

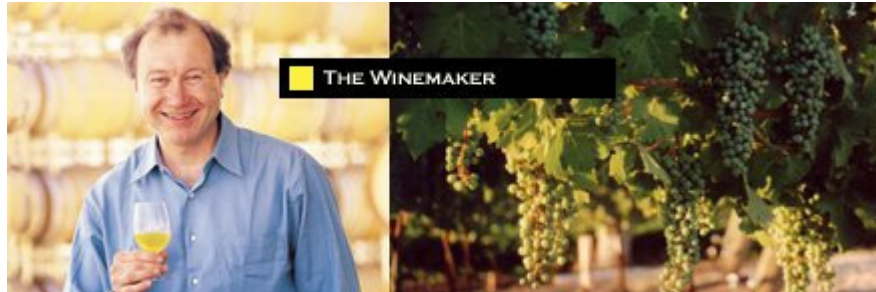


Christian Rogueant, Winemaker

OUR WINEMAKER



THE WINEMAKER *The Winemaker*



Christian Roguenant was born to wine. A native of the Burgundy region of France who grew up among the vineyards, he decided early on to become a winemaker. His studies at the University of Dijon focused on enology and winemaking and included graduate coursework in wine marketing. This education served him well as he traveled the world to make wine on five continents. Included in his experience were fifteen years with Champagne Deutz, one of the premier Champagne houses in France and service as a consultant to wineries around the world. His travels brought him to wineries in Argentina, Germany, Australia, New Zealand, Korea (where he made sparkling wine for the 1988 Seoul Olympics) and finally to the Central Coast of California. “Where better to first make Chardonnay and Pinot Noir than Burgundy, or Sauvignon Blanc than New Zealand, or Syrah than the North Rhone?” smiles Roguenant. “I have been very fortunate,” he continues, “I have learned so much from so many winemakers and experiences!”

When the Niven family, owners of Baileyana, decided to build a new winery in 1998 they gave a blank slate to Roguenant to design the winery of his dreams. His gracious, light-filled design is state of the art and elegantly functional. Red wines are fermented in the classic Burgundian method in numerous small, open-top fermentors. This compact system allows for gentle punch down of the caps as the wine ferments and enables Roguenant to keep each lot separate by clone, vineyard block, yeast trial, or whatever he chooses. Four individually climate-controlled barrel cellars are available to Roguenant for completing fermentation and for aging. Roguenant is also pleased with the esthetics of the winery. “The windows let in a lot of natural light,” he says. “Although the wine never sees the light, the people do and that makes the winery a very pleasant place to work.”

Roguenant delights in selecting among the hand picked fruit from the Firepeak Vineyard. Adjacent to the Baileyana winery, the Firepeak Vineyard is planted with carefully chosen clones and rootstocks, and is the jewel of the Edna Valley. “This vineyard allows me to achieve my goal: to make the wine as true to the varietal as possible,” Roguenant confirms. “My philosophy of winemaking is this: give me rough but nice diamonds; my job is to polish without scratching them. My passion and desire is to make better wine every year. A winemaker is the greatest critic about his own wine—always striving to get closer to perfection.”

A judge for numerous wine competitions, Roguenant enjoys the camaraderie of his peers. “I continue to learn so much, consulting with other winemakers—here in California and around the world. I enjoy so many wonderful friendships!”

He would welcome the opportunity to spend some time with his life-long hobby, photography. For now, he contents himself with taking pictures of his wife Lois and their young son Blake.



Winemaker Christian Roguenant

- 1959** Born in Dijon (Burgundy), France
- 1959-1982** Lived in the Burgundian cities, of Dijon, Beaune and Chalonsur Saone.
- 1964** Visited his first winery as a child with his father.
- 1980** Sergeant and Military Nurse for the French Army, 53rd Artillery Division.
- 1982** Received a degree in Oenology from the University of Dijon.
- 1983** Received certificate of Marketing for Wine and Spirits from the University of Dijon.
- 1984** Completed marketing research for the Institution of National Research Agronomical and the Champagne industry.
- 1984-1986** Oenologist for Champagne Deutz and Winemaker in Loire Valley for Societe Viticole du Domaine de l'Aulee / Azay le Rideau.
- 1984-1986** Consultant to Deutz & Gelderman in Breisach am Rhine, Germany.
- 1984** Begins 4 years of consultant work for Navarro Coreas, Mendoza, Argentina.
- 1984-1986** Consultant to Delas Winery in the Northern Rhone.
- 1986** Beringer becomes managing partner of Mason Deutz and Christian joins the Beringer senior winemaking team.
- 1986-1995** Moved to California to become winemaker at Maison Deutz Winery in Arroyo Grande.
- 1987** Consultant to Taesun Winery in South Korea for the creation of the official sparkling wine of the 1988 Seoul Summer Olympics.
- 1988-1997** Consultant to Montana Wines/Brancott Winery in New Zealand.
- 1995-1999** Winemaker and President of Laetitia Winery, Arroyo Grande, CA.
- 1997** Named winemaker to watch by the Wine Spectator.
- 1999** Hired as full time winemaker at Baileyana. Completes the design and creation of Baileyana's winery and custom crush facility.
- 1995– Current** Consultant to a number of California wineries including Blackjack, Rosenthal, Carpe Diem, Hames Valley Vineyard, and the Chalonsur Saone Foundation.



Winemaker Christian Roguenant

KEY SELLING POINTS

- ☞ Born, raised, and educated in *Burgundy*.
- ☞ Has made wine on *5 different continents*.
- ☞ Graduate of the *University of Dijon* (Diplome d'Oenologie, 1982).
- ☞ Held the position of Head Enologist for the house of *Champagne Deutz*.
- ☞ Came to California to start Champagne Deutz's venture of *Maison Deutz*.
- ☞ He has made Champagne in Champagne, Syrah in the Northern Rhone Valley, Pinot Noir and Chardonnay in Burgundy, Sauvignon Blanc in New Zealand and Sancerre, Malbec in Argentina, Riesling in Germany, and Sparkling Wine in Korea where he made the first and official sparkling wine from Korea for the 1988 Seoul Olympics.
- ☞ His wine style is to be true to the varietal and vineyard. His white wines are higher in acid, and lower in ML and oak. His reds are picked in balance with crisp acidity and are not overly extracted.
- ☞ A true *expert* in the production of Pinot Noir and Chardonnay.