

# Les Wineries du Rhône

**Vidal-Fleury**



PORTRAIT —

## IN THE NAME OF HISTORY

Antoine Dupré joined Vidal-Fleury in 2020, as Managing Director and winemaker. His mission is to support the business and technical development of this oldest continuously operating winery in the Rhône Valley.

Antoine's career path has been relatively unusual. Although not from a winemaking background, he studied oenology at the University of Bordeaux, then felt he needed to travel both around France and abroad, to broaden his experience and discover more of what he calls "this vast little world". His main aim was to learn as much as he could, from how to be a winegrower (which he did in Entre-Deux-Mers) to winegrowing in the southern hemisphere, for which he spent two years in South Africa. But he also enjoyed the business side of being a wine technician, and came back to France, to the Business School in Dijon, to take a Master's degree in International Trade in Wine and Spirits. He fell in love with Burgundy, with the diversity of its terroirs and the complexity of its wines, and went on to become winemaker/brand ambassador at the Boisset family's Maison Bouchard Aîné et Fils in Beaune. His love of terroir and great wines took him to the Rhône Valley and Maison Gabriel Meffre, where he held the post of purchasing manager for the négociant side of the business, and director of vineyards on the winegrowing side. Then, to expand his knowledge of international wines and markets, he took a job with leading French wine company Grands Chais de France, as purchasing manager for the southern hemisphere

and California. Finally, in late 2020, he joined the Guigal family as head of Maison Vidal-Fleury.

### The advantages of age...

With a story going back to 1781 and the acquisition of an expanse of terraced vineyards on a hillside overlooking the village of Ampuis, Vidal-Fleury is the oldest continuously operating winery in the Rhône Valley. "My main objective," says Antoine, "is to work with my team to preserve the Vidal-Fleury philosophy and its founding values, which are to strive for excellence, value commitment, work cooperatively and respect our fellow human beings. I pledge to be unflinching in upholding the history of Vidal-Fleury, its principles and values. My team and I share the same high standards: we have a taste for perfection, we are attentive to detail and we want to excel. This is a new chapter for Maison Vidal-Fleury. Today we are focused on modernity, on Vidal-Fleury's unique qualities, and on encouraging growth. Our technical skills and rigour will drive quality, while our enthusiasm and commitment will boost business development."

### Rhône Valley Crus

The négociant side of the business was started in 1920 by Joseph Vidal, and has gone from strength to strength. Its aim today is to give a true reflection of the Rhône Valley's vineyards and terroirs by offering a full range of the quintessential Rhône Valley crus, focusing on the vineyards of Côte-Rôtie and Condrieu. Antoine is keen to consolidate the winery's partnerships and support their winegrowing partners through every stage of the process, from vine to tank. "What I'd love is to be able to identify an appellation sourced from one or more vineyards, with grapes from one or more terroirs. That's what makes the Rhône Valley such a satisfying region to work with – seeking out the distinctive features and finding the essence of a terroir!"

**Antoine Dupré,**  
Managing Director  
and winemaker at  
Maison Vidal-Fleury



**Established : 1781**  
Employees : 10  
2020 turnover :  
€3.8 million, of which  
70% from export

**"The better our quality, the more we need to protect our terroirs."**

### ...and of diversity

One of the Rhône Valley's major assets, according to Antoine, is its diversity. Diversity of terroir and grapes, of course, but also diversity of skills, winemaking techniques and climate.

It's thanks to this diversity that Maison Vidal-Fleury can make such a wide range of wines, to meet a wide range of demands: from the easy-drinking to those made for ageing. It's a constant challenge to adapt winemaking techniques and blends to suit consumer requirements, as well as to the changing climate.



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