

Delas Frères opening its new premises in Tain l'Hermitage

In 2019, Delas Frères is writing a new chapter in its history with the opening of new premises in Tain l'Hermitage; new facilities and tools essential to the company's future growth and a new showcase site in which the Delas team will be delighted to relate the history of the company to visitors.



Founded in Tournon-sur-Rhône in 1835, Maison Delas Frères has constantly gone to great efforts to execute a strategy committed to quality and respect for the terroir.

Delas Frères has been associated with the Deutz Champagne House since 1977 when it was purchased by the latter. It was given new momentum from the mid-1990s when the Rouzaud family, already the owner of several wine estates, acquired the two wine companies and entrusted their management to Fabrice Rosset (CEO since 1996).

Under his management, and with the intention of taking the domaine to the next level of excellence, the company embarked a long-term development program.

Thus, over the last twenty years, nearly 30 million euros have been invested: harvest handling facilities, vatroom, high-tech equipment and new ageing cellars in Saint-Jean-de-Muzols, rebuilding of the dry-stone support walls on the Hermitage hills, replacement of 7,000 vines, consolidation of the vineyards with the purchase of several plots. In 2006, the acquisition of nearly 20 hectares in the Crozes Hermitage appellation took the total vineyard surface area now worked by Delas Frères to around 30 hectares.

The final stage of this journey is the crossing of the magical bridge between the two local capitals, Tournon-sur-Rhône and Tain L'Hermitage.

A bridge between two banks

Delas Frères has been historically located in Saint-Jean-de-Muzols, but in 2015, its 180th anniversary year, it acquired a property tucked away in the centre of Tain-L'Hermitage. This would be the start of the next phase in the process of elevating the brand.

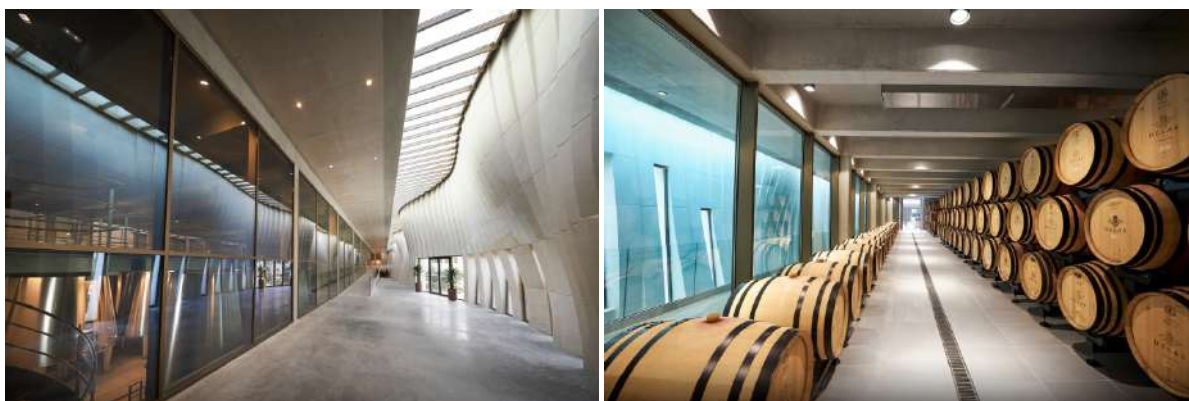
"Delas Frères needed a high-performing production tool that matched its ambitions and would allow it to deliver the purest expression of its prestigious northern terroirs," said Fabrice Rosset at the time.... "and, at the same time, be consistent with the elegant efficiency of Deutz and the constellation of magnificent estates under the same umbrella" (Château Pichon Comtesse, Adriano Ramos Pinto, Domaines Ott, Louis Roederer, Merry Edwards, Roederer Estate, etc.).

The new property, located at the foot of the l'Hermitage hill, at 40, Rue Jules Nadi, now includes an architectural gem that lives up to the outstanding setting.



The design and restoration of the facilities were entrusted to architect *Carl Fredrick Svenstedt* (a graduate of Harvard and the Yale School of Architecture) with a brief to respect the character of the original property and to set off the "terroirs of excellence".

The spectacular building housing the new winery and cellars, which adjoins the former family residence and the new reception cellars, is impressive for its purity, precision and modernity. Only noble material - stone, glass and steel – has been used in its construction. The wall-sculpture, created from 274 blocks of stone, seems to be almost alive with a rhythmic and harmonious undulation that appears to take the shape and mimic the Hermitage hills.



In a 6,000 m2 walled property, the venerable “Maison Delas Frères” now boasts a tailor-made, state-of-the-art production facility.

In September 2019, the grapes from the northern crus were brought in to this new red wine winery in Tain l’Hermitage for an emotional first harvest. The white wines and blends from the southern crus were taken to the Delas Frères site in Saint-Jean-de-Muzols which is still in operation.

The reception cellars, a retail space for visitors

Sheltered by noble stones, reflecting the architectural codes of those of the walls protecting the winemaking operations, the reception cellars come at the end of the tour. This space is entirely dedicated to wine tastings and sales. It offers wine novices and wine lovers a chance to try and buy Delas Frères’ range of wines representing the finest Rhône Valley terroirs.



The reception cellars are open from Monday to Saturday from 9:30 to 12:00 and from 14:30 to 18:30

Last but not least, the Reception House...

This former family residence perfectly illustrates the contemporary nature of the project sought by Delas Frères with an interior design courtesy of renowned designer, Julia Rouzaud. Its reception facilities include two lounges and a dining room. 11 bedrooms for the use of Delas’ guests (partners, customers, VIPs, etc.) complete this space in which the Delas Frères team will be delighted to relate the history of the company.

Fabrice Rosset states, *“We are delighted to have been able to make the most of this unique property, now practically an icon thanks to its history and its rebirth within the world of fine Rhône Valley wine. This will be the facility where we will be able to receive devotees of the brand and Rhône Valley wine enthusiasts, in style.”*



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€18 million were invested in turning the property into a wine-tourism and wine production facility.

NB In a prestigious architectural competition, last October, the new winery was awarded the "Architecture Master Prize 2019" and its architects named "Architecture Firm of the Year" within the "Sustainability" category.

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