

TOURAINÉ CHENONCEAUX



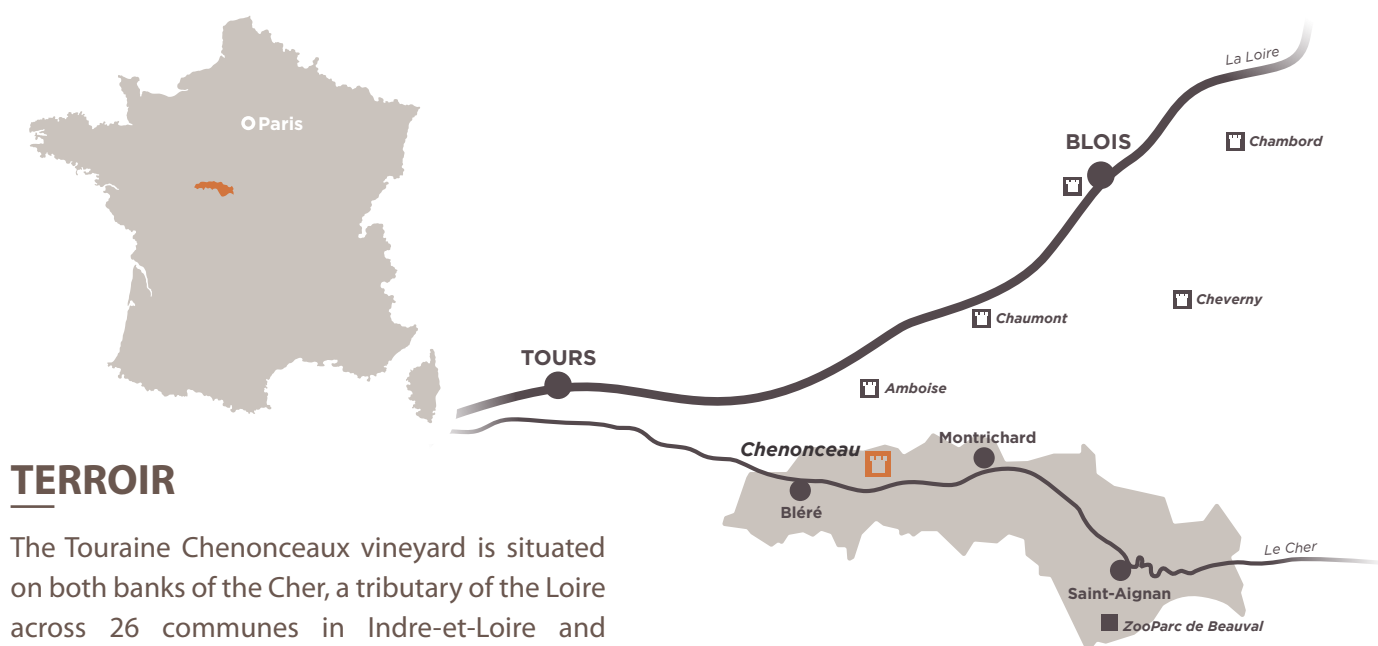
L'ÉLÉGANCE AU FIL D'UN TERROIR

HISTORY

In the 1990s, a close-knit team of passionate winemakers set their sights on gaining recognition for the unique expertise and quality of the great wines produced in the Cher Valley. For 20 years, they have worked to select the best terroirs, located on the top of the hillsides on the banks of the Cher, and to define the identity of Touraine Chenonceaux wines.

This unique dynamic, coupled with long-term investment by producers, has laid the foundation of the new appellation.

The passion and qualitative efforts of the winemakers were rewarded in 2011 with the first vintage of the Touraine Chenonceaux AOC. This is a real victory, as few new appellations are recognized by the INAO.



TERROIR

The Touraine Chenonceaux vineyard is situated on both banks of the Cher, a tributary of the Loire across 26 communes in Indre-et-Loire and Loir-et-Cher. The plots suitable for producing Touraine Chenonceaux are located on the upper slopes.

The valley features homogeneous and regular geomorphological characteristics. Both banks intersect the Senonian and Tertiary strata in which silica dominates: this is the major characteristic of the appellation's terroir. Silica is found in the three types of soil found in the appellation area: "Perruche" clay-silica soils, flinty sands, and limestone soils.

Climate-wise, the Cher Valley is ideally oriented west-east, benefiting from oceanic influences that contribute to the reputation of Loire vineyards. Good sunlight, regular ventilation, and low rainfall characterize the microclimate of the Touraine Chenonceaux vineyard favoring slow, balanced ripening ideal for vine-growing.

These conditions naturally contribute to the identity of Touraine Chenonceaux wines influencing their aromas and structure.

Crédit photo : Denis Bomer



TOURAINE CHENONCEAUX WHITE WINES

Derived exclusively from the Sauvignon Blanc grape variety, Touraine Chenonceaux white wines have a distinct and recognizable identity. This 100% Sauvignon Blanc develops its own expression through minimum six-month aging on lees, exhibiting intense aromatics of white flowers, ripe fruits (pear, apricot, peach), citrus, and even exotic fruits (pineapple, mango).

These fruity notes combine with a full, round, and powerful palate with great length. Their richness and complexity make them exceptional white wines of the Loire, maturing beautifully after several years.

The rigorous selection of plots, meticulous vineyard and cellar work, and aging on fine lees contribute to the identity of Touraine Chenonceaux white wines.

TOURAINE CHENONCEAUX RED WINES

The predominant blend of Côt, the emblematic grape of the Cher Valley, and Cabernet Franc, a hallmark grape of the Loire, defines Touraine Chenonceaux red wines.

Côt has been present in the Cher Valley since the 16th century, well adapted to the soils and climate. Meticulous vineyard work is essential to achieve aromatic maturity and tannins for these two grapes, revealing the profile of Touraine Chenonceaux red wines.

They are distinguished by a strong aromatic personality of black fruits (Morello cherry) and stewed fruits, licorice, and menthol. After a minimum one-year aging period without barrels, the soft and silky tannins, roundness, and finesse in the material ensure excellent aging potential and elegance, worthy of the great reds of the Loire.



Crédit photo : Cyril Ananiguián

STRICT SPECIFICATIONS

From the outset of their efforts to obtain appellation recognition, the winemakers imposed high-quality standards with strict and precise technical specifications. Pruning and crop load are controlled to limit yields to 60 hl/ha for whites and 55 hl/ha for reds, enhancing grape concentration. In the cellar, whites must age on fine lees until at least April 30th following the harvest year, and reds until August 31st.

In recent years, Touraine Chenonceaux winemakers have also been attentive to societal expectations regarding environmental issues. Each domain implements technical practices to reduce environmental impact both in the vineyard and cellar. Collectively, the Touraine Chenonceaux appellation has banned the use of chemical herbicides.



Crédit photo : Dominique Couineau

QUALITY VALIDATION

Quality has always been the thread running through the winemakers' approach to recognition of the appellation. To ensure that this objective remains a priority, the winemakers have set up a sensory analysis system called "Validation Qualitative". All wines are tasted by a panel of experts before bottling. This tasting is composed of specific criteria on the nose and in the mouth to ensure that the wine corresponds to the profile of a Touraine Chenonceaux white or red. Each year, the eligibility of a wine to bear the name Touraine Chenonceaux is therefore questioned.

This requirement helps maintain the high quality of our wines, as well as guaranteeing a recognizable and recognized identity for the appellation.

*Maintain the high quality
of our wines and
guarantee a recognizable
identity.*

KEY FIGURES

EVOLUTION OF THE
TOURAINE-CHENONCEAUX APPELLATION



18 2011
Producers



50 2024
Producers



1000 2011
hl of white wine over 20ha



6500 2024
hl of white wine over 130ha



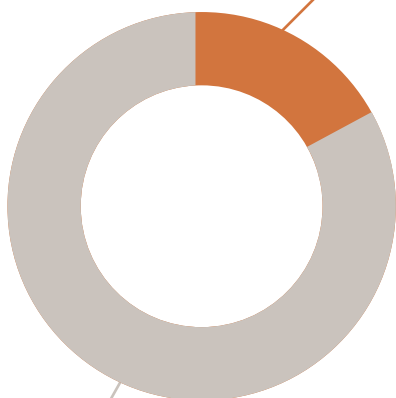
500 2011
hl of red wine over 20ha



1600 2024
hl of red wine over 40ha

700 000
bottles marketed

2/10 for export



8/10 in France

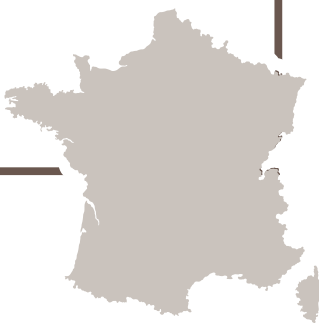
SALES IN
FRANCE

55% Direct sales

20% Wine merchants

15% Supermarkets

10% On-trade
Cafés, Hotels, Restaurants



EXPORT

United Kingdom **10%**

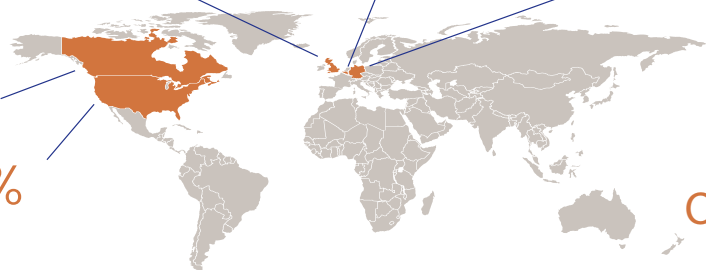
Belgium **13%**

Germany **10%**

Canada **22%**

United States **17%**

Others **28%**





Crédit photo : Cyril Ananiguián

FOOD AND WINE PAIRINGS FOR WHITE WINES

Touraine Chenonceaux white wines pair perfectly with delicate-fleshed fish (salmon, zander) or shellfish (langoustines, crayfish), beautifully enhancing their subtle aromas. They also complement fresh foie gras, pan-fried with roasted figs.

Touraine Chenonceaux whites fully express their aromatic range with young cheeses with a fine, fresh, fruity, and tangy paste, such as two to three-week-old goat cheeses (AOP Selles-sur-Cher, Couronne Lochoise, blue goat cheese), "Brebis du Lochois," or with aged hard cheeses (24-month Swiss alpine gruyère).

With dessert, the citrus nose and roundness on the palate will complement the acidity of a lemon tart meringuée.

FOOD AND WINE PAIRINGS FOR RED WINES

Touraine Chenonceaux reds pair wonderfully with a casserole of veal cheeks and feet with mushrooms (mousserons), as well as grilled beef with black truffle.

For cheeses, red wines offer a perfect match with cheeses that bring richness, saltiness, or fresh mushroom notes (Epoisse, Puits d'Astier), as well as with goat or sheep cheeses (Poulligny-Saint-Pierre, Tomme de brebis brûlée).

To finish a meal, the stewed fruit aromas and full-bodied palate of Touraine Chenonceaux red wines harmoniously accompany a dessert combining chocolate and red fruits.



Crédit photo : Cyril Ananiguián

OUR VALUES

"We are the bearers of history and we have a bright future: our ambition is to raise our appellation to the highest level without forgetting our roots."

The road to recognition as a Complementary Geographical Denomination has been long and winding. The winegrowers are well aware of the efforts they have made and are proud to represent the new generation that embraces this vision of collaborative work. In order to build together a bright future for the appellation, projects are multiplying with the aim of always doing better.

"We are committed to promoting our terroir and our wines: to do so, we focus on the quality of our wines."

The idea of creating a denomination within the Touraine appellation was to recognize human know-how, a specific terroir in the Cher Valley and high-quality wines.

This recognition has enabled them to really showcase the winegrowers and their work. They are also committed to protecting the environment and biodiversity.

"We believe in the power of a team: women and men proud to create a movement in their territory."

The human collective is a fundamental pillar of the values of the Touraine Chenonceaux appellation. The producers have created a close-knit group with common goals. They are an essential link in the life of the region and play an active role in the region's appeal.



Crédit photo : Cyril Ananiguan



CHENONCEAU

OUR EVENTS

Female Jury and Walling

Each year, in reference to the "Château des Dames" that is Chenonceau, a jury exclusively composed of women tastes Touraine Chenonceaux white and red wines from the same vintage but from different producers, selecting its favorite cuvée for each color.

Three bottles of the white and three bottles of the red cuvée are wax-sealed and walled up in the Cave des Dômes of Château de Chenonceau in the presence of the castle's team, winemakers, and the press. This tradition pays homage to an ancient tradition aimed at securing and aging exceptional bottles

A seventh bottle is added to the six others. This bottle is empty but contains a secret message slipped inside by the godmother or godfather of each edition. The sealed bottle will not be opened and the text read until... 50 years later !



Crédit photo : Yonàh Deplagne

*Watch in video the aging of
Touraine Chenonceaux wines at the Château de Chenonceaux*



Since 2014, we have had the honor of hosting as godparents men and women who deeply love their region and its terroir:

- Olivier ARLOT : chef of the restaurant O&A in Tours (37)
- Françoise DELORD : founder of ZooParc de Beauval
- Alain GODEAU et Thierry MICHAUD : winemakers and initiators of the Touraine Chenonceaux project
- Marie-Amélie LE FUR : athlete and Paralympic Champion
- Natacha POLONY : journalist and essayist
- Armelle DEUTSCH : actress
- Agnès MICHAUX : journalist and author
- Chloë COLLIN : auctioneer
- Gabrielle VIZZAVONA : author and wine journalist

Charity Auction

Every five years, bottles (full ones!) signed by the godparents are auctioned to raise funds for one or more charitable associations.

The first auction was held in 2023 during a charitable dinner prepared by the chefs of "La Sauce" (a collective of chefs from Touraine) in support of the association Magie à l'hôpital, which provides magic shows for hospitalized children and fulfills sick children's dreams.

The auction, conducted by Chloë Collin, France's youngest auctioneer, and the proceeds from the charitable dinner raised over €11,000 for the association.



Crédit photo : Cyril Ananiguan



Crédit photo : Vincent Guilbaud

Tasting Under the Stars

Hand in hand, the teams from Château de Chenonceau and the Syndicat des Producteurs de Vins de Touraine Chenonceaux created an annual event in 2014:

"Tasting Under the Stars."

Every third Saturday in July, Touraine Chenonceaux wine producers offer tastings to the general public during an unforgettable evening. As night falls, visitors stroll through the illuminated gardens of Château de Chenonceau with a glass in hand, accompanied by music. A magical setting to discover or rediscover the wines of the appellation and engage with the winemakers.



Discover the "Tasting under the Stars" evening in video



Crédit photo : Léonard de Serres



Crédit photo : Dominique Couineau

L'ÉLÉGANCE AU FIL D'UN TERROIR

The Winemakers

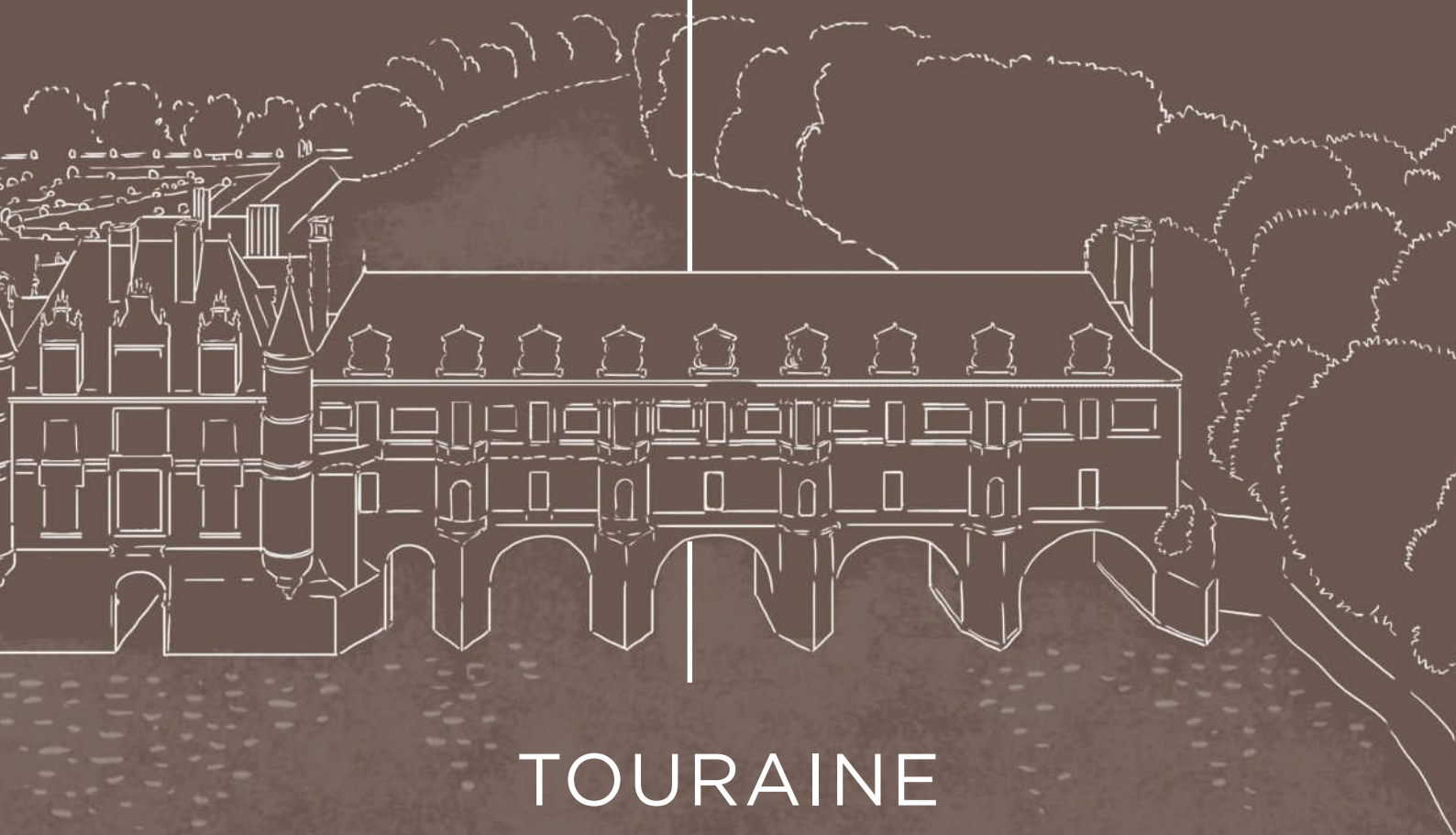
Discover the Touraine Chenonceaux winemakers :

Left bank of the Cher River

Athée-sur-Cher, Bléré, Francueil, Saint-Georges-sur-Cher, Faverolles-sur-Cher, Saint-Julien-de-Chédon, Angé, Pouillé, Mareuil-sur-Cher, Saint-Aignan-sur-Cher, Seigy, Châteauvieux, Couffy et Meusnes

Right bank of the Cher River

Dierre, La-Croix-en-Touraine, Civray-de-Touraine, Chenonceaux, Chisseaux, Chissay-en-Touraine, Montrichard, Bourré, Monthou-sur-Cher, Thésée, Saint-Romain-sur-Cher, Noyers-sur-Cher et Châtillon-sur-Cher



TOURAINE CHENONCEAUX

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