



EDMOND  
DE ROTHSCHILD  
HERITAGE

## Edmond de Rothschild Heritage in New Zealand: a new step in the Rimapere adventure

*Edmond de Rothschild Heritage reinforces the group's presence in New Zealand: the Edmond de Rothschild art of living division has taken over the entire management of the Rimapere vineyards, with Anne Escalle in charge of the estate.*



*Anne Escalle & Ariane de Rothschild @Anakaphotos*

The Edmond de Rothschild Heritage New Zealand adventure began in **2012** when Benjamin de Rothschild decided to create a world-class Sauvignon Blanc under the name **Rimapere**. Rimapere means “*five arrows*” in Maori, a term that pays tribute to both the Rothschild family emblem and the traditional New Zealand culture. Back then, Benjamin de Rothschild bought 24 hectares of vines, ideally located in the heart of the Golden Mile, nestled in the Marlborough valley.

In November 2019, Edmond de Rothschild Heritage became fully independent and **the unique manager of the estate**. This reorganisation illustrates the Compagnie Vinicole's desire to enhance its presence in New Zealand

*“We are only beginning to understand the potential of this terroir. After six years of experience and discovery, we have decided today to move up a gear by recruiting Anne Escalle as our Estate Director. Anne is a unique asset in our organisation thanks to her dual French-New Zealand nationality and her distinguished academic background and professional career.”*

***Boris Bréau, Managing Director for Edmond de Rothschild Heritage Wines***

With a view to meeting this challenge, **Anne Escalle** was named **Estate Director** for Rimapere on **1<sup>st</sup> November 2019**. Born in the Rhone valley, this wine enthusiast holds a master’s degree in Viticulture and Vinification from the ENITA agricultural engineering school in Bordeaux. She worked as a viticultural consultant in the Languedoc Roussillon region for 10 years before moving to a 600-hectare vineyard in New Zealand in 2007 where she still lives today. In the meantime, she obtained the New Zealand citizenship.

Ariane and Benjamin de Rothschild have entrusted Anne Escalle with the task of cementing the initial work on this terroir to enhance production and develop premium craft (single vineyard) wines from the region’s emblematic varietals, Sauvignon Blanc and Pinot Noir.

*“Rimapere has the advantage of belonging to an exceptional terroir. It is a real gem: it is up to us, our expertise and our courage to make it shine. Today marks an important step in the Rimapere adventure and its ambition.”*

***Ariane de Rothschild, President of the Executive Committee for Edmond de Rothschild***

This new step follows six years of collaboration when the estate was jointly managed by the Peabody family, a partner to whom Edmond de Rothschild Heritage is particularly grateful for their expertise and commitment to the adventure.

### **About Rimapere, New Zealand:**

Edmond de Rothschild Heritage purchased the Rimapere vineyard in 2012. Ideally located in the prestigious Rapaura district, in the heart of the Marlborough region, the 24-hectare vineyard is managed according to sustainable agriculture principles. Two wines are produced here: *Rimapere Sauvignon Blanc* (20 hectares) and *Rimapere Pinot Noir* (4 hectares).

### **About Edmond de Rothschild Heritage Wines:**

Edmond de Rothschild Heritage invests, develops and preserves the family heritage and know-how to magnify and transmit it to future generations. This art of living unit revolves around three skills:

**WINEMAKING**, with 500 hectares of vines divided between Bordeaux (Château Clarke, Château des Laurets and Château Malmaison), New Zealand (Rimapere), Argentina (Bodega Flechas de los Andes), the Rioja region in Spain (Bodegas Benjamin de Rothschild & Vega Sicilia - Macán) and South Africa (Rupert & Rothschild Vignerons).

**HOSPITALITY**, with the Domaine du Mont d'Arbois in Megève, Edmond de Rothschild Heritage sets a new bar for a new mountain holiday experience with three hotels (Four Seasons Hotel Megève 5\*, Les Chalets du Mont d'Arbois Megève Four Seasons Hotel 5\* and La Ferme du Golf 3\*), ten restaurants (Le 1920\*\*, Kaïto, Bar Edmond, Prima\*, La Taverne du Mont d'Arbois, La Pizzeria de La Taverne, L'Auberge de la Côte 2000, Idéal 1850, Le Club du Mont d'Arbois, Bellota-Bellota de la Ferme du Golf) and an 18-hole golf course.

**NATURE**, with the Compagnie Fermière, home to the one and only Brie de Meaux Fermier AOP, a farming operation and the Pépinière de l'Ambre.

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