

Les Wineries du Rhône

Friedmann



PORTRAIT —

MASTERS OF BLENDING

Maison Friedmann is one of the Rhône Valley's largest bulk wine négociants, with an excellent reputation for quality built up by Rémi Friedmann over more than 60 years. With a healthy dose of both passion and patience, Rémi has spent many hundreds of hours at his tasting table, sampling literally thousands of wines.

House style

There's a very definite Friedmann style, a house style achieved by skilful blending. In professional wine circles, bulk wine merchants are often much maligned, while for the consumer they are largely an unknown concept. But Rémi Friedman is proud to be called one. He's an early riser, and his days often follow the same pattern. He starts most mornings in his laboratory with his team, or with clients. They taste wine together: either wines the Maison has already selected, or samples sent in unsolicited by a producer. The laboratory is the hub of the business.

The wines are checked and analysed and their potential assessed, glass in hand, before Rémi and the team start thinking about a blend; one that expresses the terroir to its full potential and gives the wine its soul. It's a skill where testing equipment has its place, but where ultimately the palate and good, old-fashioned tasting are key: "That's how wine always speaks to us."

Checking and cross-checking

The Friedmann style is smooth, rounded and fruit-driven, with good length on the palate. When making a Côtes du Rhône, Rémi might choose to blend the deeply fruity, crushed strawberry flavours of a Grenache from the Gard, and the freshness of a late-ripening Syrah from the Drôme with the sun-drenched ripeness and intensity of grapes grown in the Vaucluse. The aim is always to craft a wine with perfect balance..

A question of trust

It's this distinctive touch, this unique style, that Maison Friedman's customers seek out time and time again. The Maison has a variety of customers, ranging from independent winemakers who want to complement their winemaking activities with a small amount of trading but lack the capacity or desire to manage it end-to-end, to contract bottlers who supply large-scale retail outlets. Many have worked with Maison Friedmann since it started out 60 years ago, not only because they like the wines, but also because the Maison offers traceability, transparency and a full guarantee. Building trust, in every sense of the word.

First-class service

"We are, first and foremost, a service company, and our job is to respond to the demands made by our customers in different ways. This has taught us to be flexible and adaptable, both in the amount of wine we supply and where we source it from." Maison Friedmann works in the Lyon-Nice-Perpignan triangle; its roots are firmly in the Rhône AOPs, and these account for the bulk of its business.

Rémi Friedmann



Established: 1947
6 employees.
2019 turnover: €38 million, 10% of which from export.



"Despite the volumes we handle and the size of our facilities, we still like to work in the old-fashioned way, which includes being passionate about a great product."

Modern traditions

The Maison has recently made significant investments to prepare its site in Sainte-Cécile-Vignes (Vaucluse) for a bright new future, including installing new filtration systems and increasing storage capacity to 42,000 hectolitres. "Despite the volumes we handle and the size of our facilities, we still like to work in the old-fashioned way, which includes being passionate about a great product." And that, no doubt, is one of the factors behind Maison Friedman's success.



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