

A silhouette of four people standing on a hilltop overlooking a vineyard. The vineyard is filled with rows of grapevines, some with red leaves and others with green. The background is a bright, overexposed sky.

VIGNOBLES
GABRIEL
& Co



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THE STORY OF VIGNOBLES
GABRIEL & CO COLLECTIVE

Vignobles Gabriel & Co is above all a family story!

GABRIEL BRUNETEAU, THE ARCHITECT OF A FUTURE SUCCESS



The history of Vignobles Gabriel & Co started with that of a man and an estate : in 1904, Gabriel Bruneteau founded the Domaine du Grand Moulin at Saint Aubin de Blaye, located 50 kilometres to the north of Bordeaux in the heart of the Blaye vineyards.

In the vineyard as in life, Gabriel Bruneteau was guided by his passionate interest in wine and people. In 1921, he was elected mayor of Saint Aubin de Blaye and founded his business, forerunner to Vignobles Gabriel & Co. History was underway.

Gabriel Bruneteau
founds the estate
« Domaine
du Grand Moulin »

Jean-François Réaud
joins forces with some
of the neighbouring
estates : BIRTH OF
VIGNOBLES GABRIEL &
CO COLLECTIVE

1904

1985

1998

2010

2011

The company is
organised for packing
and logistics : THE 1ST
WAREHOUSE IS BUILT

Château Les Aubiers
starts its transition to
organic farming

The company's
activity grows : A 2ND
WAREHOUSE of 3000m²
IS BUILT for packaging
and storing

Pauline Réaud joins
Vignobles Gabriel
& Co : THE TRIO IS
FORMED

The company wishes
to better its storing
capacities and DOUBLES
THE PACKAGING AND
STORING WAREHOUSE'S
AREA

3



Jean-François Réaud
revives the wine
activity of the estate
: THE LEGACY IS
SECURED

Carole Beaulieu joins
Vignobles Gabriel &
Co : SUCCESSION IS
GUARANTEED

The moral agreement
with partner winegrowers
gets formalised : CREATION OF
THREE-YEAR SUPPLY CONTRACTS

The Réaud family become the
owner of the winery Château
Haut Sociando : TREASURE OF
BLAYE CÔTES DE BORDEAUX
APPELLATION

Château Haut
Sociando starts its
transition to organic
farming

We obtain the FAIR
FOR LIFE label for
fair trade issued by
Ecocert



DOMAINE DU GRAND MOULIN, TESTIMONY TO A DECISIVE LEGACY

In the years following his death, mixed farming began to supplant winegrowing. The Domaine du Grand Moulin took a different path from that traced out by Gabriel, turning to grain and livestock farming. Although the vineyard remained, it changed and dwindled, and was planted solely to Ugni Blanc, a variety renowned for producing dry white wines and Cognac.

With each new successor, the Domaine du Grand Moulin underwent more changes, trying to find its way, but finally recovered its original spirit four generations later.

Jean-François Réaud, the driving force of a renewed passion



In 1985, Jean-François Réaud inherited the estate. That year, the great-great grandson of Gabriel Bruneteau became owner of the seven remaining hectares of vines. He launched an impressive project, perpetuating the family history by reorganising and modernising the vineyard, which grew and diversified.

The estate became Château Le Grand Moulin, covering twenty five hectares by the end of the 1990s.



After reorganising the vineyard, Jean-François Réaud naturally addressed retail buyers to sell his wine. Unfortunately, his offer was considered as too narrow and too little diverse, next to wine traders that offered wide ranges to retailers. He decided to take things further, creating a partnership to facilitate distribution and promotion of Right Bank of Bordeaux wines. Convinced of the benefits of mutual support in the winegrowing business, he joined forces with several neighbouring estates to enhance the reputation of their wines. This was the birth of Vignobles Gabriel & Co.

TODAY,

THE RÉAUD FAMILY OWNS
3 VINEYARDS IN BLAYE
CÔTES DE BORDEAUX
APPELLATION :

Château Le Grand Moulin
Conventional agriculture
53 hectares

Château Les Aubiers
Organic agriculture
44 hectares

Château Haut Sociondo
Organic agriculture
15 hectares



"Above all, the collective is winegrowers with different characters and particularities "

— PATRICIA GEAI BEUNARD —

Passion is to be shared and passed on to!

— Jean-François Réaud has welcomed his two daughters, one at a time, into Vignobles Gabriel & Co adventure. Just like their father 35 years earlier, Carole and Pauline carry on the family story.

Devoted to their partners and employees, the trio leads the collective peacefully towards tomorrow's challenges, each of them making its contribution.



Since I discovered the rich winemaking past of the family farm, my passion for wines from independent winegrowers and Bordeaux territory has continued to flourish, and with it, a thirst for authenticity, solidarity and sincerity. It is thanks to this that Vignobles Gabriel & Co exists! Today, I am proud to share and pass on my passion, values and ambitions to my two daughters, Carole and Pauline.

In my spare time, I drop the music conductor's baton of the collective to indulge in my two passions, playing the piano and sharing time with friends with a good glass of wine.

— Jean-François Réaud ◆ Founder



Proud ambassador of the French way of life and of shared moments, I quickly learned I was missing a human and tangible dimension in my spatial design profession. I joined the family business in 2010 and started by practicing as Sales Administration and Logistics Manager for 10 years.

Today, my job as Managing Director of Operations is a daily fulfillment. This position brings me closer to strategic and organisational topics for the proper development of the company, the employees and the partner winegrowers.

I care to contribute to the local economic activity and to the development of producers and craftsmen. As a caring person, I take care of my family and I like spending time with them around a good meal I would have prepared with love and passion.

— Carole Beaulieu ◆ Managing Director of Operations



In life, curiosity guides me! I have always been interested in understanding how an organisation works and so I have decided to study its multiple aspects : business, management and human resources.

Since 2019, I have the opportunity to bring my enthusiasm and knowledge to the family business. I had not imagined joining my father and sister so soon in this adventure, but I am proud to take part in our legacy. The three of us form a true winning trio!

As Marketing and Communication Manager, my priority is to raise awareness about Vignobles Gabriel & Co and favour bonds and dialogue within the collective! Enthusiastic traveller, the vine and wine industry answers my thirst for adventure since it gathers sharing, products diversity and my deep admiration for the winegrower's *savoir-faire*.

— Pauline Réaud ◆ Marketing and Communication Manager



"I am alive thanks to Vignobles Gabriel & Co and I hope that I bring about changes in Bordeaux vineyard"

— CHRISTOPHE PORCHER —



2

A PIONNEERING VISION



A pioneering vision

Our collective Vignobles Gabriel & Co, created by Jean-François Réaud, has existed for 20 years. It is innovative and participatory and gathers 30 winegrowers of the right bank of Bordeaux around a hybrid and balanced model between the cooperative cellar, the wine trader and independent winegrowers.

This pioneering approach reinvents the future of Bordeaux wine production and distribution. Guided by the passion of our profession, we are breaking Bordeaux rules by democratising access to quality products from independent producers.



An ethical wine guaranteed



A FAIR APPROACH

FAIR PAY

The collective's winegrowers are bound by a social and economic contract that provides reassurance vis-à-vis sales constraints and allows them to focus on product development and *savoir-faire*.

SHARING GOODS AND KNOWLEDGE

Throughout the year we have access to personalised support in the form of advice that extends from the vine to the cellar. We share some of our production tools to ensure a quality harvest while cutting costs.



A HUMAN APPROACH

RESPECT FOR ALL WINEGROWERS

The identity of each winegrower is protected and their *terroirs* are valued under the collective banner of Vignobles Gabriel & Co.

STRENGTH IN NUMBERS

Being part of a movement allows them to present a range of identities all linked by common considerations and structures.

LONG-LASTING PARTNERSHIPS

The social and economic contract guarantees clients and consumers stability in the quality and supply of Vignobles Gabriel & Co wines they buy.



A RESPONSIBLE APPROACH

PROTECTING THE VINEYARDS OF TOMORROW

Through our Fair For Life (Ecocert) certification, all estates commit to respect environment, biodiversity and climate using practical sustainable means (forbidding many CMR substances such as glyphosate, reducing energy consumption...)

With that in mind, we encourage turning to organic farming: 64% of the partner winegrowers run their vineyards in organic and/or biodynamic farming or converting to organic farming.

In order to foster environmentally-friendly or health-promoting initiatives, the purchasing price of wine is adjusted in case of labelling: organic wines, biodynamic wines, sulphur-free wines.



"Nothing is more beautiful than working the land"

— AMÉLIE OSMOND —

Our values and ambition



COLLECTIF



ETHICS



INITIATIVE

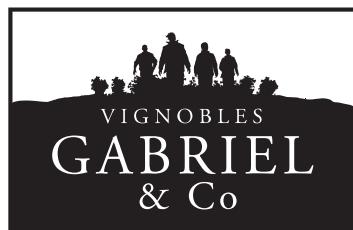


CUSTOMER SATISFACTION

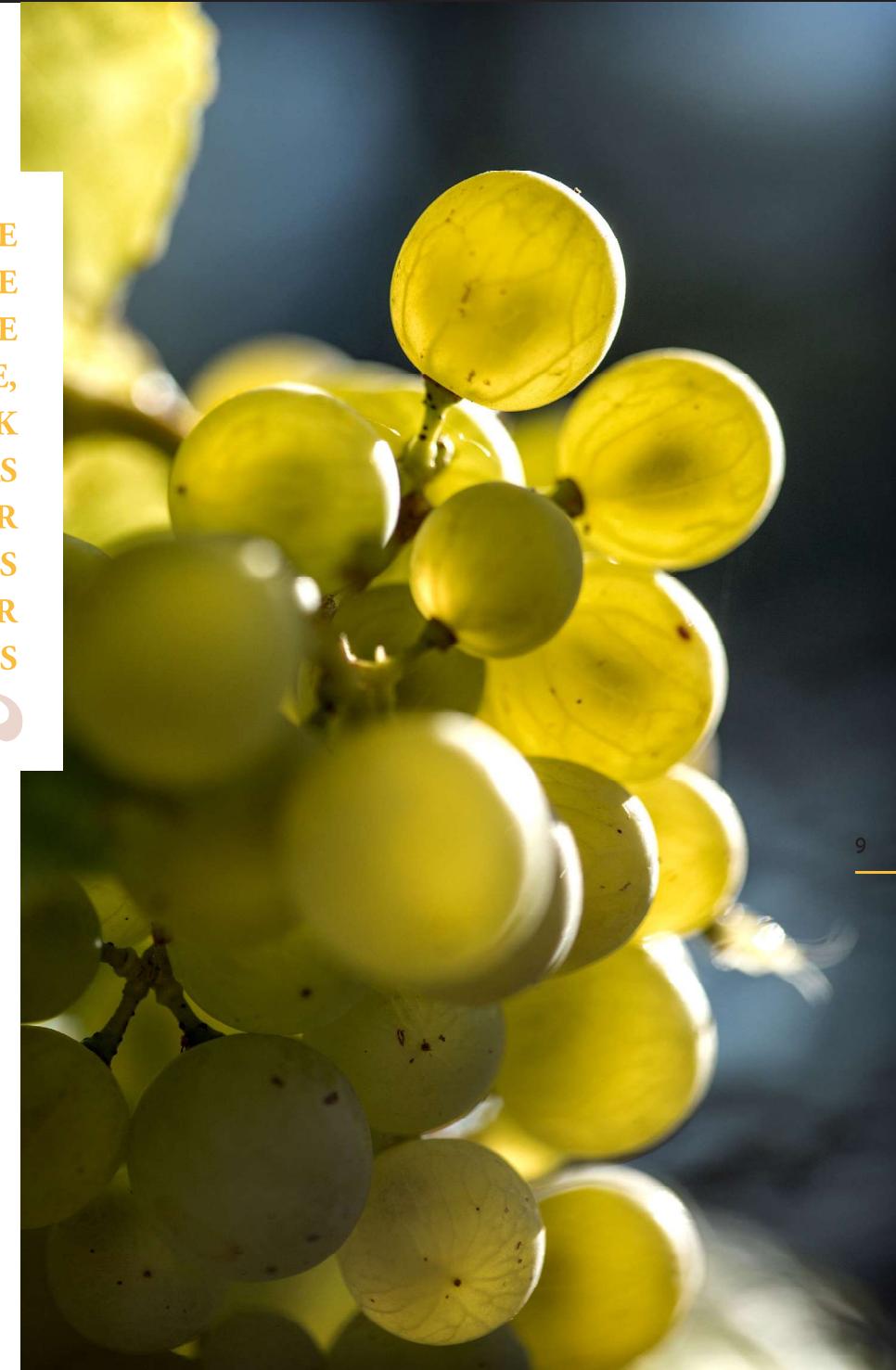
“ TO BECOME
THE REFERENCE
OF ETHICAL WINE
IN FRANCE,
A BENCHMARK
FOR CUSTOMERS
LOOKING FOR
PRODUCTS
THAT MEET THEIR
VALUES ”

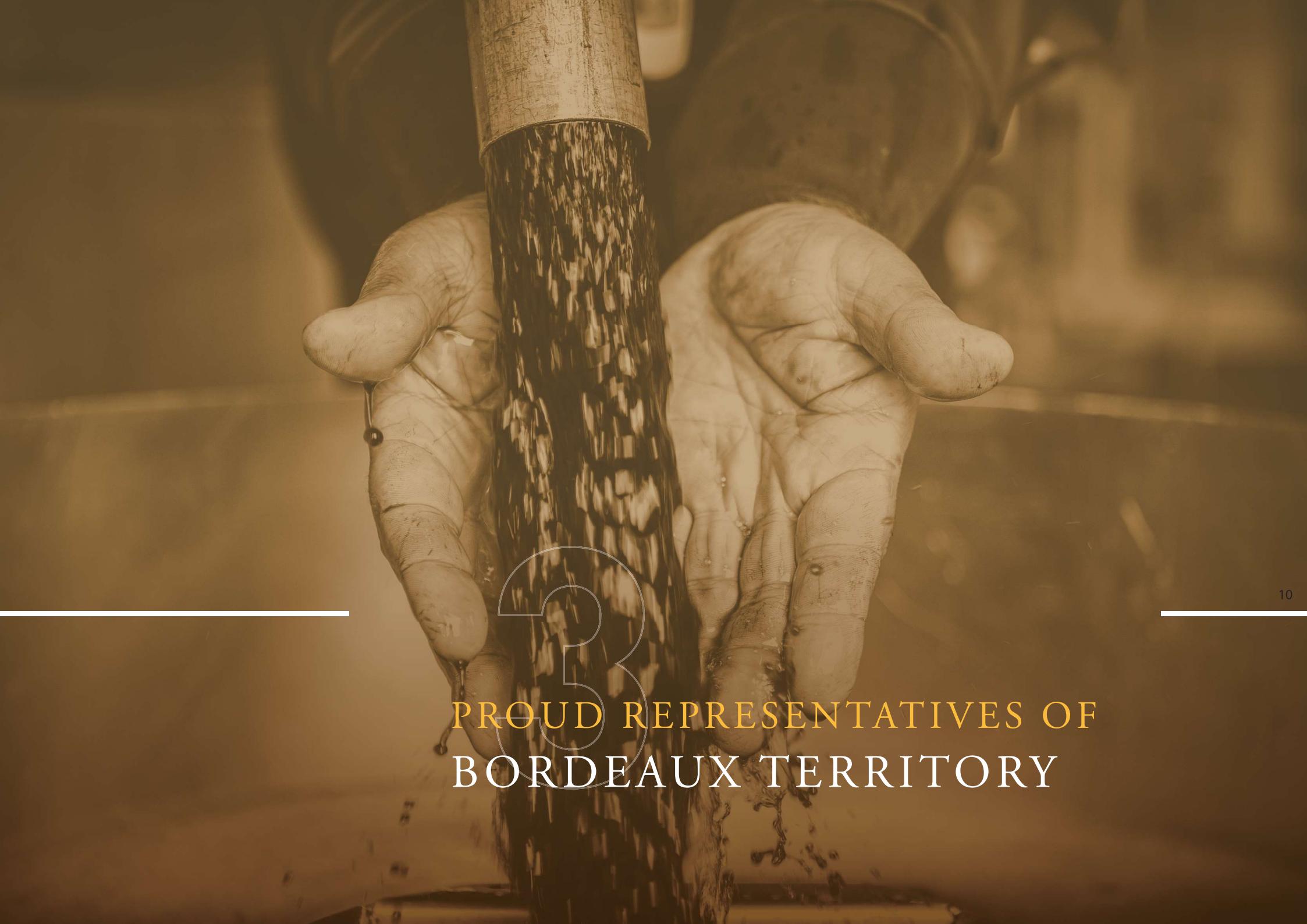
A recognised commitment

To make this ethical commitment official, the collective became in 2020 the first French wine actor committed to the Fair For Life labelling process, a fair trade certification of Ecocert.



&





3

PROUD REPRESENTATIVES OF
BORDEAUX TERRITORY



30

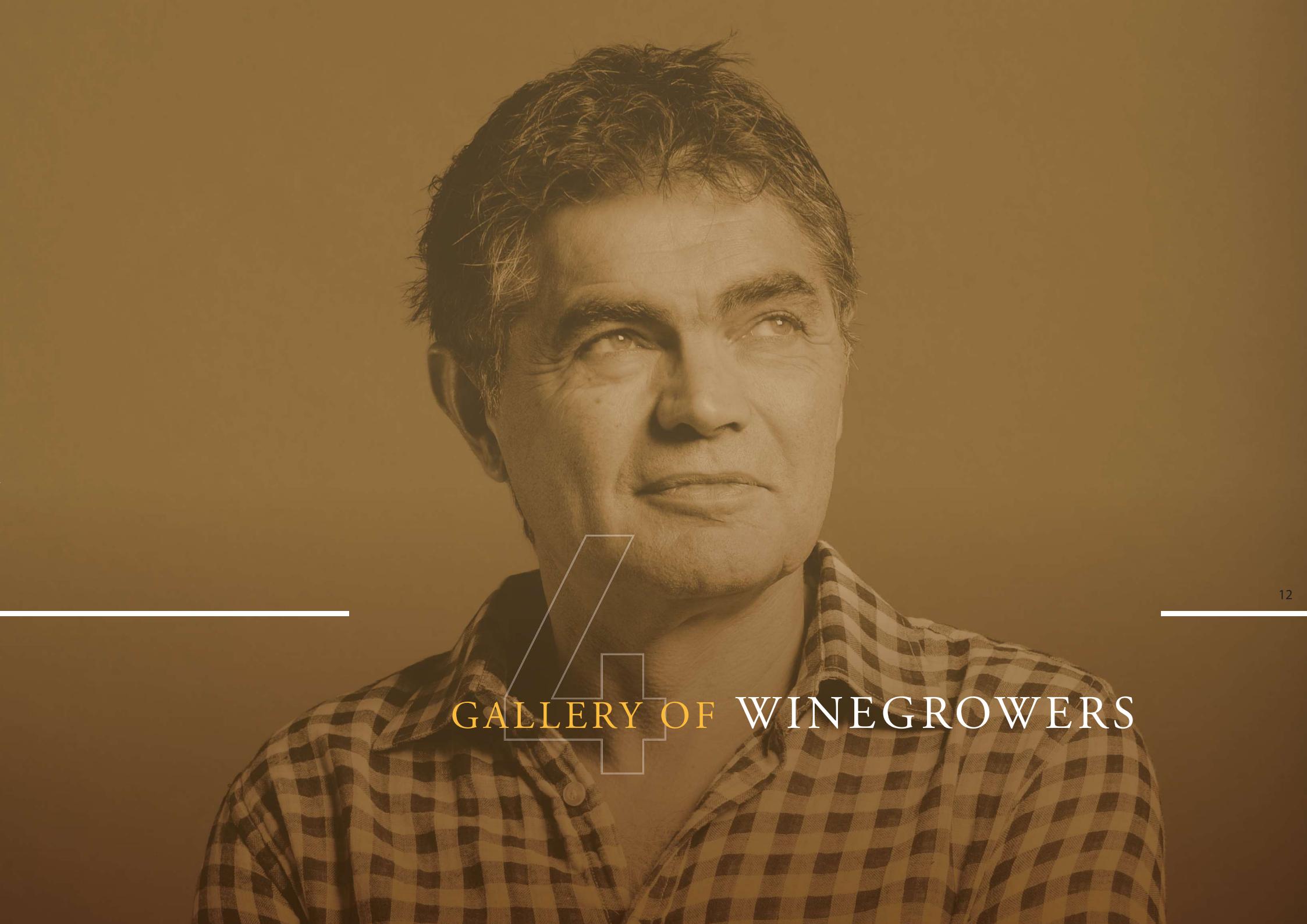
PARTNER
WINEGROWERS

10

RIGHT BANK
APPELLATIONS

Bordeaux, Bordeaux Supérieur, Blaye Côtes de Bordeaux, Côtes de Bourg, Castillon Côtes de Bordeaux, Sainte-Foy Côtes de Bordeaux, Francs Côtes de Bordeaux, Montagne Saint-Emilion, Puisseguin Saint-Emilion, Lussac Saint-Emilion





GALLERY OF WINEGROWERS



Thierry BONNET

Stéphane LESPARRE

Stéphane HERVÉ

Sébastien LAFITTE

Pierre FAYTOUT

Patrick TODESCO

Patrick CHEVRIER

Patricia GEAI BEUNARD

Guillaume GUÉRIN

Sébastien LAVIGNAC



Michelle BRIMAUD

Vincent BOUSSEAU

FOR A WINE THAT DELIVERS
TO BOTH CONSUMERS AND
ITS PRODUCERS.

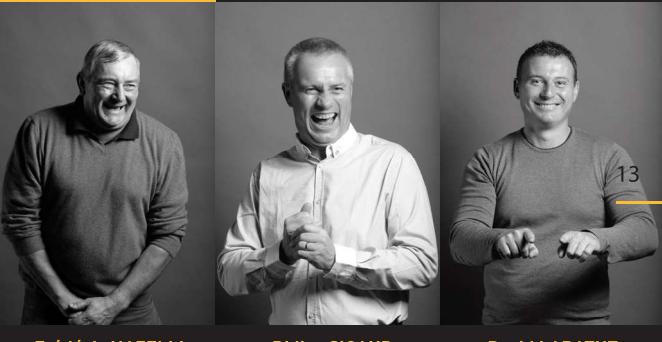


A WINE THAT PRIORITIZES
PEOPLE AND NATURE.



Jean-François RÉAUD

Hervé LARDIÈRE



Jérôme ZABEL

Cédric et Jean-Michel BERGERON

Frédéric NAZELLI

Didier SICAUD

David LABATUT



David ARNAUD

Damien LORTEAU

Christophe PORCHER

Bruno BELLY

Bertrand ROY

Amélie OSMOND

Alexandre BORDENAVE

Adrien et Thomas NOVOA

Xavier HAURE

Cyprien et Xavier DEBORDES



OUR MANIFESTO

Manifesto

For a wine that delivers to both consumers and its producers.
A wine that prioritizes people and nature.

MORE THAN AN ECONOMIC MODEL, our approach is built on a philosophy and can be summarized in one word: ethics.

OUR MOVEMENT is based on the concept of ethical winegrowing. The following are our values that unite us on a daily basis.

OUR ADVENTURE BEGAN at the end of the 1990s, when Jean-Francois Réaud imagined creating an innovative and participatory collective that united the winegrowers of the Right Bank in Bordeaux. For the past 20 years and still today, we are united in a spirit of solidarity and respect for three common values: mutual support, quality, and the environment.

WE OPERATE according to a hybrid model, one of fair balance between cooperation, commerce and independence. Secure under a common banner, each of our identities is protected and our work fairly remunerated, regardless of economic or climate risks, allowing us to concentrate our efforts on constantly improving the quality of our wines.

OUR ESTATES have turned ecological awareness into a warhorse, operating in complete respect for the environment. Preserving the balance of nature is at the heart of our unique association. Through our Fair For Life (Ecocert) certification, all estates commit to respect environment, biodiversity and climate using practical sustainable means encouraging turning to organic

farming. 64% of the partner winegrowers run their vineyards in organic and/or biodynamic farming or converting to organic farming. In order to foster environmentally-friendly or health-promoting initiatives, the purchasing price of wine is adjusted in case of labelling: organic wines, biodynamic wines, sulphur-free wines.

FROM WINE TO BOTTLE, the close proximity of our terroirs has made it possible to share high-performing viti/viniculture tools as well as exchange knowledge at unprecedented levels. We are all based in the Gironde's Right Bank, and we strive to learn as much as possible about this jewel of Bordeaux. From the hillsides of Blaye to Libourne, we want you to discover these dynamic and authentic vineyards – the vineyards of tomorrow.

WE HAVE ALL CONTRIBUTED to writing a charter that unites us and guarantees constant production. We have faith in this system and are proud to belong to a new form of ethical viticulture enterprise, which goes far beyond fairness.

WE ARE REINVENTING the future of Bordeaux production and distribution. Guided by the passion of our métier, we are breaking Bordeaux rules by democratizing access to quality products from independent producers to spread the joy of our clean, pure wines.

VIGNOBLES GABRIEL & CO,
MOVEMENT OF WINEGROWERS
COMMITTED TO ETHICAL WINE



COMMITTED
TO ETHICAL
WINE

A sepia-toned photograph of two men in a vineyard. The man on the left, wearing a dark jacket and jeans, has his arm around the man on the right, who is wearing a light-colored sweater and jeans. They are standing in a field of grapevines, with a fence and trees in the background.

OUR CHARTER OF COMMITMENT

16

50



Charter of commitment

We, the partner winegrowers of Vignobles Gabriel & Co collective, have written this charter of commitment that unites us and guides our production of ethical wine.

OUR RIGHTS AS PARTNER WINEGROWERS

1 EQUITY — FAIR PAY

We are bound by a social and economic contract that provides reassurance vis-à-vis sales constraints and allows us to focus on product development that respects the balance of nature, while having a clear vision for the future. To make this ethical commitment official, the collective became in 2020 the first French wine actor committed to the Fair For Life labelling process, a fair trade certification of Ecocert.

2 MUTUAL SUPPORT — SHARING GOODS AND KNOWLEDGE

Throughout the year we have access to personalized support in the form of advice that extends from the vine to the cellar. We share some of our production tools to ensure a quality harvest while cutting costs. As such, the cultivation equipment for organic vineyards is shared; a bottling truck travels to all the estates and a state-of-the-art system that collectively prevents and efficiently fights against hail has been put in place.

3 IDENTITY — RESPECT FOR ALL WINEGROWERS AND TERROIRS

Respect for individual characteristics is at the heart of the charter, to protect the identity of each winegrower and value their terroir under the collective banner of Vignobles Gabriel & Co. This reliable label, built on trust and quality, is an invaluable guide to the consumer at the time of purchase.

4 COLLABORATION — STRENGTH IN NUMBERS

Being part of a movement allows us to present a range of identities all linked by common considerations and structures. This union makes us stronger in distribution and provides access to market opportunities unimaginable without the collective.

OUR RESPONSIBILITIES AS PARTNER WINEGROWERS

1 QUALITY — THE FRUITS OF CONTINUOUS IMPROVEMENT

The basis of any lasting collaboration is trust, and there is no trust without guarantees. Therefore, we are committed to using all the equipment, financing, and personnel necessary to produce wines of the best possible quality. Each year our wines are blind-tasted by a committee of various industry professionals: oenologists, sommeliers, restaurant and wine shop owners, wine brokers. The grade we receive after tasting joins the general average grade calculated since 2017. This score-based remuneration system allows to update our remuneration higher or lower, while still respecting fair trade requirements, meaning above the production costs. It is an additional stimulus for each of us to constantly improve the quality of our wines.

2 LOYALTY — LONG-LASTING PARTNERSHIPS

Under our three-year contracts that renew automatically we are committed to guaranteeing consumers stability in the quality and supply of Vignobles Gabriel & Co wines they buy. During this timeframe we are committed to selling the entire product line through the collective.

3 ENVIRONMENT — PROTECTING THE VINEYARDS OF TOMORROW

Environmentally-friendly production is a top concern for the collective. Through our Fair For Life (Ecocert) certification, all estates commit to respect environment, biodiversity and climate using practical sustainable means (forbidding many CMR substances such as glyphosate, reducing energy consumption...). With that in mind, we encourage turning to organic farming: 64% of the partner winegrowers run their vineyards in organic and/or biodynamic farming or converting to organic farming. In order to foster environmentally-friendly or health-promoting initiatives, the purchasing price of wine is adjusted in case of labelling: organic wines, biodynamic wines, sulphur-free wines.

VIGNOBLES GABRIEL & CO,
MOVEMENT OF WINEGROWERS
COMMITTED TO ETHICAL WINE

 COMMITTED
TO ETHICAL
WINE



ONE WINEGROWER, ONE WINE