my hand I was lost in the depths of the perfect glass of wine that was in front of me. A Falco Nero, a Riserva from Cantina De Falco in Salice Salentino, Italy.

With deep dark ruby-red colors from the bounty of the Negroamaro grape, it hinted at mysteries yet to be uncovered. The distinct flavours of blackberry, dark cherry and black currant lingered on the palate. The ephemeral notes from the berry flavours were complimented by notes of cigar, oak, and spice hinting at the long history nurtured by time in the soil of the Salice Salentino in Salento, Italy and the numerous kingdoms bygone.

Are you looking for a wonderful holiday destination – great weather, stunning beaches, cute historical towns and of course, amazing food and wine? You will fall in love with the Salento region of Puglia in Italy's boot, which lies between two seas – the Adriatic on one side and the Ionian on the other. It is a paradise that is set apart from the rest of the country.

Have you heard of the heel of the boot of Italy? Stunning and amazing destinations – the Salento, Puglia, Taranto, Ostuni? Well if you haven't, I am going to tell you about one of the most magical places in Italy that's off the typical tourist route. You will not regret it; a trip to create memories for a lifetime of joy.

Puglia has charming towns sprawling throughout its heel. You will see amazing towns and cities and cute little village with incredible city centers. Hear about Lecce? Or Leuca? Or historic Gallipoli, with its origins in Greek civilization? Or if you are looking for "Greek" towns, check out Carpignano, Salentino, Martano, Soletto and a number of other amazing places.

South of Lecce, see the Greek past come alive in the architecture and cultural ethos of these town. Even the food is influenced by the Greeks in this region.

So go visit the region for its incredible beaches, dramatic coastlines and crystal blue waters. August is a great time to visit – you can check out the music festival, Night of the Tarantula. Well, the locals call it La Notte della Taranta.

Or if you are anything like me, you will want to visit a few vineyards, with its centuries-old Châteaux to brand new wineries with cutting edge facilities.



SALICE SALENTINO

In the southern part of Salento, you will find the town of Salice Salentino. To the north is Brindisi and to the northwest is the province of Taranto. In the 14th century, Raimondo Orsini Del Balzo founded the town of Salice Salentino.

The region is known for the excellent olive oil and amazing, robust wines. Salice Salentino produces mostly red wine that is made primarily from the Negroamaro grape. The wines of Salice Salentino have garnered the praise of poets and historians.

There are about 500 hectares of land that are cultivated in the Salice Salentino area. About half of it is old vines which produce better quality grapes. The remaining hectares are cultivated with younger vines.



THE INDIGENOUS NEGROAMARO

Negroamaro is the undisputed champion grape varietal of Salice Salentino. It has a characteristic black color and is an indigenous grape that is valued by winemakers due to its ability to produce highly structured red wines.

The grape originates from the time of the Greek colonization of the area in the eighteenth century BC. This grape was blended with the Malvasia Nera to create the first red wines of Salice Salentino. New varieties of have been introduced over the years, and now you can find Negroamaro Rosato, the Pinot Bianco, the Aleatico and the Flano.

The year 1976 was a seminal year, Salice Salentino wines were assigned the DOC designation – Denominazione di Origine Controllata – an official label to signify the quality of the wine.



SALICE SALENTINO DOC

Each wine has a specific set of grape varieties that are required. The Rosso and Rosato wines require at least 75 to 90 percent of the grapes be the Negroamaro and Rosato varieties. Aleatico wines require at least 85 percent of the Aleatico grape with the remaining being Negroamaro, Malvasia Nera or Primitivo. The Bianco has over 70 percent Chardonnay grape. The Fiano and Pinot Bianco must have at least 85 percent of the corresponding grapes.

Did you know that the Riserva versions of the Salice Salentino Negroamaro, Aleatico and Rosso are aged at least 24 months with at least half a year in oak barrels!

WINE AND FOOD PAIRINGS

Salice Salentino that is made from red grapes is excellent with meat-based recipes, matured cheeses and structured dishes. For instance, we can choose it for aperitifs or antipastos with hard sheep milk cheeses, such as PDO Pecorino Sardo or PDO Pecorino Romano. It also goes with red meat. Try it with your favorite salamis; you can choose, for example, the Emilia-Romagna products, such as Coppa Piacentina (PDO), Coppa di Parma (PGI) or Prosciutto di Parma (PDO), as well as some salamis from southern Italy, such as Salsiccia di Calabria (PDO).

The Salice Salentino Rosato represents a middle ground between the thickness of the Rosso (red variety) and the freshness of the Bianco (white variety). It matches perfectly with dishes that have less intense flavors, such as white meats, cured meats, delicate cheeses, salads and soups.

Last but not least, the Salice Salentino Bianco is best drunk with delicate fish or vegetable based dishes, thanks to its fresh and scented fragrances. For example, we can pair it with salmon and swordfish, as well as with a tasty seafood risotto. It is also excellent with a caprese salad, prepared with mozzarella cheese, pomodoro grapes and a drizzle of olive oil.

FALCO NERO FROM CANTINA DE FALCO

The Falco Nero from Cantina De Falco is composed of 80% Negroamaro grapes while the remaining 20% is Malvasia Nera. The vineyards of Cantina De Falco are located in Salice Salentino, Guagnano and Campi Salentia. Most of the initial fermentation and maceration is done in steel tanks for about 15 days. Served at 55° fahrenheit, it matches perfectly with meats like roasted veal, beef, hunting meats and ripe cheeses. The wine also pairs beautifully with hearty pasta dishes.

We paired this red wine with a classic pasta dish, orecchiette from Puglia. Pappardelle is the prized pasta from Tuscany, farfalle is the signature pasta from Lombardy and orecchiette is the quintessential pasta of Puglia. Orecchiette gets its name from its distinguishing shape, which translates to “little ears.” So even if you cannot travel to Puglia, you can always enjoy a hearty plate of orecchiette with fresh seasonal vegetable and spicy Italian sausage. Pair it with a wine from Salice Salentino and you will be whisked away to a quaint beach side town in Puglia

ROSALBORE FROM CANTINE SAN PANCRAZIO

Every moment of your life has a specific variety of Salice Salentino you can pair with. Check out the Rosalboire from Cantine San Pancrazio. It is a Negroamaro Rosato, a rosé wine. This wine is made with 100% Negroamaro with vines that are 30 to 50 years old.

Rosalboire has a beautiful cherry pink color with bolts of salmon pink. The intense nose gives off floral notes with a cornucopia of fruit including red berries, fruits, strawberries, raspberries and cherries. On the palate, it is fresh, balanced and persistent with the perfect blend of flavor and freshness. I suggest you pair this with salads, appetizers, first courses, fish soups, white meats and fresh cheeses.

I made a special Puglian dish to pair with the Rosalboire, fave e cicoria. In a country that prides itself for its cuisine, and I have made many pilgrimages just for its wine and food. Puglian dishes are some of my favorites because the vegetable are the best from Puglia. The fruits and vegetable from the regions are hearty, flavorful and intense. Fave e cicoria is a simple, yet classic dish of Salice Salentino. It is a satisfying mix of chicory, fava beans and herbs, drizzled with Puglian olive oil. The flavors combined are so pleasing on the palate. The dish is fresh, simple, healthy and so satisfying.





- So, if you're looking for a holiday destination with a great weather, dreamy beaches, beautiful historic towns, delicious food and wine and fun for all the family... come to the Salento - it will capture your imagination and your heart. Keep in mind even if you are not able to escape to this beautiful part of the world, you can bring a bit of Salice Salentino to your home with its incredible wine and food. Salute!

SALICE SALENTO

*– IL COLPO DI FULMINE É LA COSA CHE FA GUADAGNARE PIU TEMPO –
LOVE AT FIRST SIGHT IS SOMETHING THAT LETS YOU WASTE NO TIME*



A star on the slopes of Courmayeur: "Stardust Dinner" at SUPER G with chef Andrea Berton

by Eleonora Galimberti

The Super G season continues , the Italian Mountain Club in a strategic position on the slopes of Courmayeur: famous in all the Alps for its tried and tested après ski, the Super G is also a point of reference for food lovers: this year one The highlights of the season are the " Stardust Dinner ", dinners with a grand finale under the stars on the outside terrace of the club, with candy floss, happiness and good music. And Saturday , March 2 , the Stardust Dinner was even more sparkling: starred chef Andrea Berton from the homonymous starred restaurant in Porta Nuova in Milan, the fish specialties of La Nef , a leading company in the sector in Italy (synonymous, among other things, with the prestigious smoked salmon Coda Nera Riserva) and Cantine Ferrari , the flag of Italian bubbles in the world.

Great gourmet evening in the famous Italian Mountain Club of Courmayeur: starred chef Andrea Berton from the homonymous restaurant in Milan and the prestigious Coda Nera smoked salmon.



On the table? The chef opened the dances with a " bread crisp with extra virgin olive oil butter and Cantabrico anchovy ", to continue with " Coda Nera Riserva salmon fillet with barley, beetroot yogurt and crunchy tapioca "; as a first course a " Raviolo with potatoes, curdled milk and Siberian Traditional caviar " was served , for a second course " Le Grand Blanc salt cod fillet and passion fruit carrot cream " and, finally, a classic dessert by chef Berton to round off this magical gourmet experience: " Egg, yogurt and mango ".

SUPER G: a world of entertainment around skiing
Inspired by the facilities of the legendary Canadian ski areas, Super G Italian Mountain Club - opened in 2013 at the Plan Chécrouit, at the arrival of the Dolonne cable car - is a unique reality in Italy: inside a boutique hotel with eight rooms, bar, restaurant, a spa (also open to outside guests) and large open spaces for après ski. For skiers, don't miss the Ferrari Terrace where, in addition to Italian bubbles, you can taste fish crudités offered by Langosteria Fish Bar Courmayeur .

"We happily took the responsibility of managing our customers' time - say Andrea Bacchini and Giacomo Sanzini, the "inventors" of Super G - the most precious one, that of holidays, family, friends, good living and we do it with care, professionalism, love. At Super G you live, experience emotions, experience new things, senses are stimulated, food is discovered, music, rhythm and beat, relaxation, self-care, sharing. Even a simple coffee, served to the best and with the best products, becomes an experience that smells of Italy and of knowing how to do well ». There are many ways to experience the Super G, in hotels, restaurants, après-ski, wellness, day and night, with the right food and drink, but only one intent is to create emotions in customers , because they are the basis of memories, and the most authentic memories are not constituted by what has been done, but by the sensations and moments that have lived.



“ SUPER G: a world of entertainment around skiing

One of the added values of the Super G is to guarantee its guests an extraordinary opportunity: to be the very first to arrive on the slopes, to leave their mark on perfect tracks, just beaten and with no crowding. Then, when the mass arrives, we return to the base for a lunch on the terrace, a relaxing massage or a stop at the solarium with good music. A true dream for every skier, which becomes reality thanks to the possibility of sleeping in the Super G Lodge : eight rooms available, including two suites, with an elegant and functional design, real dream alcoves, all dedicated to the "giants" of the history , like Enzo Ferrari, Nikola Tesla, David Bowie, Coco Chanel, Banksy



MAKE THE IMPOSSIBLE POSSIBLE!

ANDRÉ AND LAURENCE OLIVIER BROSSARD - THE ONLY WINEMAKERS IN ILES-DE-LA-MADELEINE

BY CLAUDE LALONDE

There are some encounters that leave us an indelible imprint and mark us forever. My meeting with André Brossard is one of those.

He fell in love with Diane Coderre, a daughter of the Îles-de-la Madeleine and a crush on her country. Physical education teacher, father of six children, author, motivator, he became in 2004 at 55 years-old, with Diane and his second son Laurence Olivier, owner of the Domaine des Salanges. Together, they will pursue their dreams: a flower garden and a vineyard. In fact, André will say that he is the “idea-tor” and manager, Diane the artistic director and LO as he likes to call his son, the real winemaker.



PHOTO : DIANE CODERRE

The Dream

Laurence Olivier, with his experience as a horticulturist, dreams to leave a beautiful and large flower garden. He talked about it to his father and to whom the idea smiles. Son of a farmer, he had always loved the land. Planting vines, why not! Rows of vines are beautiful. André loves this bucolic image and rural environment to cultivate vineyards. Laurence Olivier accepted, postponed his big garden and leaves in 2002 to study viticulture in Beaune, at the Domaine de l'Arlet, which included internships in various famous vineyards, such as Morey-St Denis in Burgundy. He learns the ins and outs of winegrower's life. The Quebecois, as he was known, had a green thumb.

In search of suitable land and grape varieties

During Laurence Olivier studies, André goes in search of an agricultural land without knowing if the vine will give quality grapes. Their other condition was of an esthetic matter. In the Islands, there are no resourceful persons with wine experience of this particular area. In the course of his research, André meets Alain Brault, a nurseryman specializing in vines who already advises several Quebec winemakers. Alain suggested that he plants Baltica, a red variety that is extremely resistant to extreme climates and is said to make a superb red wine. This selection is endorsed by the University of Minnesota specializing in the development of hybrid vines. Moreover, during a trip to Estonia (which has a similar climate as the Isles) with Alain Brault, LO met winemakers who assured him of the quality and the resistance of this grape variety. They also discovered a white grape variety named Solaris (very close to a Sancerre in style) which will be planted later.

From the 6 plants of Baltica available at the University of Minnesota, it took 2 years to clone them in Sainte Étienne des Grès until they obtained and planted 8,000 vines.

Baltica Grape Variety

One Particularity of the Islands is that the land is f=very fragmented. Several families each have their piece of land. "We were looking for something beautiful". André had to negotiate strongly to get his land with a great view overlooking Havre-aux-Basques, Lavernière, Cap aux Meules and Havre aux Maisons. "It was very, very rural. It was a place where the vines could be happy. But there, I just had woods and four owners to contact by telling them that I wanted to buy their land to make a vineyard ". Try to imagine the reaction of these landowners. "I went to visit the field myself, climbed up a tree, and was amazed by the beauty of the landscape. What I did not know was that I was not on the right ground. Mine was next door and the view was even more beautiful." There's a micro-climate surrounded by small mountains (elevation of about 250 feet) that protect the vines from the winds that can be violent in the Islands. In fact, this protection gives 4 degrees warmer than anywhere around.

You have to clear, build and plant!

It was necessary to find roads in the forest to work and proceed to deforestation. In the Islands, you can't make clean cut. " You have to cut in checkers for a dead tree to protect a living tree. We must create barriers to strong winds and the rigors of the climate. We took lumberjacks from the islands because they know the terrain and they know how to do it. After a year we had cleared everything. Then as the soil was very acidic, we desiccated and sowed cereals to increase soil pH. "

As for the buildings (the cellar, the vault and the towers) as the land is zoned agricultural, you can't build something new. There was already an old house on the land called "La Cayeute". By keeping some parts, they've built a new house. Of note, the two flanking towers resemble two maritime lighthouses. On the first floor is the vinification facilities, the second is habitable and in the basement is the underground cellar.

8 acres of Baltica vines were planted on four acres, separated by two feet. This variety was recommended for its resistance to climate and winds of the islands. In addition, we were told that if the sugar level of Baltica was not high enough, we could make sparkling wine. Unusually, we had to plant the vines according to the winds so as not to get them torn off. We also had to deal with sun orientation to get the maximum amount of sunshine.

" What gives a particularity to our vines is the 'salange'. It's a salty drizzle that settles on the grape peel which will give the wine a sweet little salty side ". That's what inspired Diane to give the name: Domaine des Salanges to the vineyard.

Finally, the wine !

Domaine des Salanges has been producing grapes for 5 years now. In 2009, the vine produced a lot but the black rot attacked the vines and they lost 50% of the grapes. Finally in 2017, they produced 800 bottles of red, the Beausoleil. This is the first vintage put on sale at the Domaine after all these efforts. And the result is more than interesting! The name Beausoleil, like this patriot, has body, courage, bravery and is able to adapt to the rigors of the climate. He brings with him the smell of his travels, which gave him his identity. The boat on the label was developed by Annabelle Brossard and Diane Coderre Artistic Director of the Estate. It represents the Pembroke, a boat that was renamed the Great Ghoul after being captured by Beausoleil. Harvest is usually done at Thanksgiving and lasts approximately 3 days. "It's not always easy to find workforce, we are looking for a solution and consider the possibility of bringing Guatemalans."

Recently 2,500 plants of Muscadet de Beaupré from the Quebec region were planted. Another recommendation from Alain Brault. Before cloning and ultimately planting a new variety, it is tested for 6 years. For example, the Estonian grape variety Solaris has followed this process and has now been cloned. By testing grape varieties during this period we learn the types of diseases, the level of resistance of the varietal and many other things.

Success is on the horizon

As for the success of the Domaine: " Formerly, we were asked if it would grow. Now people wonder if there's going to be enough wine for them." The 800 bottles were sold quickly to the Madelinots and tourists from the 8 to 10 cruise ships that stop every year in the Islands. There are even winemakers from the region of Cognac, Champagne, Italy who came to visit the vineyard. Things are improving every year. This success, André owes it to his son Laurence Olivier, his wife Diane, his children, his friends and his close collaborators including Alain Brault nurseryman, Sebastien Vicaire Oenologist, Robert Robitaille agronomist and Brigitte Renault.

Beausoleil wine

We tasted it among sommeliers and found beautiful aromas of ripe black cherries, beautiful chocolate flavors, some herbaceous notes all in a nice balance between balanced tannins and the most refreshing acidity. Currently it is the only wine sold at the estate. New products are on the drawing board including the grape coulis that is produced according to the principle of making maple syrup. Coming eventually is a rosé (Rosé des Demoiselles), a sparkling wine (LibelBulles) and a fortified (Margoulette) all made with the Baltica variety. As for white, Muscadet and Solaris grapes won't be ready anytime soon.

It's not because it's difficult that it's impossible.

PHOTO: LUC MARIER





HOTEL DU MARC

THE VERY PRIVATE HOME OF VEUVE CLICQUOT

BY JOANIE METIVIER

I almost couldn't believe it when I got the invitation to the very exclusive Hotel du Marc. Even when the chauffeur approached the very closed entrance door, I felt like maybe they would not open and it was all just a big joke. They did open to reveal the 19th century, roman-stoned discreet private house. The Hotel du marc is Veuve Clicquot's private house, an hotel by name only. It is reserved for friends, family, business associates and as it seems so, press mate as me too. Invitations reaches only around 2500 persons per year. It is said that once you've seen the Hotel de Marc, you can never come back as it is a once in a lifetime opportunity. To which I say, challenge accepted.

It has quite the history as this was the very home of Madame Clicquot in 1840. It was one of the rare buildings in Reims to be spared by both world wars except for some minor scratches. The whole place was redecorated from head to toe in 2011 by in-demand Paris architect and designer Bruno Moinard. Each of the six bedrooms are inspired by a different country, culture and the main hallway leading to the suites shows imposing contemporary interpretation of the famous family portraits. I would not have expected anything less from the decor than the yellow-highlighted sophisticated design with everywhere, a touch of spark and eccentricity. Everything has the Clicquot touch, up to the bathrooms floors bearing Clicquot's comet.

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We were welcomed by a handful of waiters, white gloves obliged, and our cheerful and so friendly host and house's ambassador, Camille Berdin. After some first delicious bites and appetitive glass of bubbly in one of the various salons or in this case more of a library, we took place in the dining room, a frame of incredible elegance with open view on the gardens. Dishes and Champagnes succeeded one another, all in perfect harmony. King crab, Miso Burrata with the vintage 2008, fantastic lamb with the rosé 2008, Cheeses with an original Bouzy red 2003, and a perfectly carafe-served Demi-sec with the light touch of a strawberry/rhubarb dessert. It's was an intimate experience I will remember, take pride and brag about all my life.



WINE TALK



Remember back in 2008, when Monsieur Dominique Demarville took on the rôle of Cellar Master at our beloved Veuve Clicquot? Well, his very first vintage of La Grande Dame prestige Cuvée is about to be released and it's surprising to say the least!

La Grande dame 2008 is to be considered as a new face and a turning point for this iconic Champagne. There was a reworking of the blends involved for the Prestige Cuvée. While the 06' was absolutely voluminous, 08' is sharper and keener, with a rarity, purity of elegance. The paradox is that this wine full of tension is made of 92% Pinot majorly from Verzy. The house has to look for Pinots on tension and finesse rather than consistency and fruitiness. When asked why they didn't choose to make a Blanc de Noirs, Mr Demarville simply and accurately answered: "The best Blanc de Noirs are the ones with a little touch of Chardonnay!"

2008 was the perfect vintage, not a hint of rotten with a slow maturity from the decent diurnal shift. Although the quality of the vintage was expected, it wasn't showing right away. Rather lean at first, it took some years to really show its density and potential.

You've probably heard it before, but one of the big advantages of Clicquot resides in their reserve wines. Those wines are a collection of great wines and flavours, a library of all the specificity and past elements that previously made what Clicquot is. It is the only way to obtain perfect balance and consistency each and every time, giving identity. The potential of this library was put to test and brilliantly succeeded in the new Extra Brut, Extra old label, which makes so much sense. It's a humongous total of 120 000 hectoliters, kept on lees, of past vintage dating back to 1988. Their oldest is a small 50 hectoliters tank with 1988 chardonnay from Cramant. These reserve wines tends to become very stable with time and this specific one seems like it didn't take a wrinkle in the last 10 years. In 2009, the house didn't make any Vintage nor Grande Dame, they preferred to keep the vintage as reserve. The vintage might be missed but this was necessary to with stand 2010 & 2011 vintages that were disastrous.

MY STAY AT CHATEAU DE MERCUÈS

Have you had the privilege of sleeping in a hotel member of the prestigious Relais & Châteaux hotel network? Well on my side, it was done during my recent stay at the Château de Mercuès and I must confess two things ... The first is that I only stayed one night, so certainly I would go back tomorrow morning to stay a few more days. The second is that I look forward to discovering another hotel member of the network soon, as I enjoyed my experience!

Located in the heart of Quercy and overlooking the Lot, the Château de Mercuès is both a prestigious member of the Relais & Châteaux network, home to a Michelin-starred restaurant and a renowned vineyard of the Cahors appellation.

A little history

The construction of this medieval castle took place between the 13th and 17th centuries. During this period, the Château de Mercuès was the summer residence of the Counts-Bishops of Cahors. From the time of the revolution, the castle changed hands many times and it was not until the middle of the 60's, that Georges Hérel the owner of the time decided to make it an inn and a restaurant. When he died in the late 1970s, it was Georges Vigouroux, a local winemaker, who bought the château to maintain its hotel and gastronomic vocation, while promising to restore the château's vineyard. Today, it is still the family Vigouroux who is at the head of the castle, through Bertrand-Gabriel, the son of Georges.





A VERY LUXURIOUS HOTEL

A 4-star hotel, the Château de Mercuès has been carefully renovated with the help of architect Axel Letellier, an expert in heritage buildings, to give it its old-fashioned charm, while incorporating the most modern technologies into each of the 24 rooms and suites of the castle. I loved the room I stayed in and I would have stayed there all day to relax ... if I had not had to go out to enjoy all the amenities of the castle. Walking around the castle is a must for any history or heritage lover. The view of the Lot and the surrounding vineyards is absolutely superb.

A UNIQUE GASTRONOMIC EXPERIENCE

Chef Julien Poisot's dinner was, without a doubt, the pinnacle of my experience at the château. Believe me, the restaurant Le Duèze has not usurped its star at the prestigious Michelin Guide! The cooking of Julien Poisot is audacious, precise and delicious! Julien uses a lot of aromatic herbs, condiments and vegetables that we do not know or have forgotten about. Congratulations Julien for this risk taking that makes us (re) discover surprising flavors, sometimes unusual, but always succulent! It was also a pleasure to hear him speak passionately about his job. A great meal obviously, still anchored in my memory, but also impeccable service and superb food and wine pairing with wines produced at the château! Lovers of extraordinary gastronomic experiences, if you are visiting the Lot, a visit to Le Duèze restaurant is not to be missed!



A must stop for wine lovers

The Château de Mercuès belongs to Maison Vigouroux. The family has been involved in the production and trading of wine in the Cahors region since the end of the 19th century. But it was not until 1983 that the family produced wine under the name Château de Mercuès, which is now the flagship of the range. The visit of the winery is absolutely necessary! Built under the gardens of the castle and dug into the rock, the winery is beautiful with concrete vaults and barrels aligned. It is Bertrand-Gabriel Vigouroux who acts as cellar master and watches with particular attention to make wines of Château de Mercuès among the best of the Cahors appellation: Selective vinification, long breeding, constant innovation, contribute to sublimate the Malbec vintages of the Château. Long-life wines, of course!



VOLOS – EXPERIENCING GREEK LIFE WITH TSIPOURO AND MEZEDES

BY RUPAL SHANKAR

Volos is an destination on mainland Greece that is absolutely worth visiting. With the majestic sea as its base combined with the rugged backdrop of Mount Pelion, Volos is a picturesque city that is fast becoming a popular destination for gastronomy.

Volos is a coastal port city 200 miles north of Athens. I had the opportunity to spend a week in the area and found the town to be quaint and charming with its neoclassical architecture. A relatively new city, Volos is known for its mezedes (small plates) and tsipouro culture. It is the ideal destination for food lovers with its many restaurants. The dining establishments in Volos serving tsipouro and mezedes are locally known as tsipouradika.

Drinking in Greece is a form of art. It is about drinking for socializing, connecting and forming bonds and friendships. There is no other place in Greece to experience the art of eating and drinking quite like Volos. Whether you are in the city or on hilltops of Mount Pelion, eating and drinking are just a part of Greek life that is true, harmonious and authentic.

There is nothing more authentic in Volos than Tsipouro. Tsipouro is a drink that is made nowhere else in the world, it is only produced in Greece. Tsipouro is a distilled spirit that is approximately 40-45% in alcohol. What makes it especially interesting for me as a wine lover is that it is a spirit produced from the must of grapes from the press.

Volos' claim to fame are its many tsipouradika, that are the heart and soul of the city. In Volos, experiencing tsipouro and mezedes is a gastronomic experience. Mezedes are small plates that savory, salty, spicy and flavorful and are paired with small shot size bottles of tsipouro. There are hundreds of tsipouradika that line the city, but don't paint them all with a broad brush, some tsipouradika are traditional and rustic while others are more modern and hip.

Andreas Diakodimitris (chef/owner of MeZen) explains the art of eating and drinking mezedes and tsipouro. The mezedes start out strong with flavors that are intense and bold and are paired with small bottles of tsipouro.

Throughout the meal, the flavors get milder and end with a big portion of meat or fish, so as to avoid a hangover after all the tsipouro that is consumed.





DRINKING IN GREECE IS A FORM OF ART.

MEZEN

MeZen is a brilliant play on words combining zen and mezedes. The philosophy at MeZen is to be relaxed and joyful while enjoying the art of tsipouro and meze. MeZen is a place of sheer creativity and innovation.

They offer many varieties of Tsipouro in small bottles paired with traditional mezedes that are truly gourmet and offer a modern twist. The tsipouro is free flowing throughout the evening to a point where you begin to loose count. When the food is this delish, who is counting? Some favorites that are must haves are the smoked red peppers, spicy feta cheese, and potato salad topped with fried anchovy bones. Be sure to ask for the cod with onions, tomatoes and capers as the grand finale.

I had the opportunity to visit Volos and experience its food and culture to the fullest.

Below are two tsipouradika that are must when visiting Volos. MeZen and 25 Ari are two very different establishments giving you two distinct, yet authentic experiences.

25 ARI

This charming tavern overlooks the water, and is known for its casual and local vibe. It has a clean, breezy, nautical atmosphere. A wall of tsipouro lines the bar, allowing customers to choose their favorites.

25 Ari is a place that is bustling with locals, so you know it is good.

The seafood is fantastic, fresh and beautifully presented. The sardines, whole grilled fish, octopus salad, and tuna steaks were exceptional.





MOUNT PELION

A trip to Volos would not be complete without a trip to Mount Pelion. From Volos, take the winding road up the mountain and follow the paths of the centaurs. Mount Pelion is most famous for being the mythical hometown to Chiron the Centaur and the region is noted in Greek mythology as the summer home of the 12 gods of Mt Olympus.

KARAISKOS FARM



A visit to Karaiskos Farm in the small village of Portaria is a must. Here on Mount Pelion, the organic farm of Chef Eleni Kariaskou is an gastronomic experience that should not be missed. Chef Eleni Kariaskou conducts cooking classes in the most charming outdoor kitchen. Start off by taking a tour of the herb garden, the vineyards, and fields of chickens and pigs. Then take part in a cooking class where you will make fresh homemade spinach pie, slow cooked lamb, freshly made bread and finally ending with the most scrumptious apple pie. While cooking I indulged in mezedes of fresh olives, octopus, and tatzki paired with tsipouro and local wines. A visit to Karaiskos Farm will be the most gratifying experience in the art of cooking. It will be an culinary escapade that you will remember for a lifetime.