



UNIVERSITAT ROVIRA I VIRGILI



ISVV
INSTITUT DES SCIENCES
DE LA VIGNE ET DU VIN
BORDEAUX-AQUITAINE

université
de
BORDEAUX



MASTER THESIS

Development and implementation of sustainable wine tourism in two different wineries in the Languedoc region

Elsa Lukasik

**Intern at Clos de l'Anhel and Domaine Ollier Taillefer
Corbières and Faugères, Languedoc, France**

Professional supervisor

Françoise Ollier and Sophie Guiraudon

Academic supervisor

Pierre-Louis Teissedre
Université de Bordeaux - ISVV

March to June 2021

Abstract

Wintour Master taught me, beyond others things, how to quickly adapt, and react, to a different environment or situation. That was a great quality to have, first, finding an internship during this complicated period and, second, developing wine tourism activities in a time where tourism is almost nonexistent. But, thanks to my amazing professional supervisors, Sophie Guiraudon in Clos de l'Anhel and Françoise Ollier in Domaine Ollier Taillefer, I think I succeed in my mission to implement how I see the wine tourism of tomorrow. Indeed, I decided to focus my thesis on sustainable wine tourism because it is, for me, an interesting and important subject to mention nowadays. Facing our current environmental issues, I really believe in slow tourism, in any kind of way. That is what I will explain and develop in my thesis subject, and what I tried to implement during my internship.

Acknowledgement

I would like to first, thank Françoise and Sophie, my professional supervisors, who welcomed me with open arms, who helped me grow, professionally and personally, in so many ways. I could not thank them enough for letting me have my chance to be part of their team.

I would like to mention Alizée, Aurélien and everyone who collaborates, closely or from afar, with the projects. Thank you for your time, creativity and amazing personality. Agnès, Christiane, Luc, Alain, Nicole and so many other people, were present to make my journey in Fos and Montlaur enjoyable.

I would like to thank all the "Vinifilles" I met during my trip and all the winemakers from Montlaur for their generosity and goodwill.

I would like to thank the Wintour teachers and committee for giving me the knowledge and experience to succeed in my internship. I would like to mention Agathe Lairy particularly, for her help and time when I decided to stop my first internship, and Marc Jonas, who inspired me for my thesis.

My last acknowledgement will go to Soizik Faulkner who corrected my entire thesis and Stéphanie Bonamy who helped me regarding the page layout.

Table of contents

I.	Introduction.....	1
A.	Objectives.....	1
II.	Presentation of the two wineries.....	2
A.	Presentation and datas of Languedoc region	2
1.	General informations	2
2.	SWOT Analysis	3
B.	The Vinifilles association	4
C.	Presentation of Clos de l'Anhel.....	4
D.	Presentation of Domaine Ollier Taillefer	5
III.	Definition, explanation and analysis of sustainable wine tourism.....	6
A.	What is the meaning of sustainable tourism?	6
1.	Definition	6
2.	Sustainable tourism in Europe and examples	7
3.	Sustainable tourism analysis in France	7
B.	Why opting for a sustainable or slow wine tourism approach ?	9
1.	Definition, stakes and goals.....	9
2.	Benchmark : some examples	9
3.	Limitations	10
IV.	Creation, implementation and development of sustainable wine tourism.....	11
A.	Creation and implementation in Clos de l'Anhel	11
1.	Sophie's engagement, goals and beliefs	11
2.	Wine tourism in the area.....	11
3.	Setting up and creation of Clos de l'Anhel wine tourism offerings	11
B.	Development and promotion in Domaine Ollier Taillefer.....	15
1.	Their sustainable commitment.....	15
2.	Their current wine tourism offerings	15
3.	Development of a slow wine tourism experience.....	16
V.	Results and discussion	19
VI.	Conclusion	20
VII.	Bibliography and links	22
VIII.	Annexes.....	23

I. Introduction

After living and visiting several places around Europe and the world, such as Spain and Portugal for example, I realized that France still has a lot to improve in its wine tourism approach. Indeed, France is one of the leading countries in winemaking and wine business but in some places wine tourism is still in a “growing phase” in the Product Life Cycle Management theory. Of course, the offerings in terms of wine tourism in France have improved since the last decades and the majority of wine professionals start to see it as a necessity or a good way to promote their work and create customer loyalty. It is a big opportunity for us, the next generation, to get in charge and make France grow, in a good and sustainable way. I chose to talk about sustainable wine tourism because people are getting more and more aware and self-conscious about environmental, societal and economical issues. The coronavirus crisis, despite everything, has brought every individual to think about what is really important and I believe some of our behaviors will change and have already changed. Now activities such as exploring and travelling nearby, consuming locally, helping each other, or developing outdoor activities have become common. With regard to tourism, people have developed a desire to travel with more authentic, personal and original experiences, escaping from the crowd. There is a lot of space for sustainable practice in the post covid-19 tourism.

During this final internship, I was lucky to be part of two different setups : Clos de l’Anhel, with inexistant wine tourism activities but with the desire to develop this part and Domaine Ollier Taillefer, already operational and innovative concerning their wine tourism activities all year long. Both share the same values and beliefs regarding organic and sustainable matters but they do not work in the same way or have the same organization. I had to adapt to their different needs and wishes to be efficient in my given missions.

A. Objectives

My objectives for this internship were to :

- adapt to the desire of my professional supervisors by creating a wine tourism offer which reflect their personality, winery and beliefs,
- create wine tourism activities alongside consumers needs,
- incorporate the covid-19 experience and promote a new way of travelling,
- implement experiences in consistency with my ideas and values,
- learn and understand about sustainable and slow tourism and be able to raise awareness and promote this topic.

II. Presentation of the two wineries

A. Presentation and datas of Languedoc region

1. General informations

Located in the South of France, the Languedoc wine region's primary territory runs across three french sub-regions : Aude, Gard and Hérault, and then to the Pyrénées-Orientales, where it meets the Roussillon ([annex 1](#)). With its 236 000 hectares of vines, the Languedoc is known as one of the biggest wine producing regions in France and the world. The region enjoys a Mediterranean climate for the most part, with hot summers, mild springs, autumns, and winters. There are, however, different microclimates across the area, which explain the diversity of the wines. The region's ability to sustain a high level of organic production is aided by the region's climate and strong winds, which help prevent disease by providing natural protection to the vineyards. The Languedoc produces 36% of all organic French wine, making it the region with the largest number of organic producers in the country. Overall, the region receives minimal rain, and certain locations receive the least quantity of rain in France. The Languedoc, on the other hand, contains water reserves in most of its calcareous soils. Clay and limestone are the most prevalent soil types, however schist, shale, granite, pebbles, and sandstone are also found in some regions.

Languedoc wines are undergoing an exciting revival. The region has become one of the most vibrant in the country, having rebuilt itself in recent decades by moving its production focus to exceptionally high-quality wines. New generations of winemakers have revitalized the region's appellations by combining time-honored traditions with cutting-edge techniques, and their innovative vineyard and vinification practices have resulted in a diverse range of terroir-driven wines. Their efforts have resulted in the Languedoc AOC (Appellation d'Origine Controlée) label becoming one of France's fastest-growing categories. The region produces red, white, rosé, sweet and sparkling wine within 23 different appellations. There are 10 AOC sub-regions : Limoux, Cabardès, Corbières, Malepère, Picpoul de Pinet, Pic Saint-Loup, Minervois, Saint-Chinian, Terrasses du Larzac and Clairette du Languedoc; 5 villages have their own AOC : Corbières Boutenac, Faugères, La Clape, Fitou and Minervois la Livinière. The region also counts 4 sweet wines and 3 sparkling wines AOC. Alongside the AOC system, there are 11 regional and 3 sub-regional designations. Although IGP (Indication Géographique Protégée) wines still account for the majority of Languedoc output. The Languedoc counts 19 IGP Sud de France denominations.

The AOC wines of Languedoc are mostly red blends created from Grenache, Syrah, Carignan, Mourvèdre, and Cinsault grapes. Their flavor profile is characterized by red fruit and spices, and they are frequently connected with a regional herb mixture known as "garrigue". Red wines account for 60% of the Languedoc's overall output. White wines account for 20% of the total, while rosé wines account for 19%. Still wines account for roughly 93% of the wines produced in the region, with sparkling wines accounting for 5% and sweet Muscat-based "vins doux naturels" accounting for 2%.

Languedoc has become a new frontier for French wine in many ways as a result of its modernization. It does not only offer a wide choice of wine styles, but it also provides great quality at reasonable costs. Consumers are looking for new “discoveries” in Languedoc wines. These are cutting-edge wines that combine the finest of conventional winemaking techniques with new technology and concepts. The region is also changing as a result of the increasing number of young people and foreigners purchasing local land and joining the Languedoc winemaking community. All these innovations and renewed success can also be felt in their wine tourism activities. Languedoc-Roussillon now hosts over 600,000 wine visitors each year, making it the fourth most popular wine tourism destination after Bordeaux, Alsace, and Champagne. Sun, stunning and varied landscapes, wonderful food and history is making Languedoc a go-to for tourists.

2. SWOT Analysis

STRENGTHS

- Region more and more dynamic
- A dynamic and innovative generation winemakers
- Diversity of wines, terroir and gastronomy
- Good conditions for organic and biodynamic farming
- Languedoc produces 36% of organic french wines
- CIVL is implementing really good communication, adapted to the target consumer
- Creation of sustainable practices and initiatives in the region
- Strong local bond, pride and mutual aid
- The Languedoc region respects its preserved biodiversity with different sustainable initiatives

WEAKNESSES

- Despite the efforts made, the Languedoc region is still lacking recognition and renown
- Languedoc production strategies from the past (quantity over quality)

OPPORTUNITY

- The fact of travelling slowly, in a sustainable and eco-friendly way is growing inside French people’s mentalities
- Wine tourism and agritourism is getting bigger and bigger in France
- Tourists are looking for authentic, personalized and local experiences

THREATS

- Lack of accessible informations and education on sustainable wine tourism in France

B. The Vinifilles association

It is really important for me to mention the *Vinifilles* association. Indeed, the Clos de l'Anhel and Domaine Ollier Taillefer are two active members of this group of "women of wines" group. *Vinifilles* is an association which gathers female winemakers from all over the Occitanie. There are 21 owners or winemakers in almost each AOC of the area, all of them in organic production. You can find different sizes of vineyard, different structures and organisation but they share the same mission : moving forward ! On top of that, they obviously share goals and values such as sharing their knowledge and helping each other, preserving the terroir, landscapes and biodiversity, transmitting the wine culture and its conviviality and gastronomy to men and women from everywhere. To promote this, they create every year a fair for wine professionals and private individuals where they present their wineries, wines and philosophy. They also work together as a team and offer wine bulking to their clients such as restaurants, wine shops to facilitate the transportation and reduce fees. They have also created gift cases with their different wines.

C. Presentation of Clos de l'Anhel

Clos de l'Anhel was created from scratch in 2000 by Sophie Guiraudon, an ex-oenologist from the Languedoc region, she likes to say that she is a "winemaker from 0 generation". The winery is located in a small village in the Corbières area, in Aude sub-region : Montlaur, between the city of Carcassonne and Narbonne. Sophie takes care of 12 hectares of vineyard in organic production. She shares her time between the cellar, the vineyard and the office. Her goal is to make elegant and fine wines to represent the best of the region : the Corbières. This region is the first appellation of the Languedoc in volume with approximately 37 hl/ha and around 1300 winemakers. The climate is beneficial for growing wines thanks to the Mediterranean climate, hot, dry and sunny weather, added to the prevalent North-West wind which helps to reduce treatments in the vineyard. Lack of rain could become a problem in the future.

Sophie produces wines in the AOC Corbières or Vin de France, mostly red ([annex 2](#)). Her vines are in Lagrasse terroir, 15 min from the cellar, at around 200m altitude with a gravelly or silty limestone clay soil. Her first wine range is denominated in Vin de France with a rosé "Rosali", mostly Syrah with a bit of Alicante, a white wine "Page Blanche" made from Grenache Blanc and Gris and a red "Les Autres", 50% Carignan and 50% Grenache. She also produces 3 different wines within the AOC Corbières : "Lolo de l'Anhel" with Carignan, Grenache, Syrah and Mourvèdre, "Les Terrassettes", with the old Carignan variety, blended with Surah, Grenache and Mourvèdre and "Les Dimanches" mostly from a 100 years old Carignan. None of her wines are aged in barrels, but in resin tanks. Sophie has also developed a higher range in Vin de France, called "EnVIE" in single grapes varieties which can change every year depending on the quality of the harvest. Carignan is the most planted and used grapes in Corbières, that counts in Clos de l'Anhel too.

Biodiversity is a really important topic for Sophie. Indeed, her ultimate purpose is to have a vineyard full of life, plants and trees. Being in organic production since the beginning was

more than a choice, it was obvious and logical. Sophie is committed to her beliefs, to her terroir... that is what makes her wines amazing, reflecting her personality. With regard to wine tourism, she had not had anything planned due to lack of time. However, she had ideas and wanted to develop this aspect, firstly to create a direct link and relationship with her consumers and, second, to bring people to her village, in her vineyard, to take a look at her work and understand the concept of active biodiversity or her cellar work. Regarding digital strategies, Sophie is still a little bit behind her time. She doesn't really use social media but she has a clear and modern website, with videos and an online shop.

D. Presentation of Domaine Ollier Taillefer

Ollier Taillefer has existed since 1977, that is the date Nicole Ollier and Alain Taillefer sold their first bottle of wine. Years later, the winery is still family owned thanks to Françoise and Luc, the children, who gladly took over, one runs the business side of the company and the other the vineyard and cellar works. In September 2020, Florent joined the team, as the 6th generation. The estate is located in Faugères, in the Hérault sub-region, 30 min from Béziers. Faugères is a well-known and reputed wine region, mostly due to its soil which is rich in Schiste. The entire area possesses the same terroir. This creates unity and integration between the winemakers of the region. Schiste soil is a big factor in the Faugères wine quality. Indeed, it keeps the heat during summer and the rain during winter/spring. The wines come out mineral and fresh. Around 50% of the winemakers are organic in the AOC Faugères, the goal being to have an all-organic wine region in the future.

With 36 hectares in organic production, Domaine Ollier Taillefer produces wines from the main grape varieties of the region : Syrah, Carignan, Grenache and Mourvèdre for the red and rosé and Vermentino and Roussanne for the white wines. They offer 7 different wines and 1 spirit made from wine "Fine Faugères". First, we find the "Collines" range in rosé and red, both fruity and easy drinking wines. Following this, you have the middle range, the most representative of the region "Grande Réserve" in red and "Allegro" in white. To finish, they have a small production of two red wines, aged in oak for 12 and 16 months : "Castel Fossibus" and "Le Rêve de Noé". They make fine and balanced wines which express a lot of their lively personalities ([annex 3](#)).

They completely rebuilt the winery a few years ago to make it more environmentally friendly and sustainable. The cellar is now semi-buried, equipped with a green roof and a water recovery system. They have a brand new shop to receive clients and groups and organize wine tourism activities. Nicole and Alain were pioneers in the region by leading and promoting some wine tourism activities, such as visits to the vineyard and wine tasting. Now, Françoise took over and created several experiences around their wines, history and philosophy. She is also active on social media and possesses a clear website. The wine tourism part on the website is still in development.

III. Definition, explanation and analysis of sustainable wine tourism

A. What is the meaning of sustainable tourism?

1. Definition

Sustainable tourism practices started because of Over Tourism or Mass Tourism, which means that there are too many tourists in one area. Mass tourism can have several disadvantages such as : damage and/or non respect of biodiversity, local culture, people and environment. Nowadays, the awareness of our impact on the world is growing, as human beings in general, but also as tourists.

Sustainable tourism, defined as tourism that strikes an appropriate balance between environmental, economic, and socio-cultural components of development, is critical to biodiversity conservation. It makes an effort to have the least possible influence on the environment and local culture so that it will be preserved for future generations, while also contributing to the current generation by bringing into the community both money and employment, but also the preservation of local resources. Sustainable tourism increases tourism's positive contribution to biodiversity protection and achieves fulfillment of common development goals between local actors. Sustainable tourism is known under five different names :

- “*Responsible Tourism*”, synonym of sustainable, applies to all the tourism sector and participates in the development of local territories and populations.
- “*Ecotourism*”, more specializes in a trips into nature which contribute to its preservation
- “*Solidarity Tourism*”, valorizes humans beings by meeting and sharing among each others
- “*Ethical tourism*”, aims for travellers to meet the reality of the country where you are going
- “*Slow Tourism*”, inspired by the “slow food” label, it involves taking time to discover a destination

This kind of tourism will still need to meet the needs of tourists while protecting, enhancing and raising awareness. Important benefits for the local community are coming along, and tourists have the chance to live more authentic and personal experiences. It leads to exploring your surroundings, instead of going far away, which contributes to limiting global warming, protecting biodiversity, valorizing short circuits and the local savoir-faire. Sustainable tourism should make the best possible use of environmental resources, which is a critical component of tourism development. In addition, it also should respect social, economical and cultural aspects of local communities.

2. Sustainable tourism in Europe and examples

The European Commission supports EU Countries in their sustainable tourism transition since 2007 by encouraging and raising visibility of non-traditional and emerging sustainable destinations. To do so, they created the award of European Destination of Excellence (EDEN) to reward and promote those practices. Changes in the tourism industry are driven by the EU Green Deal. Their goal is to achieve climate neutrality in Europe by 2050 and focus on circular economies. Their plan includes a selection of destinations, how they operate and are managed. EDEN will help to show the best achievement done in this area, to inspire other destinations and people, to promote destinations' ideas and to establish cooperation and partnership between participants to exchange their best practices. Only Destinations in EU Countries with 25 000 to 100 000 inhabitants are eligible to apply but there are many other initiatives which are taking place for different targets.

I wanted to highlight two sustainable tourism experiences and destinations as examples for this research :

- **Burren Food Trail** in Ireland won the 2015 EDEN award in Tourism and Local Gastronomy. This national park is known as an Eco-Tourism land. They created the trail because they are simply passionate about their food, how it is produced and how people enjoy it. Their aim is to show their tourists the journey of their local food from the field to the plate. This walk will take you to the farm, where you will be received by the farmer who will have the possibility to explain their work and the process, to featured restaurants which offer a special Burren food menu, only made with their local and regional products. This project was created to celebrate, promote and give acknowledgment to every local aspect, to the people, from the food to the landscapes.
- **Slovenia**, as a destination, was the world's most sustainable country in 2016. The environment and climate, culture and authenticity, nature and biodiversity, and others all received great marks. This enclave of mountains, lakes, thermal springs, and the sea has long embraced a "green, active, and healthy" way of life. Ljubljana, Slovenia's capital, has been awarded Europe's Greenest Capital. Ljubljana boasts of being the first European city to achieve zero waste status. It also features natural gas-powered city buses, an urban electric railway, and indigenous forests covering 46 percent of the municipality's land. Slovenia has established the Green Scheme for Slovenian Tourism as a world leader in eco-tourism and healthy tourism. There are 23 sites, 14 places to stay, and three parks to visit.

3. Sustainable tourism analysis in France

In 2000, there were 700 million people traveling in the world. In 20 years, this number has doubled. Tourism represents 8% of the emissions of greenhouse gas. Mass tourism is starting to reach its limit. France is known as one of the first touristic destinations in the world. French citizens contribute also to worldwide tourism, but are they becoming, or at least, willing to be more sustainable in planning their trips?

I based my analysis on the publications of the Slow Tourism Lab studies which gets its source from different researches. It shows that French people are now more aware of a slow way to travel : 84% in 2017 instead of 69% in 2009 had heard about sustainable tourism, without really knowing the exact definition, but keeping in mind it has something to do with the environment and biodiversity respect and preservation. (*Étude Harris Interactive "Le Français et le Tourisme Responsable"*). 70% wish to travel sustainably and 90% say they are paying close attention to local culture and environment during their holidays (*Étude Casden Mag "Le tourisme durable : les chiffres clés en France"*). Millennials, compared to Baby Boomers, are willing to pay a bit more to go to an ecological destination in 2017, but still 71% of french tourists find the sustainable tourism offer too expensive (*Étude Tns-sofres et Consoglobe*).

From a marketing and communication point of view, in general, 64% of the French find it difficult to get clear information on sustainable tourism and 78% think they are misinformed. Paradoxically, 74% think it represents the future of tourism (*Étude ConsoGlobe et Harris Interactive*). To fight against this lack of information, associations and labels were created. "*Acteurs du Tourisme Durable*" (ADT) is the first B to B network to engage the tourism sector to become more sustainable. They count 120 members. "*Agir pour un Tourisme Responsable*" (ATR), created in 2004, has 32 members, 14 certify with a label and regroup tour operators willing to improve their impact on the planet and its inhabitants. *ADN Tourisme, Atout France, ATD, Banque des territoires, Fédération Nationale de l'Hôtellerie de Plein Air (FNHPA) and Teragir*, are currently leading until June 20th an online Citizen Consulting (*Consultation Citoyenne*). It is a way to make the community interact on this subject, asking for their propositions, opinions and ideas. It will also help raise people's awareness on this topic and fight against the lack of information.

On the professional side, the market share of French tourists travelling in a sustainable way is only 1% but has increased by 20% every year since 2017. 91% of tourism professionals consider implementing green and sustainable initiatives. 17% of the accommodation service enroll in the respect of the environment, especially with the development of rural tourism which represented in 2016 1/3 of booked nights in France. Numbers of accommodation for tourists in the countryside multiplied by 37 between 2012 and 2017 (*Chiffre TourMag*).

In Occitanie, the region where my internship takes place, they launched "*Les Fabuleux Voyages*" : a tourism platform accessible on the region's official website where they list and promote activities, experiences and trips slow and sustainable trips.

There are obviously limitations to the results of this research. It is still too theoretical and not practical enough. People are only starting to be aware of a new way of travelling, it will take time for them to actually improve their habits. The crisis of covid-19 forced tourists to travel inland, discover what is closer to their home, focus on the local and go back to nature. Despite all the negative aspects, this crisis has helped people to realize sustainable tourism is possible.

B. Why opting for a sustainable or slow wine tourism approach ?

1. Definition, stakes and goals

Nowadays, wine tourism offers experiences and propositions which frequently go beyond a wine's functional features, with the aim to propose more added value, by connecting legacy, culture, land, people, gastronomy, conviviality, intelligent production process, affiliation, and contribution to the local society.

Wine consumers and producers throughout the world are becoming increasingly aware of the effects of climate change on wine production. Flavor shifts, water shortages, and rising temperatures are just a few of the issues to be concerned about. These difficulties have brought winemakers to reconsider old practices and experiment with new agricultural methods. Winemakers nowadays understand the importance of having more comprehensive sustainability practices, in addition to being organic, including wine tourism. Sustainable wine tours focus on all that happens around wine and how it ties to nature and people.

UNWTO, the World Tourism Organization is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. During the Wine Tourism Conference in the Republic of Moldova, in 2018, members discussed that wine tourism should be included in national tourism and rural development policies. They called for more research in this matter, to have a better understanding of wine tourism in terms of supply and demand and how to implement more sustainable ways of working in the future.

Opting for a sustainable wine tourism is a benefit for the destination, its professional and its tourists. Indeed, wine tourists demand more and more authentic and personalized experiences, with the aim to first, get to know the product but more importantly its story, nature and the people behind the bottle of wine. It is a token of quality for wine professionals and it should positively affect their desire to become more and more sustainable in their propositions. The destination itself, by implementing and promoting sustainable wine tourism experiences, favors its inhabitants and its environment.

2. Benchmark : some examples

Barcelona Slow and Cheerful Wine Tourism, a specialized tourism agency in Spain, works only with organic wineries which are committed for their environment and sustainability. The motto of the agency is to encourage initiatives and promote environmental and cultural protection, as well as economic prosperity in the area. They are going slow and presenting Slow We Go. Their engagements are to protect the ecosystem, to preserve historical and cultural heritage, to work with certified organic wineries, to have small groups only, to connect tourists with the local community, to use slow food products, to share the culture, and to promote tolerance and diversity. Here, some tour ideas they have created : “Hiking through a Mediterranean landscape to taste the wine culture”, “The flavours of artisan cheese and prestigious wines of Penedes” or “E-Biking among a sea of vineyards in the Penedes wine region”, and more...

Chateau Feely, in AOC Saussignac, in Bergerac, is known as one of the most sustainable wineries in the region, and they know how to share it. Indeed, the dynamic and creative Caro Feely is a master in wine tourism activities. Thanks to their biodynamic wines, a wide range of wine tours, their ecological accommodations and some yoga classes, they promote a 360° sustainable wine tourism experience. One of their tours is an “Organic and Biodynamic Trail”, which is both physical and digital thanks to QR code to help you understand organic and biodynamic farming and winemaking. At the end of the trail, guests can taste the wines and ask for an organic cheese platter in addition. The three guest houses are built in an eco-friendly way : built with organic paint, natural insulation and low power heating solutions, water saving systems, natural temperature management, etc... Every meal is prepared with local and organic products.

In the same style, the **Domaine Saint Jean de l'Arbousier**, in Castries, 10 km away from Montpellier, has been an organic winery since 2013. The respect of nature is their priority. To receive their guests, and keeping their values in mind, they built unusual cabins in the trees. These cabanes are totally respectful of the environment and integrate the trees perfectly : no nails or screws had to be put, the trees, which have not been submitted to any transformations. In addition to that, the winegrowers are diversifying their action t with the beekeeping or recycled wooden wine boxes as a birdhouses.

3. Limitations

There are obviously some limitations that need to be highlighted. Thanks to previous studies, we are able to know that most of the population seems to care about sustainability and their impact on earth. Paradoxically, they do not have a clear meaning and definition of what sustainable tourism and wine tourism is. People are becoming aware of the issues but not currently applying the sustainable tourism theories sufficiently. There is still a lack of information on this matter.

Nowadays, almost nobody can live a 100% sustainable life. As a tourist, to be completely sustainable, you need to avoid planes, travel closer to your home, eat only locally, use bikes instead of cars, and so on... But even if our society is full of paradoxes, it is really important to start and encourage such initiatives to fight for the preservation of our planet.

IV. Creation, implementation and development of sustainable wine tourism

A. Creation and implementation in Clos de l'Anhel

1. Sophie's engagement, goals and beliefs

Sophie Guiraudon, owner and winemaker of Clos de l'Anhel, is really committed to organic, sustainable and environmentally friendly wine production. She created the winery in 2000 and directly worked the vineyard in organic farming. Biodiversity is also an important topic. Surrounded by the incredible and protected wildlife of the Corbières, her vineyard coexists with flowers, trees and animals. She planted around 200 trees since she started, around the old sheepfold of her land, which she renovated, in the middle of the vineyard. Alone in the winery, she is sharing her time between vineyard and business work. Due to lack of time, she did not really develop wine tourism in Clos de l'Anhel, despite her desire to create stronger relationships with individual clients. She only opens her doors on appointment and can organize tastings in her cellar or in the vineyard, in the renovated sheepfold. From Sophie's point of view, implementing sustainable wine tourism was an evident fact for her to, first, show her organic work in the vineyard or the cellar, to show her passion, share her story but also to create synergy and visibility for her region. She believes in collectivity and her motto is "stronger together". After taking everything into accounts, we were able to launch new wine tourism experiences linked with Sophie's values, goals and beliefs.

2. Wine tourism in the area

Corbières is one of the biggest regions of Languedoc, with a lot of diversity. Diversity in wine tourism offers is also important, depending on the size of the company and ideology of the owners and winemakers. Proportionally, around Clos de l'Anhel, there are mostly small producers with no big development or initiatives in wine tourism side. In Montlaur, the offering is still quite poor.

3. Setting up and creation of Clos de l'Anhel wine tourism offerings

a) Wine & Horse, the beginning of a sustainable collaboration

(1) *Partners' presentation*

In the small town of Montlaur, 1 kilometer away from Sophie's winery, the "**Ferme Equestre du Plo**" is located between mountains and garrigue. Owned by Alizée Niermans, a young and dynamic equestrian guide and nature enthusiast, the Ferme du Plo does not only offer simple horseback riding but real adventure trails through the Corbières and Pays Cathare. Thanks to her horses, she is able to accompany her guests through the region, from a one hour ride to a 4 day journey to the beach. Her purpose is to develop Equestrian Tourism, to explore, at the slow pace of horses, the region, culture and nature. She organizes complete and authentic tours, asking for other tourism actors' collaboration such as restaurants, accommodations or wineries.

In front of the winery, the only restaurant of Montlaur is being renovated. Aurélien, a young man from the region, is in charge. As a wine enthusiast, his goal is to create a wine bar and restaurant, using only local food made by local producers. “**Vin de Dagne**” - as the restaurant is named, is going to open at the end of June. We decided to include him in our project to provide a gourmet lunch for our guest, to eat in the vineyard during the break.

L’**Hostellerie des Corbières**, owned by Alexandra and Julien, is a hotel with a restaurant in the heart of the town of Lagrasse. They work with Alizée on other tours and agreed to be our partner on this activity too. They offer traditional meals made with local food : a good taste of the terroir.

(2) Description of the project

A year ago, Alizée, from “La Ferme du Plo” was already interested in offering a wine tourism experience. Sophie, due to her busy schedule, did not have much time to dedicate to the project. With my arrival, I was able to take over, create, adapt and turn the idea into a real adventure.

After our first meeting, we agreed on the purpose of the project : to offer authentic, original and sustainable wine tours by horseback riding tracks. The goal is to deeply explore and discover the landscapes, vineyards and wines of Clos de l’Anhel, thanks to the traditional way of transportation : horses. We decided to create three different kind of experiences :

- **Half a day** ([annex 4](#)) : 1.30 or 2 hours ride to the cellar of Clos de l’Anhel in Montlaur, in the village. A visit and tasting will be offered by Sophie in her cellar. The guests will have the possibility to have either lunch or dinner in Vin de Dagne. The price is 45€ (without meal) : 35€ for Alizée, 10€ for Sophie.
- **A day** ([annex 5](#)) : One full day riding horses between mountains, rivers and vineyards to reach the sheepfold of Clos de l’Anhel for a beautiful and gourmet lunch made by Vin de Dagne. After lunch, guests will have the chance to walk through the vineyard with Sophie, before riding again to the amazing village of Lagrasse. The price is 80€, everything included : 55€ for Alizée, 10€ for Sophie, 15€ for Aurélien.
- **Two days** ([annex 6](#)) : A real adventure to get to know many aspect of the area. The program of the first day is the same as the one day formula. Night, dinner and breakfast will be taken care of by l’Hostellerie des Corbières, accommodation and restaurant in Lagrasse. The second day will bring the guest back to Montlaur for a cellar tour with Sophie. The price is 240€, all inclusive : addition of 80€ (One day) and 45€ (Half a Day) and 80€ for accommodation, dinner and breakfast.

Those tours are conceived for maximum 7 participants. Payments are taken care of by Alizée and Sophie will invoice her services. The reservation for the “One day” and “Two days” formula have to be done at least one week in advance. They will have more flexibility for the “Half a Day” formula regarding late booking. Our target is wine tourists who want

more than just a cellar visit and tasting, who want an original experience leading to discovery of the region, who like to take it slow and who are aware on their environmental impact.

(3) Sustainability

This project is centered on initiatives of sustainable wine tourism and totally fits Sophie's ideas and beliefs. Indeed, it involves taking time to discover the place, slowly, with respect for the environment and biodiversity. Tourists will have the chance to get to know the winery, the winemaker, the wines and the vineyard at the slow pace of horses. Moreover, thanks to these activities, they will have a good overview of the local culture, by discovering local producers and just by talking to Alizée, Sophie or Aurélien, who have a lot of stories to tell.

From an economical point of view, we discussed all together how to offer an attractive price for the client, without sacrificing the income for each partner. Regarding Sophie's income, it is not so expensive but the aim is to encourage our guests to buy some wine at the end.

One of the biggest sustainable initiatives here concerns the cooperation and synergy between tourism actors on this project. They decided to help and support each other with the aim to make their region, heritage and *savoir-faire* known, always by keeping in mind the respect of nature.

Horses as a transportation are putting this wine tourism experience in one of the most ecologically friendly activities with no greenhouse gas emission at all. Plus, it is fun, authentic and original.

Working with small groups initiates a better and healthier relationship between the local community and the receiver and the tourists. It facilitates cooperation.

(4) Communication and promotion

Having good quality, coherent and efficient communication is essential when planning an event or creating experiences. After the creation of media, for social media or professional communication, we built a communication plan. My first task was to take a census of the tourism actors of the region who could promote the project. After listing them, I got in touch and sent them a complete description of our offer of experiences ([annex 7](#)). The list is comprised of the following group :

- Grand Carcassonne Tourisme ([annex 8](#)),
- Aude Tourisme,
- Office de Tourisme de Lagrasse,
- Conseil Interprofessionnel des Vins du Languedoc (CIVL) via Les Saisons du Languedoc.

They were all reactive and inserted the project on their communication strategy : website, press and social media ([annex 9](#)).

Bed & Breakfast and vacation rental houses represent another really interesting opportunity for this project. Indeed, the owners like to give the best advice and recommendations to their guests for them to enjoy the region at its maximum. Knowing that, I created a list ([annex 10](#)) of every actor in the area to send our activities information by email. I used SendInBlue ([annex 11](#)) as an efficient mailing app. I have sent, thanks to this same app also, a mailing to Sophie's portfolio of clients.

I can proudly say our experiences have been highlighted in different press magazines such as Terres de Vins ([annex 12](#)), thanks to our partnership with Aude Tourisme and ELLE magazine ([annex 13](#)) who dedicated an article to original wine tourism experiences in the Languedoc region.

b) Opening Clos de l'Anhel doors

So far, Sophie, by being alone, could not open her cellar doors at fixed hours for visits and wine tasting. Until now she has only worked by appointment. By balancing her time between the vineyard and the office, we had to come up with an efficient organization for her to start with wine tourism in the cellar. We realized it was interesting for her to, at least, find some extra time at least in the summer when the village, and region, welcome more tourists and visitors. Based on that, we decided to open the doors of the Clos de l'Anhel to the public every Wednesday from June 15th to August 15th, in an afterwork model, from 5pm to 9pm. She will offer tasting inside the cellar and on the tiny terrace behind with some food from the local market. People will be able to move around, visit, ask questions while drinking a glass of wine with Sophie. On top of those dates, she decided to open all year around, when she is available, on Tuesday, during the local food market in the village. Thanks to her central location in the village, the winery is easily seen.

Regarding communication, first we invited some friends of hers one night to try it and take pictures ([annex 14](#)). Just with the fact of opening the doors, unexpected people entered to visit and taste, and even bought boxes of wine. Thanks to the picture, I was able to create a flyer ([annex 15](#)) for the promotion. I have sent it to a local tourism agency and put it online, on different websites and added pictures and videos on our social media.

It sounds simple but it was a big step for Sophie and a challenge for me. Indeed, I had to adapt to her busy calendar to propose a good and easy way to reach her direct consumers, to connect with them.

c) "De chez en chai" in Montlaur

The event "De Chez en Chai" originally came from Sophie's desire to make Montlaur more attractive and visible. She is used to cooperating, collaborating and creating synergy thanks to the Vinifilles association where sharing is a number one rule. After discussing together, we arrived with the idea to create an event putting into lights all the winemakers of Montlaur. The wineries in the village are mostly around the same size as Sophie's, with the same structure, meaning no fixed office or shop hours. The objective is to open simultaneously all the cellars' doors to offer visits, tasting and activities all day long. We wanted to include Aurélien, owner of the restaurant Vin de Dagne in the village by preparing a picnic for people to eat in the winery they choose, either in the cellar or the vineyard.

The first step was to reunite everyone to discuss it, measure the interest, check the feasibility and availability. The first meeting was a success : every winemaker who was present for the meeting liked the idea and shared Sophie's belief. The second meeting was about finding a date, a name, a price and dealing with the concept in depth. I took notes during every meeting to have a follow-up to send on the next day to all the members and keep track ([annex 16](#)).

At the last meeting, the concept was approved, price was set at 20€ per person, the ticket including visit and tasting in the nine wineries. For 35€ a meal is included, and the date of the first edition was chosen. I also took group and individual pictures ([annex 17](#)). They decided to book October 17th, to celebrate the end of harvest, and to give the sanitary situation, due to Covid 19, time to calm down.

B. Development and promotion in Domaine Ollier Taillefer

1. Their sustainable commitment

In 2001, aware that their schiste terroir is fragile, Françoise and Luc Ollier decided to start working in sustainable farming (*agriculture raisonnée*). 8 years later, they began the process to convert the winery to organic farming. In 2012, the entire production was certified organic. To go further, the same year, a brand new cellar and wine shop were created ([annex 18](#)). The conception of the cellar was studied to be more sustainable. Indeed, it was built semi-buried, equipped with a green roof and Canadian wells to be naturally air-conditioned. The choice of a semi-buried cellar was also decided because it just fit into their terroir and environment. The building is made from "Pierre du Gard", with a 20% porosity. They also plan to have 2 floors to work by gravity. In replacement of the old wine cellar, they took the place for their new wine shop. They now have a shop and tasting room to receive their clients and host their wine tourism events. Everything was thought to have a better and more sustainable impact.

2. Their current wine tourism offerings

Domaine Ollier Taillefer was a precursor in wine tourism activities. In Alain and Nicole's time, they already sold wines in bottles and received people in the cellar for tasting. Nowadays, thanks to Françoise's energy and creativity, the winery is one of the wine tourism leaders of their region.

The wine shop, located at the entrance of the village is open Monday to Saturday from 11am to 6pm. Wine tastings are available in those hours for free and cellar and vineyard visits need to be booked in advance. The shop has the capacity to receive big groups thanks to its two floors. The second floor is a room dedicated to wine tourism activities, equipped with tables and chairs, a kitchen and a terrace. Agnès runs the shop and does the administrative work alongside Françoise all year long. She also helps to take care of wine tourism activities.

In association with a local chef, Françoise loves to organize gastronomic lunches paired with the wines : "*Le Déjeuner des Papilles*". Each wine is associated with a special dish to get the best expression of both wine and food. She usually receives more than 30 persons in

the shop, in the room upstairs decorated with taste and fineness. The chef cooks in the kitchen next door, and everyone is having a great day. Due to covid-19 pandemic, this activity obviously has had to stop but normally, this type of event is planned several times a year.

The main event of the winery is the “Journée Cave Ouverte” during summertime. The first edition happened years and years ago, when Françoise and Luc took over. Almost 25 years later, this day is still the “rendez-vous” not to be missed. Indeed, from 10am to 6pm, a lot of different activities are offered : a vineyard tour with the team, concerts, tasting of every wine - current vintages and vertical tasting, visit to the cellar, outdoor wine bar, food truck and a local food market. The aim is to share their conviviality, hedonism and savoir-faire with their clients. It demands a lot of logistics, people and organization but with years of experience, Françoise runs it pretty smoothly. They usually receive 500 people during the day and set a maximum capacity for lunch at 200 guests. In 2020, the event had to be cancelled, but in 2021, with some restrictions, it should happen on July 25th. I helped with this year's organization, especially with communication : creating content such as flyers, invitations ([annex 19](#)), posts, handling press relations : radio and local journal...

In September, during harvest is organised the “*Balade Vigneronne des Vendanges*”. As a group of 15 to 20 people, equipped with secateurs and buckets, the first step is a little hike of 6 km to the vineyard. The purpose is to meet the grape picking team and help them harvest for a while. After the effort, Françoise accompanies her guests for a bucolic breakfast in the vineyard, with the best view. She offers some local food and wines to just enjoy while explaining and giving tips on the terroir and winemaking. The next step is bringing the clients to the cellar, where everyone is working, to have a better understanding of how wine is made. Luc explains the winemaking step by step. At the end, they all return to the shop for the final tasting, paired with some tapas.

3. Development of a slow wine tourism experience

a) The experience : “La balade de Papé Marcel”

Sensitive to slow tourism and agritourism, Françoise had a strong desire to develop and promote this topic in Domaine Ollier Taillefer. At the beginning, she had in mind to create a free access trail around the winery and the vineyard, with games, information and questions and answers. After hearing her proposal, I started to think about how to create something fun, immersive and informative, in a sustainable way.

The experience will provide guests with an immersive sensory experience to help them to understand the tipicity of the terroir and identify the aromas in the wines. Thanks to a delineated path of 6 kilometers accessible on foot or by bike, starting from the shop, leading to specific vineyards, forest, viewpoints, and an old shepherd house, we will create stops to awaken the five senses, also represented in wine. The path will be freely accessible for visitors in complete autonomy, providing they have smartphones. They will have easy access to a map online indicating the track to follow and every point to stop at, enlivened

with information, pictures and notes. In addition to the map, visitors will have access to a roadbook mentioning the 9 stops with detailed information, downloadable in PDF on the website, or printed on demand. Those points will be linked to one typicity of the wine, such as, the discovery of a special smell which you can find smelling your wine during the tasting or touching the schiste soil will explain why the wines have this freshness and minerality for example. Being without a guide, walking by themselves along the path allows the visitors time to appreciate every single moment, at their own pace. The point is to create an atmosphere where people can learn about the complexity of the wine, in a fun way, leading to a better understanding of wines' different aspects.

We decided to name this experience "La balade de Papé Marcel" who is an ancestor of the Ollier family ([annex 20](#)). He was an important figure of the winery and still has a strong influence here. He liked to walk around, sharing his passion for his vineyard, terroir and land. We thought he was a great figure to follow all along the tour, explaining "with his words" our different stopping points thanks to his recollection, emotions felt and his way of exploring his senses. For our clients, having an experience including a personification will be more intuitive and easy-learning. This name also highlights a really important aspect of the winery : to keep the family-owned winery inspirations. It helps to brighten the storytelling up, which is necessary in wine tourism.

In addition to the trail, for those who wish, Françoise and Agnès will provide a local food picnic made for two persons including local cheeses, homemade pâté, seasonal fruits and veggies, organic bread, local dessert, a bottle of wine and water. We will bring, in advance, the food basket, with forks, knives, glasses and tablecloth at a special point, between the shepherd house and the old vineyard of Carignan, a place to enjoy an amazing view and a relaxing area. This picnic basket can be adapted for breakfast, lunch or even dinner, if clients would like to enjoy a sunset.

The target for this slow tourism activity is couples who want to have a different experience around wines, learning and taking it slow, without being disrupted and who would like to enjoy a picnic in a romantic scene. We also aim to target groups of friends or families because the path will be easily followed by kids and the different points could get their interest. Doing outdoors activities is also interesting for them, and for parents who could spend quality time with their family while exploring and learning about wines. We also thought of providing grape juice for the kids in the picnic basket.

b) The implementation step by step

(1) *The circuit*

My first step was to discover the area, exploring the assets, vineyards, special places, viewpoints and to visualize the track to follow. Before choosing a path, I had to think about its accessibility, complexity and its interest in terms of natural symbols we can use for our description. After the final track choice, we were able to visualize the complete itinerary. The goal was to put it on a map first and highlight different stopping points. For the mapping,

I put my sneakers on using a special hiking app, Visorando, to create the online map ([annex 21](#)). At the end, you get the detailed itinerary on your smartphone. At the same time, I used a colored spray-paint to mark the track and draw numbers ([annex 22](#)) linked to the stopping points that visitors will find on their online map too. After getting the map on Visorando, I worked with My Maps from Google Maps. I was able to add every point, including notes, rules to follow, senses developed and some pictures ([annex 23](#)). With all this information, I was able to start designing the final product and create communication materials. Thanks to the map, and after having defined every point to highlight and why, I developed a roadbook to download ([annex 24](#))

(2) The picnic

The goal of offering a picnic for this activity is to push even further the senses' expression and development by adding a food and wine experience. This picnic ([annex 25](#)) will contain only organic and local food with the aim to make the guests discover different assets of the region, the gastronomy being one of them. This basket will be made for two people. Inside they will find : 2 pélardons (local goat cheese), 1 homemade pâté, organic fruits and veggies, organic bread, oreillettes (local dessert), water and a 50cl bottle of wine, either Collines Rouge or Collines Rosé. All the ingredients will be placed in a wicker basket including forks, knives, glasses and tablecloth. Regarding the price, after calculating the cost price of each product, including time spent to prepare and logistics, we have set a price of 30€ for the picnic for 2 people. Cost price of each product is approximately 15€TTC. We will take an hour or more to prepare : purchasing, preparing and setting. The idea is to leave the basket at a special place to avoid people carrying it during their walk. We will drop the picnic in a cool box beforehand and will collect it when they have finished their meal.

c) Sustainability

With this new experience, we decided to push the slow tourism aspect as far as we could. Indeed, the track can only be done on foot or bike, which means zero greenhouse gas emission. It will also help people to take their time, go slow and have a really genuine and complete experience. We decided to design this activity with no actual guide for people to discover at their own pace : if they want to stop for an hour to look at a vineyard, it is possible.

This path will also help to develop agrotourism by promoting, not only vineyards and wine but the entire surrounding biodiversity and terroir which actually make the wines what they are. Exploring your senses will lead to a better understanding of the products.

Working with only local and organic farmers for the picnic is also rewarding as a sustainable practice. It leads to cooperation, to “sticking together” and communicating on the local gastronomy.

d) Communication and promotion

Françoise is active on Facebook and Instagram. She posts a lot of pictures, reviews and general information... With 900 followers on Instagram and 2700 friends on Facebook, she likes to share with her loyal community. For the launch of the activity, we obviously used

social media and the official website where the tour, map and details are downloadable in one click. We posted pictures and videos of the tour and picnic made previously during the creation and test day. We aim to make people have easy access to the tour online. The idea is, if they do not ask for the picnic, to realize the trail whenever they want without asking for more information beforehand. Then, it will lead clients to the tasting room automatically.

I created a flyer presenting the experience including details and pictures. This document has two sides. The front side includes general information of the experience, pictures, and contacts. The first picture on the left is one of the viewpoints visible during the tour, the second highlights Papé Marcel and the last one shows the “capitelle”, an old shepherd house. The backside is dedicated to show the map with its different points. We have used this design ([annex 26](#)) for the promotion of, in two languages, french and english. We also printed it to give to tourism agencies.

Regarding the promotion, after designing and writing a press release ([annex 27](#)), we reached regional and local press, Midi Libre and Terres de Vins. We also put our activity online on different websites specialized in wine tourism such as “Les Saisons du Languedoc” or “l’Oenotour de l’Hérault”. We aim to start the promotion mid-june for an official start the 1st of July.

V. Results and discussion

I think I was able to reach all my personal objectives during this internship :

I was able to adapt to the needs and wishes of my professional supervisors by creating a wine tourism offer which reflects their personality, winery and beliefs, by creating one main experience for each winery, bringing into light their philosophy. Indeed, Sophie and Françoise share the same values of organic winemaking, protection of biodiversity or slow and sustainable tourism. They also share the same love for their terroir, land, wines and people : a good combo for successful wine tourism activities.

I was able to create wine tourism activities alongside consumers' needs. It's a fact, a new generation of tourists is now here, probably due to the sanitary crises, which has forced people to stay in their country for their holiday. I do believe, even when the crisis will be over, that, as tourists, we will keep some new habits even if we travel in foreign countries. Nowadays, people want to have authentic experiences where they can meet, share and respect the local community, eat and drink local products, have slow experiences or adventures, mostly outdoors and close to nature. After the creation of both experiences and their publication online, we had really good reviews and feedback from people. Sophie and Alizée created a sustainable relationship, the first 2 days trip is already full on the 3rd and 4th of July. Unfortunately my internship was too short for me to see the actual result in the summer for the track and picnic for the Domaine Ollier Taillefer, but the beginning was really promising.

Through these projects, I have been able to overcome the difficulties linked to the covid-19 pandemic and promote a new way of travelling. As an explorer and traveler of the world and a tourism professional, I am pretty aware of the benefits of tourism but also its disadvantages, mass tourism being one, everywhere in the world. My way of bouncing back from covid-19 was to create a new way of conceiving wine tourism that I believe in : a tourism which respects nature and biodiversity, which highlights people, savoir-faire but also art de vivre and conviviality, which just takes it slow. Thanks to more and more initiatives and projects, I hope we will be more knowledgeable in the future.

I was able to implement experiences in consistency with my ideas. When I travel, what I like is meeting locals, discovering the country or city culture, eating and drinking locally and doing mostly outdoors activities at my own pace. In addition, two of my biggest passions are horseback riding and hiking. Both experiences I created are totally what I will do to discover a new wine region and learn about it. I am truly happy about having the chance and freedom to implement wine tourism activities which reflects what I like and believe in.

I was able to learn and understand about sustainable and slow tourism and be able to sensibilize and promote this topic. Indeed, when I started this internship, I was already aware and applied certain principles to my own travels, but thanks to research and studies, I could learn way more and I was able to talk and promote it.

VI. Conclusion

In February 2021, I was in Paris, starting an internship in a start-up I hated from day one, which was not in line with my values and beliefs or professional aspirations. 2 weeks later, I was in Montlaur, a town of 300 inhabitants. Deciding to interrupt this internship was not easy. I did not have any certainty that I would find something else on time, but I am so glad I followed my instinct and guts. This internship is probably one of the richest and most inspiring experiences I have had, both professionally and personally speaking. I was lucky enough to put into practice what I learned for a year and a half in Wintour master. To be honest, because of the sanitary crisis, which caused too much damage, I did not think I would have the chance to find a company I could work with on their wine tourism offers... In the end, I did not find one, but two, and even better, they were both amazingly great. I had the chance to meet incredible people who challenged me, who made me think differently, who helped me see things clearly and pushed me to have self-confidence in my work, that I was made to do this. Indeed, thanks to this experience, I know what I really want to bring into the wine industry and I will do everything to make it happen. To be continued...



THANK YOU



VII. Bibliography and links

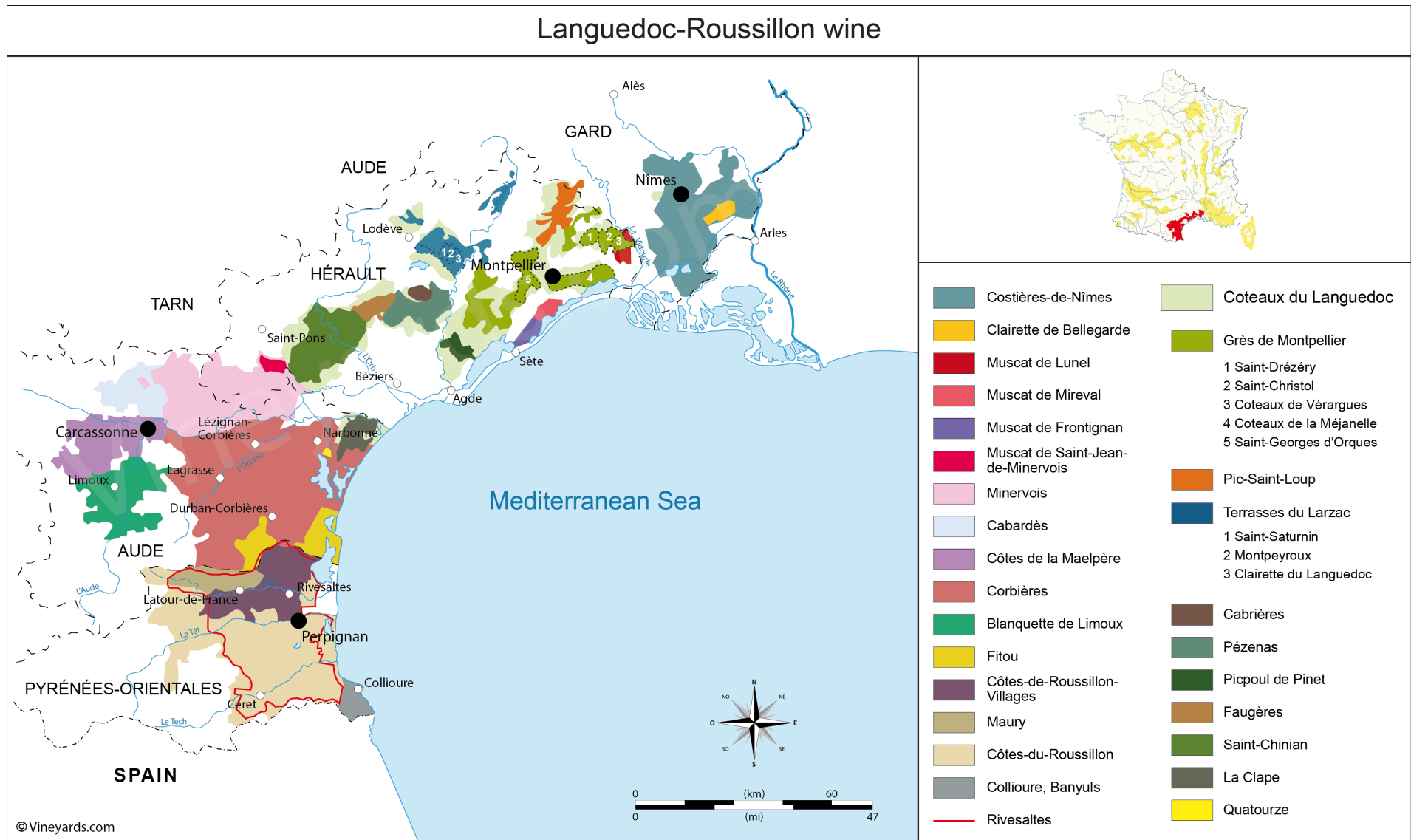
- **Sustainable and innovative Wine Tourism - Success models from all around the world**
Chapter 3. *Sustainable Business Models of Wine Tourism to Promote Responsible Consumption* by Stylianos Filopoulos.
Chapter 12. *Wine tourism in France* by France Gerbal-Medalle & Hervé Hannin
- **Sustainable Tourism, Progress, Challenges and Opportunities: Introduction to this Special Volume** by Adriana Budeanu, Graham Miller, Gianna Moscardo, Can-Seng Ooi
- **Sustainable Development Goals as a Framework for Postgraduate Future Research Following COVID-19 Pandemic: A New Norm for Developing Countries**

- Environmental impacts of tourism by Ugur Sunlu
<https://om.ciheam.org/om/pdf/a57/04001977.pdf>
- AOC Corbières webiste
<https://www.20decorbieres.com/fr/destination-eco-responsable>
- The future of tourism: travel trends for 2021 and beyond
<https://www.tourwriter.com/travel-software-blog/future-tourism-2021/>
- World Tourism Organization website
<https://www.unwto.org/>
- Definition of sustainable tourism
<https://tourismnotes.com/sustainable-tourism/>
- EDEN European Destination of Excellence
https://ec.europa.eu/growth/sectors/tourism/eden_en
- Le Tourisme Durable, les chiffres clés en France
<http://maq.casden.fr/Agir-solidaire/Le-tourisme-durable-les-chiffres-cles-en-France>
- Agir pour un tourisme responsable (ATR)
<https://www.tourisme-responsable.org/membres/france-is-fun/>
- Voyager Autrement : Chiffres-clés : la place du tourisme durable auprès des Français
<https://www.voyageons-autrement.com/chiffres-cles/eco-clientele.html>
- **MAKE.ORG** : Comment agir pour un tourisme plus responsable en France ?
<https://about.make.org/pourquoi-cette-consultation/tourisme-responsable#partenaires>
- L'info Durable : Le tourisme est mort, vive l'écotourisme !
<https://www.linfordurable.fr/entreprises/le-tourisme-est-mort-vive-lecotourisme-21402>
- Slow Tourism Lab
<https://www.slow-tourisme-lab.fr/assets/uploads/sites/50/2019/03/Book-Slow-Tourisme-03-2019-1.pdf>
- Wine Tourism as an Approach to Sustainable Rural Development
<https://holidayfootprint.com/holiday-footprint/wine-tourism-as-an-approach-to-sustainable-rural-development/>
- Slow We Go website
<http://www.topwineexperience.com/slow-we-go>
- Développement durable / RSE : Wine Tourism as an Approach to Sustainable Rural Development
<https://www.mon-viti.com/experts/developpement-durable-rse/allier-oenotourisme-et-developpement-durable-les-activites-testees>

VIII. Annexes

1. [Map of Languedoc](#)
2. [Wine and price list \(professional\) Clos de l'Anhel](#)
3. [Wine and price list \(professional\) Domaine Ollier Taillefer](#)
4. [Half a day horses and wines experience](#)
5. [One day horses and wines experience](#)
6. [Two days horse wines and horses experience](#)
7. [Summary of the 3 experiences](#)
8. [Mail with Grand Carcassonne Tourisme](#)
9. [Website of Grand Carcassonne Tourisme and Saisons du Languedoc](#)
10. [List of Bed & Breakfast, Houses](#)
11. [Mailing for private individuals](#)
12. [Terre de Vin magazine](#)
13. [ELLE Magazine](#)
14. [Pictures : "Un soir d'été"](#)
15. [Flyer "Un soir d'été"](#)
16. [Review and preparation "De chez en chai"](#)
17. [Group picture](#)
18. [Pictures : new cellar](#)
19. [Invitation "Cave Ouverte"](#)
20. [Papé Marcel](#)
21. [Visorando map](#)
22. [Balisage](#)
23. [My maps](#)
24. [Roadbook](#)
25. [Picture : picnic](#)
26. [Flyer "La balade de Papé Marcel"](#)
27. [Press Release](#)

1 – Map of the Languedoc



2 - Wine and price list (professional) Clos de l'Anhel



CLOS DE L'ANHEL – AOP CORBIERES

Sophie GUIRAUDON

2 Rue Montlauriers - 11220 MONTLAUR

04.68.76.16.23 - 06.77.09.65.48 guiraudon.sophie@outlook.fr - www.anhel.fr

A zero-generation winemaker, I started up in 2000, with this small 10 ha. vineyard, at the foot of the peak Alaric in the Corbières, land of stones and wind. My deep desire then, now and for ever, was, is, and always will be to engage in a profound exchange with this place, through a respectful and caring co-existence.

LE LOLO DE L'ANHEL Red 2019 - AOP Corbières red * **5.00€ - 6.00€ HT**

An open door to the terroir of the Corbières. Balanced and indulgent.

LES TERRASSETTES Red 2019 - AOP Corbières red * **7.00€ - 8.00€ HT**

This wine is at the heart of my range, the most representative of its clay-chalk terroir, and of my work. It illustrates my personal quest for concentration, fine tannins, and a true expression of this land. Made from Carignan, Grenache, Syrah Mourvedre in stainless steel tanks.

LES DIMANCHES Red 2018 - AOP Corbières red * **9.00€ - 10.00€ HT**

80% Carignan from vines dating back to the early 1900's, blended with youthful 20-year-old Syrah.
This mix of generations creates a wine that can be drunk immediately, or put aside for some lovely surprises in the future.
Aged in stainless steel tanks.

PAGE BLANCHE White 2019 - Vin de France white **8.00€ - 9.00€ HT**

A blend of Grenache blanc and gris, harvested early to attain an unusual balance

ROSALI Rosé 2020 - Vin de France rosé **5.00€ - 6.00€ HT**

A rosé *saignée* made of Syrah. Its crisp, compelling and complete profile will accompany a meal from the aperitif right through to the dessert.

CUVEE LES AUTRES Red 2019 - Vin de France red **5.00€ - 6.00€ HT**

A light, round blend of Carignan and Grenache., best drunk slightly chilled.
Ideal for an unpretentious table, a carefree meal on a terrace or a picnic in the countryside.

ENVIE Red - Vin de France red **13.00€ - 14.00€ HT**

My single-variety wine, dependent on the whim of the vintage and the synergy it brings to the terroir, the year and the variety :
a 100% Syrah in 2014, pure Grenache in 2015 and all-Carignan in 2017.

* Also available in Magnum

Prices dependant on quantity ordered

Update 27/04/2021 - 2021 Price List



3 - Wine and price list (professional) Domaine Ollier Taillefer



Domaine OLLIER TAILLEFER – AOP FAUGERES

Françoise, Luc, Florent OLLIER

Route de Gabian - 34320 Fos

04.67.90.24.59 / 06 156 156 72

ollier.taillefer@orange.fr - www.olliertaillefer.com

A family vineyard, now run by the sixth generation, siblings Françoise Ollier and Luc Ollier, with Luc's son, Florent. Their 38 hectares in the NE of the appellation are anchored in schist, typical of the Faugères Cru, at between 200 – 350 m altitude. Hand-harvesting throughout. The first bottling took place in 1976.

Les Collines – AOP Faugères Rosé 2020

4.90 € - 5.90 € HT

Cinsault and Grenache blended with young Syrah and Mourvedre make this round and satisfying rosé a real gastronomic treat.



Les Collines - AOP Faugères Red 2017 *

4.90 € - 5.90 € HT

A blend of Grenache, Syrah and Carignan made with a light hand in order to deliver lovely fruit and soft, silky tannins.



La Grande Réserve – AOP Faugères Red 2017 *

6.70 € - 7.70 € HT

Our classic Faugères, made from 60+ year old Carignan vines blended with 40-year old Grenache and Syrah, and a little touch of Mourvèdre. The result is a smooth, silky wine with strong aromas of garrigue, black olives, spices, with a nice smoky note coming from the minerality of the schist terroir.



Castel Fossibus - AOP Faugères Red 2017 *

9.10 € – 10.10 € HT

This blend of Syrah, Grenache, Mourvedre and 10% old Carignan has been gently aged in 225 l. oak barrels (15% new), allowing the black fruit flavours to prevail. Discrete notes of wood, and soft tannins.



Le Rêve de Noé – AOP Faugères Red 2017 *

14.50€ - 15.50 €HT

Syrah 50% et Mourvèdre 50%, matured in new and one-year-old barrels. Our most distinguished Mourvèdre blended with very fine Syrah results in a wine with great ageability. Only made in top years when the Mourvèdre reaches optimum maturity.



Allegro - AOP Faugères White 2020

6.70 € - 7.70 € HT

Blend of Rolle (Vermentino) and Roussanne with a yield of 25 hl/ha. The wine is both rich and mineral, with notes of white fruit and lemongrass. A rarity, as white wine makes up only 2% of the Faugères appellation.



* Also available in Magnum

Prices dependant on quantity ordered

4 - Half a day horses and wines experience

*Une après-midi à la découverte du Clos de l'Anhel,
domaine AB des Corbières*

avec la
Ferme du Plo



AU COEUR DES CORBIÈRES, LE
CLOS DE L'ANHEL ET LA
FERME DU PLO VOUS
PROPOSENT UNE DEMI-
JOURNÉE OENOTOURLISTIQUE
A CHEVAL!



**BALADE D'1H30 À LA
DECOUVERTE DES VINS ET
CHAI DU CLOS DE L'ANHEL
LE MERCREDI SOIR EN ÉTÉ**

PRIX :
45€, TOUT COMPRIS
(BALADE, DÉGUSTATION ET VISITE,
SUPPLÉMENT REPAS 15€)

Contact et réservation :

anhel@orange.fr ou niermansalzee@gmail.com

04 68 76 16 23 ou 06 25 89 49 78

11220 Montlaur

Uniquement sur réservation. Minimum de 4 personnes, maximum de 7 personnes.



5 - One day horses and wines experience

Une journée à cheval à la découverte du Clos de l'Anhel, domaine AB des Corbières

avec la
Ferme du Plo



AU COEUR DES CORBIÈRES, LE **CLOS DE L'ANHEL** ET LA **FERME DU PLO** VOUS PROPOSENT UNE JOURNÉE OENOTOURLISTIQUE A CHEVAL!



RANDONNÉE À CHEVAL D'UNE JOURNÉE À LA DÉCOUVERTE DU TERROIR, VIGNES ET VINS DU **CLOS DE L'ANHEL**

PRIX :

80€, TOUT COMPRIS

(BALADE, PIC-NIC GOURMET, DÉGUSTATION DES VINS ET VISITE DES VIGNES)

Contact et réservation :

anhel@orange.fr ou niermansalzee@gmail.com

04 68 76 16 23 ou 06 25 89 49 78

11220 Montlaur

Uniquement sur réservation. Minimum de 4 personnes, maximum de 7 personnes.



6 - Two days horse wines and horses experience

Une journée à cheval à la découverte du Clos de l'Anhel, domaine AB des Corbières

avec la
Ferme du Plo



AU COEUR DES CORBIÈRES, LE **CLOS DE L'ANHEL** ET LA **FERME DU PLO** VOUS PROPOSENT UNE JOURNÉE OENOTOURISTIQUE A CHEVAL!



RANDONNÉE À CHEVAL D'UNE JOURNÉE À LA DÉCOUVERTE DU TERROIR, VIGNES ET VINS DU **CLOS DE L'ANHEL**

PRIX :

80€, TOUT COMPRIS

(BALADE, PIC-NIC GOURMET, DÉGUSTATION DES VINS ET VISITE DES VIGNES)

Contact et réservation :

anhel@orange.fr ou niermansalzee@gmail.com

04 68 76 16 23 ou 06 25 89 49 78

11220 Montlaur

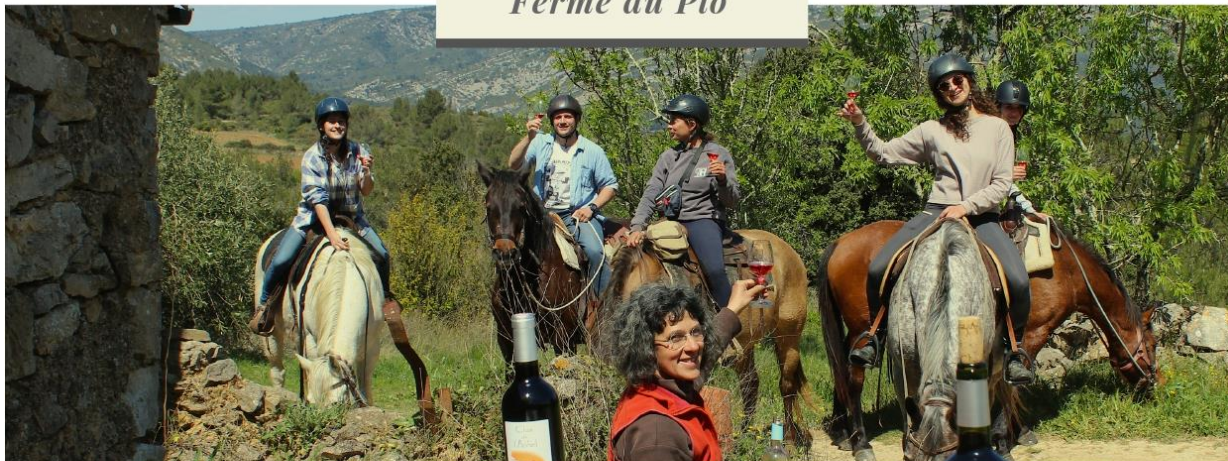
Uniquement sur réservation. Minimum de 4 personnes, maximum de 7 personnes.



7 - Summary of the 3 experiences

Balades insolites à cheval au Clos de l'Anhel, domaine AB des Corbières

avec la
Ferme du Plo



SOPHIE GUIRAUDON, VIGNERONNE DU **CLOS DE L'ANHEL** ET ALIZEE NIERMANS, PROPRIÉTAIRE DE LA **FERME DU PLO** VOUS PROPOSENT 3 **CIRCUITS OENOTOURISTIQUES** POUR DÉCOUVRIR LE CLOS DE L'ANHEL A CHEVAL, DES VIGNES AU CHAI.

DEMI-JOURNÉE

Balade à cheval d'1h30 jusqu'à la cave de vinification. Visite et dégustation au Clos de l'Anhel. Les mercredis soir de juillet et août. Sur RDV le reste de l'année.

Prix : 45€ tout compris
Option repas : 15€

JOURNÉE

Balade à cheval jusqu'aux vignes et l'ancienne bergerie du Clos de l'Anhel. Panier repas sur place avec dégustation commentée des vins et balade dans le vignoble. Retour à cheval sur la commune de Lagrasse. Sur RDV.

Prix : 80€ tout compris

2 JOURS

Formule journée le premier jour. Repas du soir, nuit et petit déjeuner à Lagrasse. Retour à cheval jusqu'à la cave de vinification pour une visite. Repas au restaurant à Montlaur. Sur RDV.

Prix : 240€, tout compris



Contact et réservation :
anhel@orange.fr ou niermansalizee@gmail.com
04 68 76 16 23 ou 06 25 89 49 78
11220 Montlaur

Uniquement sur réservation. Minimum de 4 personnes, maximum de 7 personnes.



8 - Mail with Grand Carcassonne Tourisme

réce... nouveau indésirable supprimer

retour à la liste précédent suivant

De : Sophie GUIRAUDON <anhel@orange.fr>
Envoyé : jeudi 6 mai 2021 11:02:36
À : PAGES Elisa
Objet : Nouveauté oenotourisme au Clos de l'Anhel

Bonjour Elisa,

Je suis charge de l'oenotourisme au Clos de l'Anhel, domaine AB des Corbières. Nous avons mis en place des activités, notamment pour la saison, que nous aimerions référencées sur le site internet, réseaux et supports de Grand Carcassonne Tourisme!

Ces activités impliquent :


- "l'oenoequitation" en collaboration avec la Ferme Equestre du Plo avec 3 circuits possibles : demi-journée, journée ou 2 jours.
- "Un soir d'été au Clos de l'Anhel" tous les mercredis soir avec dégustation, visite et vente de vin dans le chai, avec quelques tapas.

Je vais vous envoyer tout les documents via WeTransfer mais faites moi savoir si vous avez besoin d'informations supplémentaires!

D'avance merci,

Bien à vous,

Elsa Lukasik
p/o Sophie Guiraudon



Vins de Corbières Vin de France
Vins biologiques certifiés
2 rue Monts Lauriers-11220 Montlaur
tel: 04 68 76 16 23
mobile : 06 77 09 65 48

réce... nouveau indésirable supprimer

retour à la liste précédent suivant

Bonjour


Je vous remercie pour ces informations nous sommes toujours ravis de pouvoir promouvoir des nouveautés

J'ai transmis à toute l'équipe pour mise à jour et creation sur notre site web


Nous serons ravis de relayer sur nos reseaux


Ma collègue Monserrat , en charge de l'oenotourisme va egalement vous contacter


Bien Cordialement


2 Square Gambetta, 11000 CARCASSONNE
3, melle du Monestier, 11160 CAINES-MINERVOIS

Elisa PAGES
Chargée de promotion - Animatrice
numérique
04.68.78.58.92




TOURISME
GRAND
CARCASSONNE
ET BIEN + ENCORE



OFFICE DE TOURISME GRAND CARCASSONNE

9 - Website of Grand Carcassonne Tourisme and Saisons du Languedoc – page 1

← → ↻ 🏠 <https://www.grand-carcassonne-tourisme.fr/agenda/oenoequitation-a-la-decouverte-d> 🔍 Rechercher 📧 📄 📱 ☰

TOURISME GRAND CARCASSONNE
ET BIEN - ENCORE

CARCASSONNE LA DESTINATION VOTRE SÉJOUR CHEZ NOUS 📧 FR 🔍

Accueil > Votre séjour chez nous > Agenda > Tout l'agenda > OENOÉQUITATION A LA DECOUVERTE DU CLOS DE L'ANHEL AVEC LA FERME EQUESTRE DU PLO

Date et heure
À propos
Tarifs
Documents
📧 🔄 📷

neduplo mai 2021 2 FERME EQUESTRE DU PLO/fermeduplo mai 20

← →

OENOÉQUITATION A LA DECOUVERTE DU CLOS DE L'ANHEL AVEC LA FERME EQUESTRE DU PLO

[FERME EQUESTRE DU PLO LE PLO 11220 VAL-DE-DAGNE](#)

Fixe : +33 4 68 76 16 23
Mobile : 06 25 89 49 78



Choisissez le lieu de votre escapade



Autour de moi

[Voir toutes les escapades](#)

NATURE



Clos de l'Anhel

JOURNÉE À CHEVAL À LA DÉCOUVERTE DU CLOS DE L'ANHEL

Activité **en extérieur** sur rendez-vous

80€

Sophie Guiraudon, vigneronne du Clos de l'Anhel et Alizee Niermans, propriétaire de la Ferme du Plo s'associent pour vous faire découvrir à cheval le Clos de l'Anhel, domaine vinicole de 11hectares en agriculture biologique au coeur du magnifique terroir des Corbières.

Balade à cheval jusqu'aux vignes et l'ancienne bergerie du Clos de l'Anhel. Panier repas de produits frais et locaux sur place proposé par Vins de Dagne, avec dégustation commentée des vins et balade dans le vignoble avec Sophie. Retour à cheval sur la commune de Lagrasse. Possibilité d'achat de vins au caveau à Montlaur.

Lundi

Mardi

Mercredi

Jeudi

Vendredi

Samedi

Dimanche



CONTACT



<https://www.anel.fr/fr/>

10 - List of Bed & Breakfast, Houses – page 1

Liste hébergement : chambre d'hôtes, hôtels, gîtes de la région				
Type d'hébergement	Nom	Ville	Mail	Tel
Chambre d'hôtes	Chambre d'hôtes (3)	NARBONNE	jean-marc.cereza@orange.fr	33 6 82 69 52 36
Chambre d'hôtes	L'aur Blanc	SAINT-NAZAIRE-D'AUDE	aurblan.somail@gmail.com	33 6 72 22 60 47
Chambre d'hôtes	La demeure du pareur	VILLENEUVE-MINERVOIS	contact@demeure-pareur.com	33 4 68 77 11 03
Chambre d'hôtes	Chez Martine	CARCASSONNE	chezmartine.cotecanal@orange.fr	33 6 47 09 45 62
Chambre d'hôtes	Les S Sens du Sud	SAINT-LAURENT-DE-LA-CABRERISSE	lessensdusud@gmail.com	33 7 78 95 24 76
Chambre d'hôtes	Le Jardin d'Homs	HOMPS	contact@jardinhoms.fr	33 6 71 89 15 70
Chambre d'hôtes	Péniche Mirage	CARCASSONNE	info@mirage-hotes.fr	33 6 88 11 94 75
Chambre d'hôtes	Chateau de Puchéric	PUICHERIC	contact@chateaudepuicheric.fr	33 6 02 33 74 29
Chambre d'hôtes	Villa Ambrosia	NARBONNE	contact@villa-ambrosia.fr	33 6 13 30 17 47
Chambre d'hôtes	Gallinette	VILLEDUBERT	laval.f@wanadoo.fr	33 6 07 17 40 96
Chambre d'hôtes	Les Balcons de Maragon	CARCASSONNE	bj.schreuder@baris-france.com	33 6 31 57 00 64
Chambre d'hôtes	Arp Eco Lieu	VILLARZEL-DU-RAZES	arp-ecolieu@orange.fr	33 6 84 16 61 09
Chambre d'hôtes	Le Magnolia	CARCASSONNE	le-magnolia@outlook.fr	33 7 68 67 89 94
Chambre d'hôtes	Domaine des Agnelles	VILLEDAIGNE	domaine@desagnelles.com	33 4 68 90 45 35
Chambre d'hôtes	Maison Ecluse	TRÈBES	maison.ecluse@gmail.com	33 6 52 33 92 99
Chambre d'hôtes	Aux Belles Vacances	CAUX-ET-SAUZENS	auxbellesvacances@gmail.com	33 7 67 41 14 57
Chambre d'hôtes	Château de Moussoulens	MOUSSOULENS	chateaudemoussoulens@gmail.com	33 6 86 18 09 04
Chambre d'hôtes	Le Moulin d'Ô	PEZENS	reservation.lemoulin@gmail.com	33 6 63 31 36 52
Chambre d'hôtes	Le Couvent	TUCHAN	samwebb12@me.com	33 4 68 11 40 70
Chambre d'hôtes	Domaine Marselan	MONZE	contact@domainemarselan.com	33 4 68 78 63 46
Chambre d'hôtes	Au jardin d'Amphora	GINESTAS	aujardindamphora@gmail.com	33 6 03 48 70 10
Chambre d'hôtes	Relai de la Cavayere	CARCASSONNE	sarl.maeval@gmail.com	33 6 08 25 83 67
Chambre d'hôtes	La Rougeanne	MOUSSOULENS	info@arougeanne.com	33 6 61 94 69 99
Chambre d'hôtes	La Talayrane	TALAIRAN	p-chertier@wanadoo.fr	33 6 76 86 97 88
Chambre d'hôtes	Le Clos de la Massane	CASTELNAU D'AUDE	leclsdelamassane@gmail.com	33 6 62 88 07 13
Chambre d'hôtes	Domaine de Gach	MONTREAL	contact@domainedegach.com	33 6 03 62 74 90
Chambre d'hôtes	Les Sittelles	LIMOUX	jce.audouy@orange.fr	33 6 19 13 16 11
Chambre d'hôtes	L'Albane	LAURAGUEL	valchapie@gmail.com	33 6 12 05 67 26
Chambre d'hôtes	Casa Vasalufa	LAURE MINERVOIS	remyguillaumecat@hotmail.fr	33 6 38 22 66 78
Chambre d'hôtes	La Tuilerie de Villelong	SAINT-MARTIN-LE-VIEIL	anne.marcoul.brune@gmail.com	33 4 68 76 06 48
Chambre d'hôtes	Chambre l'Albos	GREFFEIL	reginepoudou@orange.fr	33 6 88 09 63 07
Gîtes	Domaine de Cantalauze	TRÈBES	domainedecantalauze@gmail.com	33 6 19 45 74 65
Gîtes	L'écrin de la Cité	CARCASSONNE	cmigrenne@yahoo.fr	33 6 08 15 09 40
Gîtes	Domaine de Joucla	ALZONNE	davidjdd@neuf.fr	33 6 03 38 55 13
Hôtel	Hôtel de la Cité	CARCASSONNE	h8613@accor.com	33 4 68 71 98 71

10 - List of Bed & Breakfast, Houses – page 2

Relais Château	Le Domaine d'Auriac	CARCASSONNE	auriac@relaischateaux.com	33 4 68 25 72 22	
Gîtes	La Bastide	THEZAN-DES-CORBIÈRES	achardigny@gmail.com	33 6 03 80 37 00	
Gîtes	Chez Dominique	CARCASSONNE	guillard.dominique@wanadoo.fr	33 6 08 63 73 88	
Gîtes	Entre Vignes et Garrigues	MONTLAUR	didier.saint-georges@airbus.com	33 6 37 29 19 50	
Gîtes	Le Pavillon du Régisseur	MONTLAUR	niermans@orange.fr	33 6 08 17 12 74	
Gîtes	La Tuilerie	VERZEILLE	gite-la-tuilerie@orange.fr	33 6 03 99 11 58	
Gîtes	La Domeque	CANET	christophe_sylvestre@hotmail.fr	33 6 49 38 76 49	
Gîtes	Lou Rampailou (plusieurs gîtes)	SAINT-LAURENT-DE-LA-CABRERISSE	contact@gites11.com	33 4 68 11 40 70	
Gîtes	Brassens	POUZOLS-MINERVOIS	andredelrieu@aol.com	33 6 09 02 11 34	
Gîtes	La Bouscade	PARAZA	giteslabouscade@nordnet.fr	33 6 60 57 11 76	
Gîtes	La Maison des Corbières	SAINT-ANDRE-DE-ROQUELONGUE	touzet.veronique@orange.fr	33 6 73 28 94 43	
Gîtes	L'Olivier	TOUROUZELLE	j.grix@orange.fr	33 6 24 68 35 35	
Gîtes	Le Belvédère	CAILHAU	valente11@orange.fr	33 6 48 82 22 85	
Gîtes	Villa Belle Vue	CARCASSONNE	cecilou.philippe@orange.fr	33 7 81 40 45 79	
Gîtes	La Maison	VILLEGAILHENC	y_bre_usa@yahoo.fr	33 7 96 22 89 80	
Gîtes	Gîtes	SAINT-LAURENT-DE-LA-CABRERISSE	jacques.salvagnac@orange.fr	33 6 83 30 24 70	
Gîtes	Château St Auriol	LAGRASSE	jpsalvagnac@yahoo.fr	33 6 30 97 89 25	
Gîtes	La Source	THEZAN-DES-CORBIÈRES	achardigny@gmail.com	33 6 37 86 64 75	
Gîtes	Grenache	VILLESEQUE-DES-CORBIERES	info@domainedenouguies.be	33 6 46 28 68 15	
Gîtes	L'Ecurie	MARSEILLETTE	levieuxilleuldefafa@gmail.com	33 7 66 15 00 90	
Gîtes	La Lucque	RAISSAC-D'AUDE	domaine@aubedestemps.fr	33 6 10 95 78 30	
Gîtes	Au Quatorzième	LAGRASSE	lebecel.cecile@wanadoo.fr	33 6 72 18 97 81	
Gîtes	Chalet Zen	LAGRASSE	veroniquebrice@orange.fr	33 6 59 12 85 30	
Hôtel	Hostellerie des Corbières	LAGRASSE	hostelleriecorbieres@free.fr	33 4 68 43 15 22	
Gîtes	Le Platane	NARBONNE	cvandenmaagdenberg@outlook.com	33 6 08 87 13 21	
Gîtes	La Vigneraie	NARBONNE	domainedemontlaures@outlook.com	33 6 63 08 01 04	
Gîtes	Hirondelle	NARBONNE	team.septimanie@yahoo.fr	33 6 72 41 83 16	
Gîtes	Le Chai	NARBONNE	patmillan34@gmail.com	33 7 86 25 29 32	
Hôtel	Le Top du Roulier	CAPENDU	hotel.le-top-du-roulier@orange.fr	33 4 68 76 47 05	
Gîtes	Domaine de Barthe	DOUZENS	holiday@barthegites.com	33 6 22 17 34 55	
Gîtes	Magdelaine	PRADELLES EN VAL	yolande.debouver@gmail.com	33 6 31 76 10 42	
Gîtes	Hameau de Joffres	SAINT-PIERRE-DES-CHAMPS	lebecel.cecile@wanadoo.fr	33 6 72 18 97 81	
Gîtes	La Maison Vigneronne	MONTLAUR	villefrancou@gmail.com	33 6 26 95 72 00	
Gîtes	L'Oustallou	SAINT-MARTIN-DES-PUITS	anickmichel@gmail.com	33 4 68 43 12 47	
Gîtes	Le Chalet	MAYRONNES	gaecdecarrus@orange.fr	33 6 43 71 19 88	
Gîtes	Maison	RIBAUTE	vacances.ribaute@gmail.com	33 6 18 67 26 06	
Gîtes	Villa Sainte Marie	NARBONNE	ansowine@gmail.com	33 6 46 53 08 47	agent Sophie

	La Gargouille	VILLETRITOULS	sevefred@yahoo.fr	06.95.22.75.59	
--	---------------	---------------	-------------------	----------------	--

11 - Mailing for private individuals – page 1



11 - Mailing for private individuals – page 2



De : Sophie Guiraudon <anhel@orange.fr>

Réponse : anhel@orange.fr

Objet : Les nouveautés du Clos de l'Anhel...

Alors, si vous souhaitez me rendre visite, découvrir ce qu'il se cache derrière mes bouteilles de vin et profitez d'un super séjour je vous laisse jeter un oeil aux plaquettes créées pour l'occasion grâce à ce lien : <https://drive.google.com/file/d/1KbPg1MoakGGQYpkDCGETW4CuhhJA6Fve/view?usp=sharing>

N'hésitez pas à me répondre par mail ou me contacter par téléphone si vous souhaitez davantage d'informations, je vous répondrai avec plaisir. Et, bien-sûr, si vous ne pouvez pas vous déplacer, les vins peuvent toujours venir à vous en commandant sur mon site internet...



Cet été, rendez-vous en Corbières, je vous attends !

Salutations corbièreuses,

Sophie Guiraudon



Expériences À VIVRE EN 1 JOURNÉE

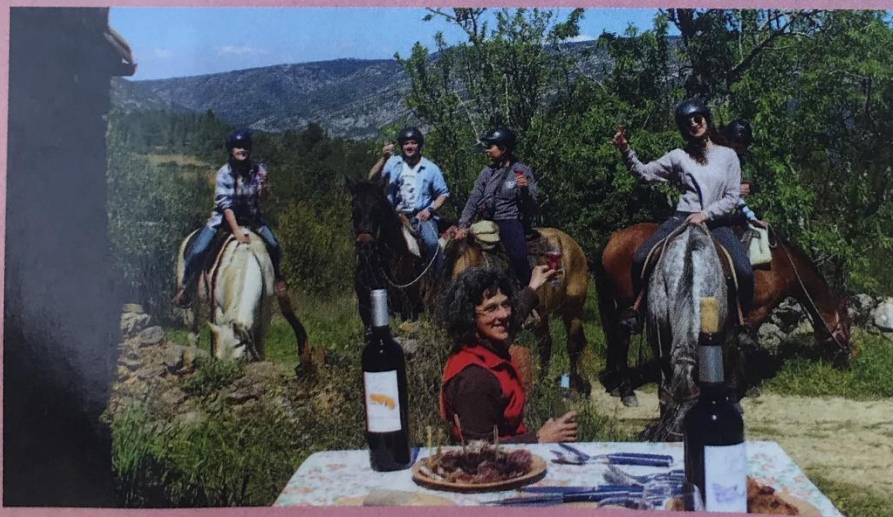
ACTIVITÉS SPORTIVES

VAL-DE-DAGNE - FERME ÉQUESTRE DU PLO

RANDO-VIN À CHEVAL

Alizée vous emmène à cheval, depuis le village de Montlaur, à la découverte des panoramas des Corbières façonnés par les vignes et la garrigue. Après une balade de 2h sur les massifs du Val-de-Dagne, vous aurez l'occasion d'aller à la rencontre d'un vigneron soit directement sur son domaine, soit durant une pause avec vue panoramique, et pourquoi pas au moment du coucher du soleil !

<https://www.ferme-equestre-du-plo.com/>



LE SEUIL DE NAUF

UNE JOURNÉE

Rendez-vous à qu
eaux du Canal du I
du peloton de Vél
arpenter le chem
l'écluse de la Méd
la cassole depuis c
du Sud de la Franc
Francis Séverac à
<https://velo-cana>
Poterie frères NO



LES INCONTOURNABLES EN FAMILLE

PORTEL-DES-CORBIÈRES

UNE VISITE SOUTERRAINE À TERRA VINEA

ESPÉRAZA

TERROIR



IL SUFFIRA D'UNE VIGNE !

La Chouette du chai

PARTY, RANDO, DEJEUNER SUR L'HERBE ... ON DÉCOUVRE UN AUTRE OENOTOURISME.

PAR **ELISE VILLON**

SOIRÉES CINÉ À FRONTIGNAN

Le festival Les Emmuscades de Frontignan propose quatre soirées sous le signe de la comédie : des petites perles sélectionnées par les passionnés du ciné-club les Hallu'cinés. Au programme, grande brasucade de moules, dégustation de muscats de Frontignan et cinéma de répertoire sous les étoiles. Les séances sont suivies d'un débat sur le film pour celles et ceux qui souhaitent prolonger la soirée. Quatre soirées, quatre domaines. Les 21 et 28 juillet, et les 4 et 11 août. 12 €.

Office de tourisme de Frontignan. Tél. : 04 67 18 31 60. frontignan-tourisme.com

GUINGUETTE SOUS LES ARBRES AU DOMAINE DE RIEUCOULON

Ici, c'est ambiance guinguette. D'abord, on choisit son spot : à table, sur les mange-debout, sur les transats ou les pelouses, version pique-nique sur des grandes nappes. Ensuite, on passe aux food trucks choisir plats et tapas élaborés avec des produits en circuit court. Et bien sûr, on accompagne le tout d'un bon verre de vin des Collines de la Moure.

Musique, cabaret ou fanfare selon les soirs. Tous les jeudis de l'été, dès 19 h sur réservation. Brunch dominical à partir de 11 h, 3 € le droit d'entrée dont 1 € reversé à une asso. 2420, avenue de Toulouse, Montpellier. Tél. : 06 61 90 89 82.

APÉRO À THÈME

À LA CHOUETTE DU CHAI

Les vendredis soir de juillet, Sylvie nous ouvre les portes de son domaine. Entre chênes verts, arbousiers et genévriers, on savoure ses vins bio pendant un apéro à thème. Cette année, on décolle pour le Far West, on retourne dans les années 80, on file guincher à la plage ou se trémousser dans une bodega. Un voyage gustatif et sonore entre food trucks, dégustation et musique, avec une ambiance chaque fois différente. Resto guinguette tous les soirs en semaine.

La Figarière, Cazevielle. Tél. : 04 67 57 34 75. lachouette Duchai.com

FLÂNERIE THÉÂTRALE

AU CHÂTEAU DE FLAUGERGUES

On vient (re)découvrir cet endroit féérique le temps d'une balade théâtrale au cœur des vignes : trois comédiens font revivre Étienne de Flaugergues, premier acquéreur du domaine pour un moment d'histoire bien vivant, suivi d'une dégustation. Tous les mardis de l'été sur réservation. Le 7 juillet, on retient sa soirée pour un grand classique : « Les Précieuses ridicules » de Molière, présenté par l'Illustre Théâtre de Pézenas.

1744, av. Albert-Einstein, Montpellier. Tél. : 04 99 52 66 37. flaugergues.com

CHASSE AU TRÉSOR FUN

AU DOMAINE SAINT-JEAN DE L'ARBOUSIER

Au cœur de ce superbe domaine, on part avec les kids jouer les détectives sur un parcours de 3,5 km, boussole en main, entre vignes et sous-bois. Noisette l'écureuil y a caché les indices menant au code de la boîte aux trésors et on se régale de les débusquer. Une occasion fun d'observer la nature avec notre petite tribu ! À la clé, jus de raisin du domaine ou friandises pour les kids et dégustation des vins du domaine pour les grands. Gratuit. ○ ○ ○

Castries. Tél. : 04 67 87 04 13. domaine-arbousier.fr

JULIEN 2021

CHAUDE-CELEST. Sous réserve de l'évolution des conditions sanitaires en France. L'alcool d'abord est dangereux pour la santé. A consommer avec modération.

ELLE MONTPELLIER



Thomas Dutronc

**CONCERTS JAZZY
AU CHÂTEAU L'HOSPITALET**

Pour nos papilles, un menu gastronomique concocté par le chef Laurent Chabert accompagné des grands vins de Gérard Bertrand. Pour nos oreilles, un jazz multifacette avec à l'affiche Zucchero, Ibrahim Maalouf, Yuri Buenaventura, Thomas Dutronc et Pascal Obispo. Rien que ça. Une programmation rassembleuse pour la 18^e édition de Jazz à l'Hospitalet ! En seconde partie de soirée, on se retrouve côté vignes avec la Cave à jazz pour encore plus de musique. Un moment magique ! 225 € le dîner-concert. Du 21 au 25 juillet. Route de Narbonne-Plage, Narbonne. Tél. : 04 68 45 28 50. jazzhospitalet.com

**STREET ART ÉCLAIRÉ
À LA CAVE DE SAINT-CHINIAN**

Stre et artistes, bédéistes, peintres... Chaque année dans ce caveau, un artiste de renom peint une cuve et donne sa patte à un vin d'exception. Un vin en édition limitée inspiré par la personnalité de l'artiste et dont l'étiquette reprend un morceau de l'œuvre. Cet été, ces fresques seront sublimes dans un grand son et lumière, autour d'une dégustation de vins, d'un food truck et d'un bar à huîtres. Tous les vendredis soir du 18 juin au 13 août, de 20 h 30 à 23 h. Le 30 juillet, soirée d'inauguration de la nouvelle fresque outdoor surprise. Chemin de Sorteilho, Saint-Chinian. Tél. : 04 67 38 28 40. lartencave.com

**NUIT ÉTOILÉE
AUX MOULINS DE FAUGÈRES**

On s'offre une pluie rafraîchissante... d'étoiles filantes ! Loin de la pollution lumineuse, l'association sétoise d'astronomie dans le pays de Thau nous convie à une observation commentée du ciel. Depuis le superbe panorama à 360 degrés des moulins de Faugères entièrement restaurés, on commence par une étude de notre soleil. Puis place au repas et à la dégustation des vins de Faugères au food truck pour un moment convivial en musique, avant une plongée dans la voie lactée, la nuit tombée. « Nuit des étoiles », samedi 31 juillet dès 17 h. Gratuit, mais on réserve. Office de tourisme des Avant-Monts. ZAE l'Audacieuse, Magalas. Tél. : 04 67 36 67 13.

REDACTRICE EN CHEF DES ÉDITIONS RÉGIONALES : ERIN DOHERTY. RESPONSABLE : ANNE-MARIELE FRANCHETEALGARDE. RÉALISATION : ETX STUDIO (RELAXNEWS). REDACTRICE EN CHEF : SYLVIE LAIDET. SECRÉTAIRE GÉNÉRALE DE LA REDACTION : CÉCILE ROUSSELET. MAQUETTISTE : MAGALI HRIN. SECRÉTAIRES DE REDACTION : CHRISTELLE DENIS ET FRANÇOIS ROUSSEAU. RESPONSABLE POLE IMAGE : SANDRINE SAUVIN. ADJOINTE : STEPHANIE DUCHÈNE, AVEC CATHY BONNEAU. ONT COLLABORÉ À CE NUMÉRO : STEPHANIE AUGÉ, VERA OCTAVE ET ELISE VILON. SERVICE PUB : CMI MEDIA REGIONS. TEL : 05 62 30 33 33.

YOGA & WINE

On booke une séance de yoga épicurien ! Des professeurs passionnés nous donnent rendez-vous dans différents domaines viticoles de la région, avec dégustation à la clé. On aime les cours de David Viala (Tél. : 06 18 12 05 02. davidviala.yoga) ou encore ceux de Céline Bruchet (Tél. : 06 99 40 72 65. Et sur Facebook). Santé, namasté !

**CHEVAUCHÉE ÉPICURIENNE
AU CLOS DE L'ANHEL - FERME DU PLO**

L'une est vigneronne, l'autre passionnée d'équitation. Sophie et Alizée se sont associées cette année pour nous faire découvrir leurs Corbières natales. Au programme, dépaysement et éveil des papilles à travers des randonnées équestres en groupe réduit, loin du tourisme de masse. À la pause, on savoure la garrigue dans les planches du terroir concoctées par Aurélien, qui nous ouvre aussi son resto les mercredis soir après un circuit. Le tout accompagné des vins bio du domaine. Trois formules tout l'été (demi-journée, journée complète ou sur 2 jours), à partir de 45 € hors repas. Uniquement sur réservation. Clos de l'Anhel. 2, rue des Mont-Lauriers, Montlaur. Tél. : 04 68 76 16 23. Ferme équestre du Plo. Le Plo, Val-de-Dagne. Tél. : 06 25 89 49 78.

**PIQUE-NIQUE GASTRONOMIQUE
AU DOMAINE DE VERCHANT**

On file dans cet écrin de verdure à quelques minutes de Montpellier, pour pique-niquer à l'ombre d'un platane ou au milieu des vignes, au cœur du magnifique parc classé. Au menu, un panier concocté par le chef Mathieu Gourreau accompagné de la Cuvée 1582 du domaine (version rouge, blanc ou rosé). Champagne sur demande. What Else ? À partir de 90 € le menu pour deux, comprenant set pique-nique, vin et eau minérale. 25 € le panier enfant. On réserve 48 heures avant. ■ 1, boulevard Philippe-Lamour, Castelnaud-le-Lez. Tél. : 04 67 07 26 00. domainedeverchant.com



Domaine de Verchant

JULIEN 2021

YANN CORBIAN / FABRICE SECOU / L'abus d'alcool est dangereux pour la santé. A consommer avec modération.

14 - Pictures : “Un soir d’été” – page 1





15 - Flyer "Un soir d'été"



UN SOIR D'ÉTÉ AU CLOS DE L'ANHEL

Rendez-vous avec
Sophie tous les
mercredis du 16 juin
au 11 août de 17h à 21h.

Dégustation et vente
des vins dans le chai
accompagné de
quelques grignotages



Sophie Guiraudon du Clos de l'Anhel
2 Rue des Mont Lauriers
11220 Montlaur
anel@orange.fr 0677096548



16 - Review and preparation “De chez en chai”

SYNTHÈSE 2 - JOURNÉE PORTES OUVERTES DES VIGNERONS DE MONTLAUR

Suite à la réunion du jeudi 22 avril

Participants :

Domaine de Roquenegade - emilie-gal@orange.fr
Domaine Baillat - domainebaillat@sfr.fr
Domaine Vinea Adrian - vineaadrian@gmail.com
Domaine La Petite Commanderie - lapetitecommanderie@gmail.com
Clos de l'Anhel - anhel@orange.fr
Domaine Hervé Saint Georges - h.saintgeorges@orange.fr
Cellier des Troubadours - emilie.merlos@gmail.com
Domaine Fourtanier - domainefourtanier@wanadoo.fr
Restaurant Vins de Dagne - valdedagne13@gmail.com

- Date prochaine réunion : **jeudi 20 mai à 17h30**
- Personnes à contacter avant la prochaine réunion : Bastien Mathieu et Edoardo Antonini
- Concept et tarif validés : **20€ formule dégustation** chez tous les vigneron, **35€ formule dégustation et panier repas froid**. Uniquement entre caves particulières / vigneron. 3 éditions (Printemps - Été - Automne)
Pas d'association à créer pour le paiement. Un prend la responsabilité et les autres facturent ensuite.
- Idées de noms : “*Le Val des Vins*” ou “*Au fil des Chais*” ou “*De Chai en Chez*”. A vos votes!
- Logistique et organisation de la journée :
Première édition votée à la majorité : **dimanche 17 octobre 2021 de 10h à 18h**.
Parking à voir avec la mairie (arrêté municipaux)
Arrivée autour de l'église pour l'accueil : paiement, remise des verres et porte verres, cartes et tickets
Réunion de fin sur la place de Montlaur entre 17h à 18h
- En cas d'intempéries : solution de repli à Roquenegade ou au Foyer de Montlaur (à voir avec la mairie) pour le midi
- **! Faire un planning prévisionnel des tâches à effectuer jusqu'à l'évènement à assigner à chacun !** Accès au planning prévisionnel - à mettre à jour et modifier. Tout le monde y a accès : <https://docs.google.com/spreadsheets/d/1d5ltg-3FGwLFcCxL14N4hDL5OwLdY4P-dpGl9mCXjiM/edit?usp=sharing> (outil utile pour gagner en efficacité et ne pas être perdu dans l'organisation, surtout à plusieurs)
- Communication :
Voir avec la mairie ou la Chambre d'Agriculture pour l'impression des flyers/brochures
Communiquer avec les Offices de Tourisme, le CIVL, 20 Corbières, Grand Carcassonne Tourisme, radio et presse locale
- Panier repas froid par Aurélien et à voir avec Edoardo. Penser aux allergies. Valider la quantité possible de panier à réaliser.

17 - Group picture



18 - Pictures : new cellar – page 1



18 - Pictures : new cellar – page 2



19 - Invitation "Cave Ouverte"



JOURNÉE CAVE OUVERTE AU Domaine Ollier Taillefer

Dimanche 25 Juillet 2021 de 10h - 18h

Au programme cette année :

Balades dans le vignoble en 4x4 avec visite des chais

Dégustations de nos cuvées AOP Faugères **BIO** : millésimes en cours et verticales de nos grandes cuvées

Concert live : Morena la Griotte en Trio

Petit Marché de Producteurs : Miel Un Air de Famille, Pélardons Ferme du Mas Rolland, Huiles d'Olives Petit Moulin de Léonce

Bar à vin

Repas sur réservation : Magret grillé et pommes de terres sautées **12€**

Fromages et desserts à acheter sur le petit marché.

Afin de respecter les règles sanitaires en vigueur, nous vous demandons de **réserver des créneaux** pour la **visite** du vignoble et la **dégustation**. Par groupe de 6 maximum. Nous contacter.

Réservation et renseignements : ollier.taillefer@orange.fr ou

04 67 90 24 59

Route de Gabian, 34320 Fos

Domaine
Ollier
Taillefer

20 - Papé Marcel



21 - Visorando map

Orange F Appels Wif 57% 11:52

La balade de Papé Marcel du Do...

RÉSUMÉ DÉTAILS

Abonnement cartes IGN











© OpenStreetMap 2021

1 2 3 4 5

Démarrer

Rieufrech Montesquiou

0 500 m 1000 m

Télécharger carte/rando	Profil altimétrique	Aller au départ
	 135 m	
5.5 km	2h00	 296 m
		 173 m
A pied	Facile	
		

22 - Balisage



23 - My maps – page 1

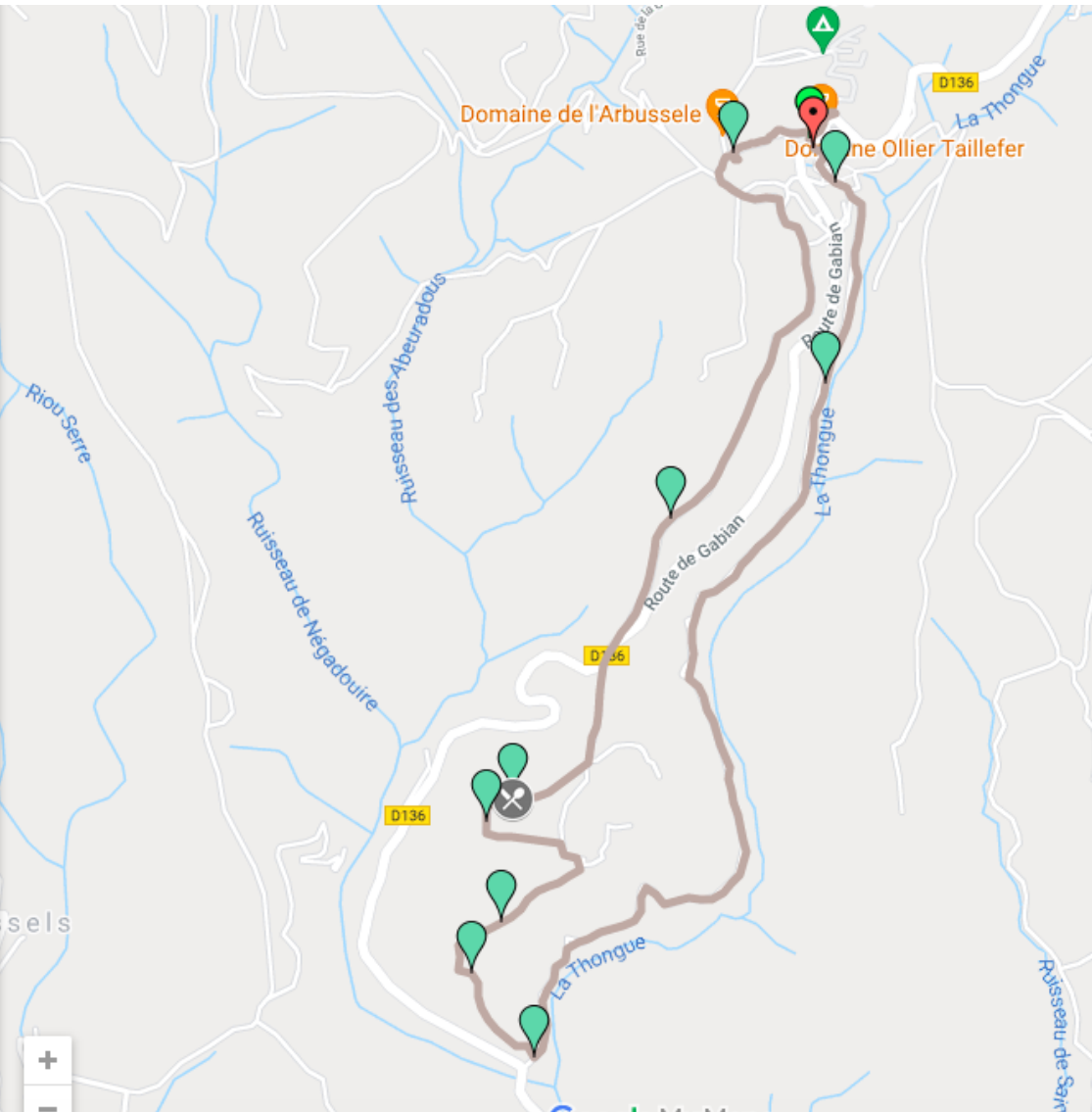
La Balade de Papé Mar... 🔍 ⋮

▼ Le Domaine Ollier Taillefer vous transporte à travers son histoire et terroir grâce à un circuit sensoriel et ludique. En autonomie, 4 vues ☆

[PARTAGER](#) [MODIFIER](#)

Randonnée du 10/06/2021 à 13:50

- 📍 Point de départ et d'arrivée à la boutique
- 📍 1. Le Clos de l'Aire
- 📍 2. Point de vue Ayrolle
- 📍 3. La Capitelle
- 📍 Aire de picnic
- 📍 4. Point de vue
- 📍 5. La garrigue
- 📍 6. Vigne pentu de Syrah
- 📍 7. Le schiste
- 📍 8. Rivière "La Thongue"
- 📍 9. Le village de Fos et son château
- 📍 Fin du parcours "Randonnée du 10/06/2021..."
- 📍 Randonnée du 10/06/2021 à 13:50



The map displays a brown hiking route starting and ending at a red location pin labeled 'Fin du parcours "Randonnée du 10/06/2021..."'. The route passes through several green location pins corresponding to the list items: 'Point de départ et d'arrivée à la boutique', 'Le Clos de l'Aire', 'Point de vue Ayrolle', 'La Capitelle', 'Point de vue', 'La garrigue', 'Vigne pentu de Syrah', 'Le schiste', 'Rivière "La Thongue"', and 'Le village de Fos et son château'. A black location pin with a white 'X' indicates the 'Aire de picnic'. The map also shows 'Domaine de l'Arbussele' and 'Domaine Ollier Taillefer' in orange. Water bodies include 'Ruisseau de Négadour', 'Ruisseau des Abeuradous', 'Ruisseau de Saint', and 'La Thongue'. Roads are marked with 'D136' and 'D136'. The map interface includes a red header with a menu icon, a search icon, and a vertical ellipsis icon. A zoom control is visible in the bottom left corner.

23 - My maps – page 2

Ajouter un calque Partager


Aperçu

Randonnée du 10/06/2021 à 13:50

Styles individuels

- Point de départ et d'arrivée à...
- 1. Le Clos de l'Aire**
- 2. Point de vue Ayrolle
- 3. La Capitelle
- Aire de picnic
- 4. Point de vue
- 5. La garrigue
- 6. Vigne pentu de Syrah
- 7. Le schiste
- 8. Rivière "La Thongue"
- 9. Le village de Fos et son ch...

1. Le Clos de l'Aire



1 sur 2 >

A l'initiative de Papé Marcel, cette collection de cépages vous aidera à comprendre leur diversité. Admirer les différentes feuilles, baies et pieds de vignes... et goûter les raisins quand il y en a !

43.56648, 3.24368

Domaine de l'Arbussele Domaine Ollier Taillefer

Google My Maps

D136 La Thongue



Roadbook : La balade de Pape Marcel



D/A : Caveau de dégustation du Domaine Ollier Taillefer. Après avoir éveillé vos cinq sens, poussez les portes à l'arrivée pour une dégustation de nos vins rouges, blancs et rosés en AOP Faugères en agriculture biologique.

Coordonnées GPS : **43.56675, 3.24567**

Point 1 : Le Clos de l'Aire, notre collection de cépage créée dans les années 1970. Admirez les différences et particularités entre les cépages et goûtez les baies quand c'est la saison ! Vous y trouverez nos cépages autochtones comme le Carignan, la Syrah ou la Roussanne...

Coordonnées GPS : **43.56648, 3.24368**



Point 2 : A 290m d'altitude, cette jeune vigne de Grenache se situe au point culminant du domaine. Cette altitude se ressent notamment dans tout nos vins en apportant fraîcheur et équilibre. Ouvrez grand les yeux, par temps clair, vous pouvez apercevoir les Pyrénées. Le village de Roquessels est sur votre gauche.

Coordonnées GPS : **43.55958, 3.24203**

Point 3 : La capitelle, cette ancienne cabane de berger, est entourée par notre plus vieille vigne de Carignan. Profitez du chant des oiseaux, d'un panorama magnifique tout en tranquillité. Pour les plus gourmands, au pied de notre vieux chêne se trouve une table de picnic.

Coordonnées GPS : **43.55436, 3.23791**



Point 4 : A quelques pas de la capitelle, en continuant votre chemin, grimpez sur la petite murette en pierre pour admirer un point de vue grandiose. Admirez l'étendu des vignes, en flanc de montagne, la forêt et les champs, dans un écrin de nature encore préservée.

Coordonnées GPS : **43.55388, 3.23724**



Domaine Ollier Taillefer

Route de Gabian, 34320 FOS

PAGE 1

ollier.taillefer@orange.fr ou 04 67 90 24 59

Roadbook : La balade de Pape Marcel



Point 5 : La garrigue, mélange de thym, genévrier, cade, d'olivier sauvage et d'arbusier, représente la flore locale du Sud de la France. Ouvrez bien vos narines, ces senteurs enivrantes peuvent se retrouver dans nos vins, comme notre cuvée Grande Réserve, aux arômes prononcés de... garrigue.

Coordonnées GPS : **43.55196, 3.2376**

Point 6 : Cette parcelle de Syrah, sur un coteau exposé plein sud nous donne chaque année la meilleure expression. Cela permet une exposition optimale pour de superbe maturité. La Syrah, présente dans la quasi totalité de nos vins rouges est un cépage autochtone produisant des vins puissants et aromatiques.

Coordonnées GPS : **43.55101, 3.23682**



Point 7 : Symbole de l'AOP Faugères, le schiste est un terroir d'une richesse incroyable. Il amène au vin fraîcheur, minéralité et équilibre. Son aspect feuilleté et fracturé donne la possibilité aux racines de s'infiltrer en profondeur et donc de palier au manque d'eau. Facilement friable, vous pourrez en ramener un bout en souvenir...

Coordonnées GPS : **43.54942, 3.23846**

Point 8 Hors saison, il est possible de tremper les pieds dans La Thongue, affluent du fleuve de l'Hérault, Cette rivière longe le Chemin des Jardins. Cependant, vous la trouverez souvent à sec si vous vous baladez en été.

Coordonnées GPS : **43.56215, 3.24607**



Point 9 : Le village de Fos et son château abrite 115 habitants à l'année. Ce château date du Moyen-Age. Notre cuvée Castel Fossibus en tire son nom, signifiant Château de Fos en Occitan.

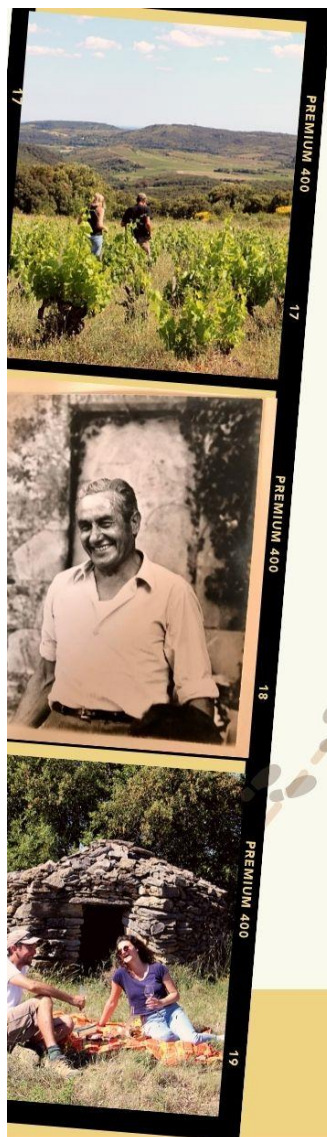
Coordonnées GPS : **43.56593, 3.24632**



Retour au caveau pour une dégustation bien méritée. Après l'effort, le réconfort...

25 - Picture : picnic





La balade de Papé Marcel

Le **Domaine Ollier Taillefer** vous transporte à travers son **histoire** et **terroir** grâce à un **circuit sensoriel** et **ludique**. En **autonomie**, muni d'une **carte interactive** et d'un **roadbook**, prenez le temps d'**éveiller vos sens** et **découvrir la typicité** de l'AOP Faugères et des vins du Domaine. La **mémoire de Papé Marcel** saura vous guider sur cette expérience pleine de **surprises...**

Départ et arrivée à la **boutique**, **dégustation commentée** de nos vins **AOP Faugère** en **agriculture biologique** pour finir en **beauté** !



En supplément* : **panier picnic** de produits **bios** et **locaux** à déguster sur votre parcours. Disponible pour le **petit-déjeuner**, **déjeuner** ou même pour l'**apéro** au **coucher de soleil...**

Domaine
Ollier
Taillefer



Domaine Ollier Taillefer

Route de Gabian, 34320 FOS

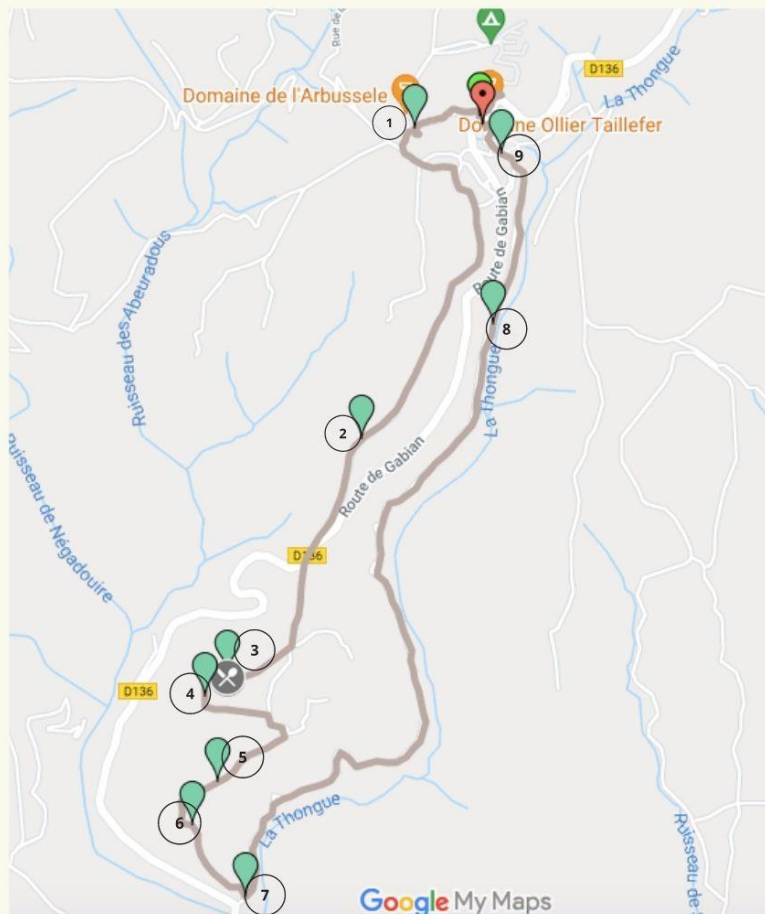
ollier.taillefer@orange.fr ou 04 67 90 24 59

* Sur réservation 72 heures à l'avance

30€ pour le panier 2 personnes

Nous contacter pour tous renseignements.

26 - Flyer “La balade de Papé Marcel” – page 2



- D/A : Départ du caveau du domaine **Ollier Taillefer**
- Prendre la direction du “Camping” à gauche, sur la route montante. Le Clos de l’Aire (**point 1**) se trouve à gauche.
- A l’embranchement, prendre à gauche. Continuer tout droit sur cette route à 290m d’altitude (**point 2**)
- Traverser la grande route, prendre le chemin qui monte sur la gauche
- Bifurquer sur un chemin à droite pour atteindre la Capitelle (**point 3**)
- Longer la vieille vigne de Carignan. Point de vue à droite, au pied de la murette en pierre sèche (**point 4**)
- Continuer à longer la vigne, en descendant puis prendre à droite et atteindre un petit chemin étroit et caillouteux. A la fin du chemin, la garrigue et la flore sauvage (**point 5**) sont omniprésentes.
- Continuer tout droit jusqu’à la première parcelle de vigne, de la Syrah (**point 6**) puis descendre en longeant le premier rang jusqu’à retrouver un chemin.
- Continuer sur ce chemin rempli de schiste (**point 7**)
- Prendre un virage serré sur le chemin des jardins à gauche, qui longe la Thongue (**point 8**)
- Suivre ce chemin et arriver par le village de Fos et son château (**point 9**)
- Retour au caveau pour une dégustation bien méritée !

Domaine
Ollier
Taillefer

La balade de Papé Marcel



A la recherche d'un tourisme plus **raisonnable** et **durable**, dans le respect de notre **terroir**, **biodiversité** et **environnement**, nous avons mis en place une nouvelle expérience œnotouristique inédite : "**La Balade de Papé Marcel**". Cette balade, à faire **en autonomie**, à votre rythme, avec en unique guide les mémoires et récits de Marcel, grand-père de **Françoise Ollier**, passionné de son terroir. Le but est de sensibiliser sur l'**histoire** du domaine ainsi que la typicité de l'**AOP Faugères** et des **vins du Domaine Ollier Taillefer**. Muni d'un **roadbook**, ainsi qu'une **carte interactive**, prenez le temps d'**éveiller tous vos sens**. Entre **amis**, en **couple** ou en **famille** laissez vous transporter dans l'**univers** du domaine, en toute **liberté**.

Gouter les baies de raisins, **admirer** la vue, **toucher** le schiste ou encore **sentir** la garrigue sont des exemples d'**étapes sensorielles** à suivre lors du parcours. A la fin, vous aurez la chance de mettre en pratique vos nouvelles connaissances lors d'une **dégustation commentée** des **vins bios AOP Faugères** du domaine...



Pour les plus **gourmands**, nous mettons à disposition un **panier picnic** de produits **bio** et **locaux** à savourer pendant le parcours. Profitez de notre **gastronomie local** aussi bien pour le **petit déjeuner**, **déjeuner** ou l'**apéro** pour profiter du coucher de soleil... (30€/ 2 pers)



Domaine Ollier Taillefer

Route de Cabian, 34320 FOS

ollier.taillefer@orange.fr ou 04 67 90 24 59

