



# CHARTIER

CRÉATEUR  
D'HARMONIES

## THE NEW ROSÉ CHARTIER 2015: An ode to the maturity of wine maker and merchant-grower, Francois Chartier

MONTREAL, April 4, 2016 — Garnering 25 years of traveling vineyards around the world and tasting over 60,000 wines, Quebecer François Chartier “Créateur d’harmonies” innovates with its “new” wine, **Le Rosé Chartier 2015**.

Best sommelier in the world (Grand Prix Sopexa Paris) whose wines are sold at SAQ since 2013, Chartier relies on his maturity as producer “merchant-grower” to get closer to the vine and the land. Chartier acquired his experience thanks to the complicity of the Bordeaux oenologist Pascal Chatonnet with whom he selects, assembles, grows and bottles wines in Europe.

From vintage to vintage — 7 to date since Toscana in 2009 — Chartier assiduously honed his selection methods increasingly applied at the vine, as well as his development and growing techniques in the cellar. He further deepens his wine production and adapts his vision of cellar work by developing wines with artisan winemakers who share their valuable ancestral knowledge. These efforts translate into “new” Chartier wines ever more imbued with their respective land identity, and the passion of the Quebec winemaker and “merchant-grower”.

### MATURITY AT THE VINEYARD, NEW LABEL ON THE BOTTLE

The ever-industrious Chartier marks the maturity of his work in the vineyard and at the cellar with a revamped visual identity for his “New Chartier wines”. The first bottles reflecting this maturity adorn the new labels conveying Chartier’s deep respect for the land. The new wines will be available at **SAQ from April 4<sup>th</sup>**, beginning with **Le Rosé Chartier 2015 Pays d’oc IGP** (\$18.95, SAQ code 12253099).

**Le Rosé Chartier** initiated from the superb Languedoc 2015 vintage. Chartier developed his rosé at Clos des Augustins, a biodynamic culture area located in the Pic Saint-Loup region. The new vintage is more sustained and sophisticated than the 2014 and 2013 vintages, given the selection of ancient Grenache vines complemented by a higher proportion of Syrah to spice and enhance the aromatic profile of this ever-popular rosé. The 2015 vintage is more textured and more generous, but always aromatic and captivating. The “new” **Rosé Chartier** will undoubtedly be the darling of spring and summer 2016!

### MORE “NEW” CHARTIER WINES

Over spring and summer 2016, new Chartier vintages will reach the SAQ shelves. The **Fronsac**, **Côtes du Rhône**, and **Blanc Pays d’oc IGP** will also reflect the evolution Chartier’s work on the land and in the cellar with artisan winemakers and display the new brand. New wines from **Tuscany** and **Spain** — **Ribera del Duero** and **Verdejo de Rueda**—will follow in the fall of 2016, completing the collection of 7 “new” wines sold at SAQ.



Chartier Créateur d’harmonies, bottled at Saint-Mathieu de Trévier, France, \$18.95 (SAQ code: 12 253 099)



### FRANÇOIS CHARTIER, WINE MAKER AND “MERCHANT-GROWER”

Innovation is the driving force behind François Chartier’s successful career on the world stage as a sommelier (World’s best Sommelier in French wines and spirits, 1994 Grand Prix Sopexa, Paris) and an author (best cookbook in the world, innovation category, at the Gourmand World Cook Book Award 2010, Paris). To his gastronomic endeavours, he adds those of winemaker and “merchant-grower.” In October 2013, he sold his first wines inspired by the foods that adorn his labels—a world premier earning him the Grand Prix Grafika for Best visual identity in Canada, the respect of his peers, and commercial success.

Discover Chartier’s wines: visit <http://www.francoischartier.ca/en/>

\*Labels enclosed. Sample available upon request.

Interview, photos, product samples or information :



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