







## Signature Premium

November 2nd

A lord of Rothschild family spoke about new vintage Champagne

One of the 5 great chateaux, Château MOUTON ROTHSCHILD. Last summer, Baroness Philippine de Rothschild who charmed the people who met her with her bold character and charming behavior. She inherited the Château from Baron Philippe de Rothschild -1902-1988 - who made an effort toward innovation of the Château. Then, only this Château was promoted to Premiers Grands Crus in 1973 from the level which was rated in 1855.

After that, Baron Philippe Sereys de Rothschild succeeding the name of the great grandfather became the head of the family

His father is a great actor, Mr. Jacques Sereys. The fact that his mother Baroness Philippine was also a debutante played at the Comédie-Française. Though Baron Philippe was born in such a theatrical world, he has a career as the management of a software development, an education-related company, an investment fund, an energy company and a bank it may also be Rothschild family's art of kingcraft.

And, now Baron Philippe is entrusted to control the classical but exciting family business dealing wine.

I asked him about his memories of Château Mouton Rothschild. Surprisingly, he said that there are no vintages left for the memory in particular. 'I have tasted legendary 1945 and 1961. If I taste 2 bottles of wine of the same vintage, the impressions of wines depend on the degree of maturing. Great wine is indeed alive.' He told.

'Mouton has reached a fixed height. But, it is not easy to maintain dignity. If we don't have more strict views on our wine than on other companies' wine and remedy problems, we'll be left behind other chateaux and other countries' wines in a moment.

Two years ago, their brewing facilities were reformed for further quality improvement. Recently, beautiful chateaux by famous architects such as Mr. Jean Nouvel and Mr. Christian de Portzamparc have gathered attention in Bordeaux. But, Mouton avoided doing so. They put emphasis on setting an environment suitable for making of the highest quality wines as a workplace. However, works of famous artists are used for the labels of Mouton every year. An aesthetic factor is also considered.

'For design, one important person took part in. Mr. Richard

Peduzzi, a stage designer. Thanks to his assistance, we could complete the brewing facilities with consideration for not only functionality but also artistic beauty.

By the way, there are another 2 Rothschild families having relations with wine in Bordeaux. Baron Eric for Château Lafite-Rothschild and Baron Edmond for Château Clarke. Baron Philippe de Rothschild and these two 'Red arrows', namely three families have engaged in Champagne making together since 10 years ago. The name of Champagne is 'Champagne Baron de Rothschild'.

It was initially released in 2010. Baron Philippe de Rothschild was selected as the responsible company. 'When launching this Champagne, I gave directions to serve our Champagne at all the parties conducted by Rothschild families. My objective was to enhance the degree of recognition of the product naturally. And I wanted to view the consumers' reactions.' he said. His strategy was successful, and 'Champagne Baron de Rothschild' came to be drunk around the world. Now, five years passed since then, in 2015, the first vintage Champagne been released.

'Blanc de Blancs vintage 2006'

Only Chardonnay grapes from Grand Cru rated vineyards in Cote des Blancs were used. Though it is approved to extract 2550 liters of juice from 4000 kg of grapes, this Champagne was made with only 1000 liters of highest grade juice filled with aroma and minerals. For its quality rating, Mr. Andreas Larsson, the Best Sommelier of the World and Mr. Bernard Burtschy and the columnist for Figaro joined and evaluated by blind tasting.

The vintage as '2006' has brought about richness for elegant and delicate character came from Cote des Blancs. Consequently, the taste took on good balance, deepness and long aftertaste. The special bottle on which five arrows are incised and silver etching is done is really gorgeous.

Lastly, I asked him 'If you're left in a desert island, which will you select between Château Mouton Rothschild and Champagne Baron de Rothschild to drink?'. He answered 'I'm happy if I can drink Champagne. But, there is no refrigerator in a desert island, isn't it? So, I'll pick up Mouton.'

PHILIPPE SEREYS DE ROTHSCHILD

Born in 1963. The son of Baroness Philippine de Rothschild (1933-2014) and Mr. Jacques Sereys, a famous actor. He is Chairman of the Supervisory Board of Baron Philippe de Rothschild SA and a co-owner of three classified growths at Pauillac in the Médoc: Château Mouton Rothschild, Château d'Armailhac and Château Clerc Milon.

<http://www.chateau-mouton-rothschild.com>