

Les Wineries du Rhône

Famille Quiot



PORTRAIT —

THE FAMILY FROM THE TOUR DE LHERS

Florence Quiot manages the Quiot winery alongside her brother; they are the 13th generation of a winemaking family dating back to 1748. Florence is resolved to keep the history and traditions of her heritage alive, but it doesn't stop her from looking to the future with confidence and optimism.

The Quiot family are winegrowers. They are also farmers, a family, and owners of a winery operation. Over the generations they have built up 300 hectares of vineyard in the southern Rhône and Provence, and their hearts remain firmly in their home territory of Châteauneuf-du-Pape and the Tour de LHers.

The family holdings comprise Domaine du Vieux Lazaret, Domaine Duclaux, Les Combes d'Arnevels, Domaine de Verlaque and Château du Trignon, giving them a wonderful legacy to work with. Florence explains: "Our strategy is to showcase our wines and properties individually. Each of the estates is independent, but sales-wise they operate together with a transversal sales structure." In total they produce over one million bottles, 97% of which go to export.

After all Florence's travels and other encounters, she can say with absolute confidence that people like the Rhône. "Avignon, the Dentelles de Montmirail and Ventoux are extraordinary assets to have. We have incredible terroirs, traditions and backstories, and people love that."

Florence can see that the potential and resources are outstanding, but also recognises they'll have to work hard to retain an increasingly fickle client base, and to adapt to the post-Covid generation. It'll mean pushing back against the inertia of the bigger companies, and relying on the Rhône Valley producers' strength of personality to keep driving onwards and upwards. That's Florence in a nutshell – the Rhône always comes first.

Trusted names

Florence believes that the main problem with agriculture is that it tends to live in the past. While she is the first to call herself conservative – after all, she has 13 generations of winegrowers behind her – she recognizes the need to face up to the future, to adapt and modernise by building on the past. "People need to feel safe. They need roots they no longer have, or they've never had. That's where we, as winegrowers, come in, with our reassuring image, values and traditions. Having 13 generations to fall back on is quite an advantage. My biggest challenge as a 'young' person is not to give in to the whims of modern wine making, but to treasure my heritage, to see it as an asset for the future while knowing how to stay up-to-date."

Wife and daughter of

When she was asked to get involved with the UMVR, Florence had to make sure it wasn't just to make up numbers in the interests of parity. It seems hopelessly wrong to her to be given a voice just because she is a woman. Man or woman, it should make no difference: it should be competence that counts, end of story. A woman has to earn her place in the agricultural world, even (or especially) as the "daughter of". Women should no longer be their husbands' shadows. Florence herself is not just a farmer's wife; she is a farmer too. "Wife of" and "daughter of" is not enough – a woman needs to create a space in which she is listened to, and is allowed to speak. She needs to work hard, and prove

Florence Quiot by
the Tour de LHers



Established: 1748
Employees: 4
2020 turnover:
€7 million, of which
95% from export



"In the agricultural world, a woman has to assert herself; she has to fight that bit harder to show she exists. I'm up for that challenge."

her skills. That's why she wades in alongside everyone else if there is a flood, or is there to lend a hand if a hopper of grapes tips over. She can pack wine bottles into cases, or deal with de-vatting. "People tell me my added value is that I'm part of some big investment project or major negotiation. I disagree. When the men see you climb into that tank, that's what builds respect. In this business you have to be able to turn your hand to anything. You need to know it all." It's worth remembering that Florence came to the wine industry as a young child, and would go to school with her hands black from the weekend's harvest. Her biggest regret is "that my father, who died suddenly, didn't teach me to drive a tractor. But I've done it now. I've finally driven a tractor and trailer."



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