



CENTRE stage

One white Burgundy producer has been hogging the spotlight of late, exuding the style and flair of its thespian winemaker

ROULOT MAY be less renowned than other Coche-Dury or Auvénay producers, but it has emerged as a sought-after success during the recent iDealwine auction sales of white Burgundy.

A key reason for this is that Jean-Marc Roulot's Meursault wines are not only of exceptional quality, but also with a strong personality and style which is becoming more and more popular. Many Meursault producers have gained a reputation for creating big and opulent Chardonnay that is rich and concentrated, often marked by a "smoky or toasty" character, wrongly

suggesting that this is the only style of the appellation. Nevertheless, Jean-Marc favours a different, purer style that is crisp, taut and fresh, particularly adapted to enjoy with food. It is probably no coincidence that he is also a great food lover, with his wines more available in top restaurants, rather than independent wine shops.

Jean-Marc produces his Chardonnay style by harvesting the fruit at optimum ripeness (the "old school" approach favours a ripeness level more conducive to opulent and alcoholic wines) and

ensuring a long and precise *élevage* (ageing) in barrels, which "puts the tension of the wine in the bottle", he says.

While Roulot was one of the first producers to isolate individual sites within the Meursault Village appellation, Jean-Marc regards the concept of terroir as "being overused". He says, "Everyone claims to make terroir wines, but what does it really mean? For me, the terroir on its own does not say much. I am more attached to the idea of style." A producer should create a wine in accordance to his or her own taste and style, rather than

About iDealwine.com

- > iDealwine is an international fine wine e-merchant with offices in Paris, Hong Kong and London. Specialising in online auctions and fixed-price sales, iDealwine was launched in France in 2000 and is now the online auction leader in Europe, supplying to 45 different countries across Europe, Asia and the US.
- > Wine is sourced from private European cellars and directly from the wineries, with a large range that includes extremely rare bottles and vintages.
- > iDealwine also provides wine market data and analysis, with over 60,000 price estimates based on more than 3 million auction prices.

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simply following the supposed characteristics of an appellation, regardless of whether it is as prestigious as Meursault.

A PIONEER OF BIODYNAMICS

Another reason for Roulot’s success is probably due to their respectful approach to viticulture and winemaking. After the sudden death of his father, Guy, in 1982, Jean-Marc took over the reins in 1989, immediately initiating a conversion of the estate’s 12 hectares to organic farming (something that wasn’t common in

Meursaults from Roulot: iDealwine auction results and price estimates

Source: iDealwine

		Selling price incl. VAT (15/04/2015)	iDealwine Estimate	% Increase on iDealwine Estimate
Perrières	2001	€432	€397	9%
Perrières	2007	€432	€146	196%
Perrières	2005	€408	€268	52%
Perrières	2006	€348	€128	172%
Charmes	2001	€252	–	–
Charmes	2004	€252	€122	106%
Les Bouchères	2004	€168	–	–
Les Bouchères	2001	€144	–	–
Les Meix Chavaux	2007	€76	–	–
Les Meix Chavaux	1999	€90	–	–
Les Meix Chavaux	2004	€78	–	–
Les Meix Chavaux	2006	€72	–	–
Luchets	2005	€90	€54	66%

Burgundy at the time) and even biodynamic in the early 2000s, requesting Demeter certification in 2010 (awarded from the 2013 vintage).

In an appellation where organic production remains minimal, it is more than just a fashion trend and the recognition of certain requirements translates into the quality of Roulot’s wines. It cannot be a coincidence that the two most iconic Burgundy domaines (Romanée Conti and Leroy/ Auvénay) have been employing biodynamics for years, as do many other major producers, like Leflaive and Comtes Lafon.

Another reason for their success perhaps arises from the personality of Jean-Marc. Those interested only in his wines may not know this, but before being a winemaker, Jean-Marc was a professional actor. This is also the reason why he only returned to the domaine seven years after his father’s death.

Today he partakes in two “careers”: Jean-Marc shot his first film in 1983, working with some of the best French directors (Patrice Leconte, Diane Kurys, Claude Chabrol, Pascal Thomas). Some of his more recent films include *Les saveurs du Palais* in 2012 and *Quai d’Orsay* in 2013,

not counting the many successful television movies.

Although he does not like to be described as an “artistic” winemaker, his sensitivity from being an actor surely won’t disappear when he works with vines or barrels. It is no wonder that his wines are exuding an individual expression so appreciated by his fans.

Domaine Roulot’s recent auction success can therefore be linked to both the wine’s style and the winemaker’s personality, which sets it apart from the rest of the appellation, similar to Clos Rougeard of Saumur-Champigny, Chave of Hermitage or Château Rayas of Châteauneuf-du-Pape. When buyers are prepared to pay a higher price to satisfy their desires, the wine must be outstanding on all levels.

April 2015’s iDealwine online auctions set the scene for some great battles between bidders from France and the UK. Roulot’s Les Perrières attracted a lot of attention, with prices reaching €432 for the 2001 and 2007 vintages. The 2005 sold for €408. A cut below in terms of price, Charmes still reached €276.

Finally, a special mention for Les Bouchères, with the 2004 selling for €168 and the 2001 for €144.