

# Les Wineries du Rhône

Ferraton  
Père et Fils



PORTRAIT —

## FROM FATHER TO SON

Ferraton Père et Fils has a delightful story to tell, written by an expert hand; it tells of Michel Ferraton and his passion for the wines of the Northern Rhône.

Michel was a winemaker and taster par excellence, completely self-taught, who had the knack of engaging his audience when talking about wine. People came from miles around to listen to him and consult with him, and everyone was drawn to his colourful personality. In time, Michel's passion led him to the legendary Hermitage hillside, where he established over 3 hectares of vines in the historic lieux-dits of Le Méal, Les Beaumes and Les Dionnières. He also made his mark on the area by relaunching a Hermitage Vin de Paille, with support from Gérard Chave. In the 1990s, Ferraton Hermitage wines were hugely popular in the US, thanks in no small part to their charismatic importer, Neal Rosenthal. But when it came to passing the legacy down to the next generation, there were serious difficulties. Michel Ferraton turned to his friend, Michel Chapoutier for help. Chapoutier set to work with Samuel Ferraton, Michel's son, to give the vineyards a new lease of life. Together they embraced biodynamic farming and worked on the concept of the lieu-dit, the basis of Ferraton's single vineyard selections.

### A promise kept

A solemn promise was made, in the name of friendship, to uphold the Ferraton name, spirit and exacting standards. So while many wineries were moving out of the centre

of Tain-l'Hermitage, Michel Chapoutier offered the existing Ferraton team a chance to stay on in their historic surroundings. In 2013, the building on Rue de Sizeranne was renovated, new concrete tanks were installed and a tasting cellar and restaurant opened on the banks of the Rhône. Respecting the way Samuel wished his vineyards to develop (including plot selection and biodynamics), Michel Chapoutier gave the young team carte blanche to continue along their chosen path. "Today the Ferraton estate is essentially Michel Ferraton's legacy, with a touch of Burgundy style to add vibrancy. The Burgundy influence extends across the entire 21 hectares of biodynamic certified vineyard," says Damien Brisset, Ferraton's winemaker and technical director. "We're very interested in the concept of lieux-dits, special places to which our ancestors gave special names. Dividing an area into 'climats' allows us to drill right down into our understanding of the great wine-growing terroirs. It gives us the opportunity to play with the subtle nuances offered by different lieux-dits, giving our discerning customers a better range of wines."

### Growers and negociants

Ferraton boasts a number of very famous lieux-dits, including Le Méal and Les Beaumes in Hermitage, Saint Joseph, Paradis and Les Oliviers in Saint Joseph, and Grand Courtil and Les Pends in Crozes-Hermitage. All are farmed biodynamically, tuning in to the rhythms of nature and producing exclusive, top-quality wines. Ferraton have also developed their negociant activity in the northern and southern Rhône crus and the Côtes du Rhône.

The wines are organised into 4 ranges: the Tradition range, highlighting each appellation's most distinctive features, the Signature range, which aims to showcase the skills of individual wineries in each appellation and their ability to produce wines with added 'soul', and the smaller, more exclusive Lieu-Dit and Single Vineyard Selection ranges, an opportunity to discover some outstanding

Damien Brisset



*Established: 1946*  
*Employees: 20*  
*2021 turnover: €5 million, of which 50 % from export.*



## “We bear a legacy that transcends us. It is up to us to make it flourish”

lieux-dits remarkable for their quality, consistency and longevity. Finally, the latest addition, the Bistro range, is a range of wines to share with friends, a nod to the wine bars along the banks of the Rhône and a tribute to the warmth and enthusiasm of the young, close-knit production team.

### Transformation

Damien, who earned his stripes in Bordeaux at Haut-Brion, Branaire-Ducru and Cheval Blanc, has the full confidence of the Chapoutier family to carry the legacy forward. "What I really enjoy," he says, "is meeting authentic winegrowers whose characters are forged by the challenges of working in these sloping vineyards, where nothing is easy, where every terrace is a drystone fortress waiting to be conquered. The difficulties they face create a strong bond between them and a sincere respect for one another's work." So Ferraton is the story of a transformation already well under way, catching the attention of buyers, journalists and visitors who appreciate the "ambitious and precise" wines made by this top quality, immensely likeable Rhône winery.



Maison Ferraton Père et Fils 7  
Quai Arthur Rostaing, 26600  
Tain-l'Hermitage  
+33 (0)4 75 08 59 51  
<http://www.ferraton.fr>

UMVR Contact

+33 (0)4 90 27 24 16 / 18  
[presse@umvr.fr](mailto:presse@umvr.fr)  
[www.umvr.fr](http://www.umvr.fr)