

Louis
ROEDERER
ET
Philippe
STARCK

CHAMPAGNE
BRUT NATURE 2009

“This is without a doubt the least Roederer in style of all our champagnes, as well as the most modern. It was the perfect opportunity to move away from our usual habits and shake up our methods. This wine was born from an abstraction and has evolved to become this idea.”

Jean-Baptiste Lécaillon

Cellar Master



THE CONCEPT

The idea for the cuvée Brut Nature was born in 2006 in the Louis Roederer vineyards. This champagne is the result of an encounter between a Champagne House working alongside nature and a creative genius with a free spirit: Philippe Starck.

The CEO, Frédéric Rouzaud, brought his intuition, the designer developed the idea and the Cellar Master, Jean-Baptiste Lécaillon, set the wheels in motion. Their discussions, begun with the first opus, have evolved towards the creation of a second vintage.

“We sought to transform thought into wine”

Abstract conversations between Frédéric Rouzaud, Jean-Baptiste Lécaillon and Philippe Starck began with a few very specific words which formed the foundations for the Brut Nature 2009: honest, minimal, diagonal and modern. Jean-Baptiste Lécaillon gave these words a texture and brought them to life.

“The first adventure was a memorable experience. We worked with Roederer to create a unique, diagonal and dynamic language that stems from the work in the vineyards and results in a remarkably precise reinvention of an evolving champagne. We adhered to the same codes with the Brut Nature 2009 and once again relied on a concept and words in order to create a wine with no preconceptions. We sought to produce a perfectly honed, elegant, vertical and honest champagne, balanced out by its terroir.”

Philippe Starck

This quest for authenticity reflects the pure elegance and true friendship that characterises the Brut Nature 2009, a sincere wine produced by honest people who seek to provide the ultimate in tasting pleasure.



“Champagne is an intention, an idea, a project”

Brut Nature 2009 is a champagne with no sugar dosage, no frills and no fancies. Produced as a demi-mousse, it offers an exceptional saline freshness. It is a paradox in balance, the dual discourse of a vertical, refined wine that reflects an exceptionally rich history. A wine made with sincerity, honesty and unconstrained by convention, it is the embodiment of an abstract idea nurtured by Louis Roederer.



THE CREATION

“We came up with the idea of making a fresh cuvée from clay soils in a sunny year”, explains Jean-Baptiste Lécaillon. The deep clay reflects the warmth of the sun in Champagne and softens the landscape. “In order to achieve this, we did exactly the opposite of what we would normally do when crafting a new cuvée. We started with the finished article and then moved back up the process of its creation and construction”, he adds.

“It is the marriage of the king of punks to the Queen of England.”

Philippe Starck

THE TERROIR

The sun reflects off of the black earth of Cumières, with its cold beauty and south-facing clay hillside. Its ten hectares of vines are cultivated by hand and raked up around the foot of the vine in line with traditional practices and biodynamic principles. This is a haute couture approach to wine growing and therefore a natural choice for our vineyards. This is a haute couture approach to wine growing and therefore a natural choice for our vineyards. This demanding approach to viticulture, which is based on an in-depth understanding of the vine, was introduced around the year 2000 and is now used in over 150 of the 410 plots that form the Louis Roederer vineyards.

Years ago, our forefathers used to speak of “river wines”, nourished by the terroirs of the Marne where the Pinots grow spirited and pure. The outstanding quality of these grapes as well as their dense juices and the generous, round character of the wines they produce have always made for distinctive champagnes. When bathed in the summer heat, some of these terroirs’ cold clay soils express their character with strength and freshness, particularly in warmer years.



All of the grapes from the various parcels were harvested on the same day - a “fruit day” on the lunar calendar. They were then pressed together, all at once, a technique used by our forefathers. *“It’s as if we had artificially recreated complantation”* (the ancient mode of planting different varieties in the same vineyard), explains Jean-Baptiste Lécaillon. The structure of the Pinot noir, the ripeness of the Meunier and the floral character and lively acidity of the Chardonnay come together in a single, harmonious movement.



THE VINTAGE

The 2009 vintage produced perfectly ripe grapes. On the road that runs between Hautvillers and Damery, lined with some of the most prestigious Champagne vineyards, the grapes are fleshy, plump and taut with rich juices. These optimum weather conditions resulted in high quality, juicy, sun-drenched grapes with exceptional balance, reminiscent of the mythical 1947, 1959, 1964 and 1989 vintages.

In these warm, continental years, the cold clay expresses its character, sculpting their depths. During this dry year, all the conditions were in place for an outstanding vintage with powerful, concentrated and vinous juices balanced out by a steely acidity.

“2009 was incomparable in terms of quality and produced consistent, fresh, crunchy grapes. The wines are more Burgundian in character in hot years and are characterized by a gentle freshness and a pure expression of their terroir” explains Jean-Baptiste Lécaillon. Thanks to careful and respectful winemaking practices, optimum quality was achieved and the resulting wine offers the perfect balance between physiological, phenolic and aromatic maturity.

2009



THE WINE

Brut Nature 2009 offers a true reflection of its soil with a stunning array of ripe fruit aromas. After the autumnal tones of the Brut Nature 2006, the 2009 vintage is more spring-like in character. The nose offers an explosion of red and yellow plums, apricot kernel and a touch of red fruit complemented by notes of white flowers, acacia, broom and mimosa blossom. Its velvety texture and lively freshness lend it a cheerful character. It is impulsive and bright with a pleasant bitterness on the attack, delicate beads of mousse and a long, lingering finish.

It is first and foremost a wine, and then a champagne. Brut Nature is a return to the origins; firstly to the origins of wine, with its fleshy character and notes of fresh fruit and white flowers; then to the origins of champagne, with long ageing periods in oak and stainless steel, low pressure bubbles and no malolactic fermentation.

THE BOTTLE

The Brut Nature 2009 champagne is such a work of purity, verticality, history, modernity and honesty that there was nothing to hide. The packaging had to reflect the champagne: the bare minimum, the first principle.

The bottle is simple and refined with a plain, unpainted capsule and a tin cap with no inscription. The effortless chic of the grey perfectly conveys the elegance of the wine.

Philippe Starck created the label of Brut Nature 2009 in the spirit of *“a man who has created a champagne that he is proud of. He draws the beautiful, classical script on a piece of white paper that he happened to come across, a flyleaf of a book or a sheet from his daughter’s sketch book. Then, simply, naturally, he underlines the significant words in felt-tip. This champagne requires nothing artificial. Beauty is revealed at its very core, when there is nothing left to remove. This is the case with Brut Nature 2009, the only thing left to remove is the cork in order to drink the champagne.”*



*“A new page has been written and the story continues.
It is like the second volume of a literary work penned by
Louis Roederer. Champagne is a project, a relationship
with the other, a celebration, an encounter. It’s love.”*

Philippe Starck

www.louis-roederer.com