



A WORLD **APART**

VOLUME N°6

MACÁN

N 42° 34'37.913
W 2° 39'46.321

AN EPICUREAN INVITATION

The art
of cultivating
singularity through
Excellence



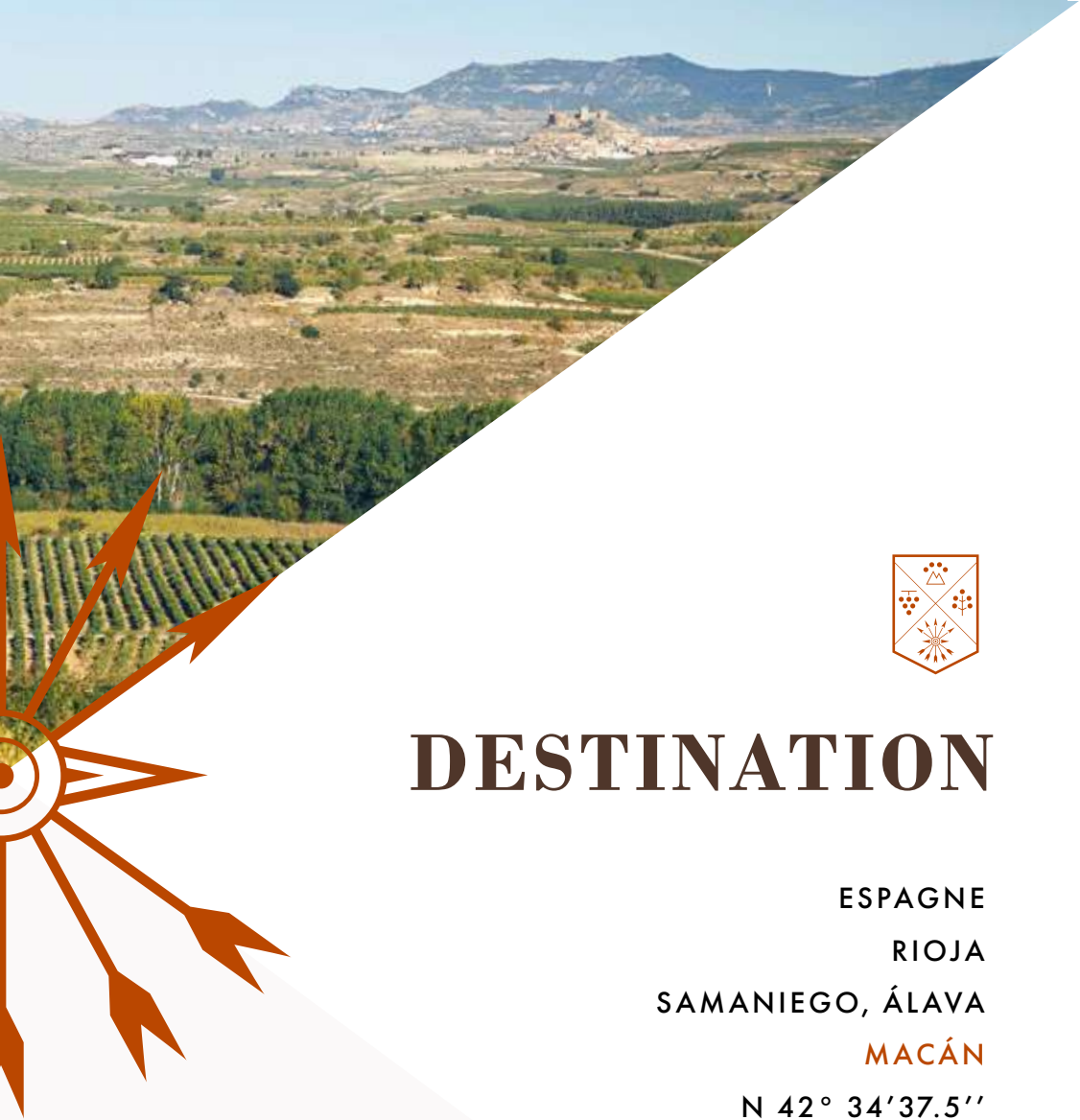
EXPERIENCE N°6

WRITING A NEW CHAPTER









DESTINATION

ESPAGNE

RIOJA

SAMANIEGO, ÁLAVA

MACÁN

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A WORLD **APART**

VOLUME N°6

MACÁN

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BENJAMIN & ARIANE DE ROTHSCHILD

WINE IS AN "ART DE VIVRE"

At the helm of the Compagnie Vinicole since 1997, Benjamin and Ariane de Rothschild continue to expand its international renown. A commitment to excellence holds sway at each property, reflected in the wines and their respect for the human, craftsmanship, tradition and environmental aspects. It is their way of perpetuating and paying tribute to the pioneering work of Baron Edmond de Rothschild, Benjamin de Rothschild's father, who created the company in 1973 by purchasing Château Clarke, a little-known Cru Bourgeois estate in the Listrac-Médoc appellation. Convinced of the outstanding properties of its land, he devoted himself to making it the stand-out property of the region. Benjamin de Rothschild shares the same goals. To fulfil a vision and cement his intuition, and to provide all the resources necessary to reveal the quintessence of the terroirs and enhance their inherent character. Benjamin de Rothschild focused on increasing the Compagnie Vinicole's international

For Ariane :

**« Wine-making is an act rooted in aesthetics...
There is an undeniable beauty and elegance
within it. Wine is about pleasure and sharing.
Wine is very relevant to the art de vivre ».**

presence, developing the highest quality foreign terroirs, lured by the promise of unique adventures, new worlds to explore and great wines to create. There, he would draw on the time-honoured practices of local cultures, combined with traditional French expertise.

The Compagnie Vinicole has been in South Africa since 1997 in the form of Rupert & Rothschild Vignerons, a partnership with the Rupert family; in Argentina since 1999 with Flechas de Los Andes, in partnership with Laurent Dassault; and in New Zealand since 2012 with Rimapere.

« We are proud of what we have inherited and live it every single day in a bid to elevate it to its highest height. Our boldness stems from our responsibility to make “l’art de vivre”, the art of living, an integral part of its economic, cultural and artistic life. And to construct a vault of cherished know-how to be protected and passed on to the generations ».

ARIANE DE ROTHSCHILD

president of the executive committee
of the Edmond de Rothschild Group

In 1999, Benjamin de Rothschild and Laurent Dassault created ex-nihilo Flechas de Los Andes in Argentina; since 2012, the Compagnie Vinicole is present in New Zealand with Rimapere. But it's in 2009 that Benjamin and Ariane de Rothschild create Macán, in Rioja, Spain, in collaboration with Pablo Alvarez, president of the iconic Spanish estate Vega Sicilia.







PABLO ÁLVAREZ

RESPECTING THE LAND, THE TIME AND THE WORK

In 1982, the Álvarez family purchased Vega Sicilia, a legendary winery founded in Ribera Del Duero by Eloy Lecanda in 1864. It would become the jewel of the Tempos Vega Sicilia group, directed by Pablo Álvarez, who would make these wines, already renowned in Spain, into international icons. He would go on to successfully develop Alión (Ribera del Duero), Oremus (Tojak, Hungary), Pintia (Toro) and, finally, in partnership with Benjamin de Rothschild, Macán (Rioja).

For Pablo Álvarez, the success of Tempos Vega Sicilia lies primarily in the “the Álvarez family commitment to Eloy Decanda’s essence and philosophy”:

« RESPECT FOR NATURE AND THE LAND, A CULTURE OF DEVOTION, PATIENCE AND EFFORT, A CANDID AND RIGOROUS SPIRIT, RESPECT FOR THE VALUE OF TIME, A PASSION FOR WORK WELL DONE, A COMMITMENT TO AUTHENTICITY, EXCELLENCE AND THE CONTINUOUS IMPROVEMENT OF CROPS, YEAR AFTER YEAR AFTER YEAR ».

Values shared irrefutably by Benjamin and Ariane de Rothschild and the very cornerstone of their collaboration in the creation of this great wine, unique in the Rioja region.







BENJAMIN AND ARIANE DE ROTHSCHILD & PABLO ALVAREZ

THE CREATIVE VISION

All around the world, each one of them has succeeded in unveiling the charm of different terroirs.

Their meeting of minds, their passion for grands crus, their determined and challenging curiosity gave birth to a unique shared adventure in Spain. Each of them recognized in the others the intuition, hope and desire for modernity and for a great new wine. Together, these visionary entrepreneurs decided on Rioja, the oldest Spanish Controlled Designation of Origin, as the perfect region to establish, piece by piece, a winery of excellence.

Viticulture in Rioja is historically a family affair, and the vineyards, as modest as they may be, are inherited traditionally from generation to generation. The one hundred and seventy “pagos”, which today make up the very essence of Macán, were purchased from seventy different landowners. A long quest undertaken with a great deal of patience in the utmost secrecy. Each of these one hundred and seventy plots was chosen focusing on its capacity to marshal a vineyard with exceptional potential, spread over 92 hectares in Rioja Alta and Rioja Alavesa. The vineyard continues to expand today with the same meticulous care, slowly and steadily.

From the initial idea to the first Macán vintage in 2009, it took eight years for Benjamin de Rothschild, Ariane de Rothschild and Pablo Álvarez to sculpt the vineyard of their dreams. It was yet another seven years before they gave it the bodega it deserved.

August Rodin, known for sculpting other dreams, once asserted:

**« WHAT ONE DOES WITH TIME,
TIME RESPECTS ».**



LA RIOJA

LAND OF PIONEERS

Whereas vineyards have been cultivated in the region since time immemorial, ageing in oak barrels – a characteristic of Rioja wines - was only introduced under the influence of Bordeaux winemakers.

It was in the middle of the 19th century that the region first envisioned the production of a quality Spanish viticulture. Inspired by a visit to Bordeaux, Marquis de Murrieta and the Marquis de Riscal adopted practices from that winemaking region with the help of Bordeaux master winemaker Jean Pineau and applied them to the leading local varietal, Tempranillo.

The trailblazing Rioja region, was the oldest Controlled Designation of Origin (denominación de origen, DO) in Spain, first attributed in 1925. It was the first – and, to this day, the only one along with the Priorat – to obtain in 1991 the distinction “Calificada” (denominación de origen calificada, DOCa), a symbol of its quest for excellence. This label determines and regulates the production area, grape varieties, maximum yields, winemaking and ageing techniques...thus creating a commitment for winemakers as well as a guarantee to reassure and satisfy aficionados of Rioja wines.

It was in this region, conducive to innovations in the vineyard as well as in the winery, where the cultural heritage of Rioja villages inherited from the Middle Ages corresponds fabulously with the cutting-edge bodegas created by leading names in contemporary architecture, that **Macán** took root.

Macán takes its name from macanudos, the inhabitants of San Vicente de la Sonsierra, where a large part of the vineyard is located.









LA RIOJA ALTA & LA RIOJA ALAVESA

A BREATH OF FRESH MODERNITY

Sheltered by the Cantabrian Mountains in the north of Spain, Rioja traces the course of the Ebro River along one hundred kilometres from West to East.

Macán is sourced from the two premier quality areas in Rioja: Rioja Alta and Rioja Alavesa. The Rioja Alta to the west (27,347 hectares) boasts a temperate Atlantic climate and a healthy combination of clay, iron and alluvial soils. It is home to the highest concentration of century-old vineyards in Europe, and indeed from throughout the world.

In the centre, the Rioja Alavesa (13,389 hectares) enjoys a Mediterranean climate with a continental influence and the soil is rich in chalky clay and limestone. The vineyards are cultivated as far as the eye can see in small plots on slopes and terraces.

The grapevines flourish here at altitudes of 400 to 500 metres. The mild temperatures, the thermal day/night contrast and cool nights help preserve the aromatic richness of the grapes. A prized environment and perfect setting for creating grands crus.



THE SPANISH EMBLEM

EXQUISITE

Tempranillo is the third most widely planted wine varietal in the world. The second most cultivated grape in Spain, the country with the world's largest winegrowing region, it is found in 20.8% of vineyards.

But the Tempranillo varietal is sovereign in Rioja, its native region, where it monopolises 87% of the appellation.

It takes its name from the Spanish term temprano (early) because of its short ripening cycle. Very versatile from an oenological perspective, this varietal is especially appreciated for producing fine aromatic wines with excellent ageing potential, good alcohol content, a natural acid balance and intense colour. Fruit-driven wines that become smoother with time.

The yield in Rioja is 20% lower than the national average in an effort to produce more concentrated grapes. Older vines are therefore particularly prized.

Tempranillo was selected as the sole varietal to Macán for its oenological qualities. It represents 86% of the vineyard, comprised of mature vine stocks aged 49 years on average, spread over 170 plots in 92 hectares, with 90% planted in limestone clay and 10% in iron-rich clay. The density of vine stocks per hectare varies from 3333 to 8330 for vines more than 60 years old. The vines are pruned in bush vine or “goblet” form. The vineyard was developed by massal selection of the very best plants.

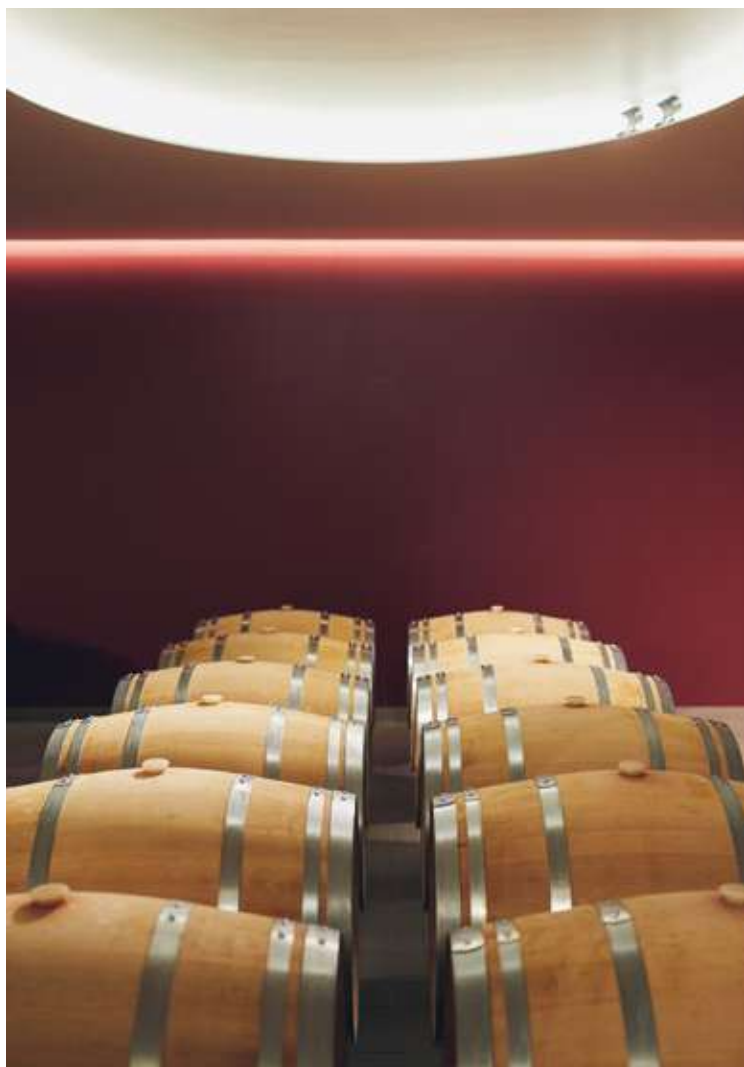




Perfectionism and sustained management strive to ensure a dual objective of guaranteeing quality and respect for the environment.

Since herbicides are banned, the soil is amended with organic sheep and goat manure from organic farms, prepared by Vega Sicilia. This green manure improves the soil structure and promotes organic growth. During pruning, the vine trunk and branches are protected by a natural antifungal derived from vanilla, garlic, chitosan (a natural component of shellfish shells) and propolis, developed by Vega Sicilia to prevent any contamination by fungus.

According to Gonzalo Iturriaga de Juan, the technical director for **Macán**, “the Tempranillo is a fruity and floral varietal boasting great elegance, tension and power. It needs to be controlled and polished in order to fully express its eloquence”. Here it is at its peak.





TWO GREAT WINES

ONE SINGLE IMPERATIVE

The grapes are harvested by hand and placed in 12-kilogramme closed cases to avoid any contamination, and rapidly transported by truck to the bodega. The berries are cooled to 4°C in four cold chambers for 24 hours in order to preserve their full aromas. Following a severe selection process, only 40% of the harvest is finally used.

The grapes are vatted by gravity. After a pre-fermentation cold maceration to obtain more velvety tannins and to preserve the typical freshness and fruit-forward character, fermentation is carried out in barrels and thermo-regulated stainless steel casks. The winery is equipped with thermal insulation screens to determine the required temperatures for each production step.

MÁCÁN, a great wine, refined yet powerful, complex, elegant, voluptuous and intense. Sourced from the very best pagos (plots) in San Vicente de la Sonsierra, Labastida, Ábalos and El Villar, located at an average altitude of 483 metres, with a yield of 3800 kilogrammes per hectare (4517 kilos in the generous year of 2018!). It is vinified in wooden and stainless steel tanks. 20% of the malolactic fermentation takes place in barrels. Ageing in new and single-use extra-fine grain French oak barrels and 4000-litre foudres (large wooden vat) for between 16 and 18 months guarantees velvety tannins. The great wine is then left to age in bottles for two to three years before being released to market. The ageing potential is from 15 to 20 years.

MÁCÁN PRODUCTION

2009	41 619 bottles
2010	55 964 bottles
2011	58 896 bottles
2012	58 689 bottles
2013	56 240 bottles
2014	68 238 bottles
2015	76 941 bottles

MÁCÁN CLÁSICO PRODUCTION

2009	27 459 bottles
2010	34 882 bottles
2011	44 810 bottles
2012	42 301 bottles
2013	42 150 bottles
2014	69 627 bottles
2015	72 054 bottles
2016	98 646 bottles

MÁCÁN CLÁSICO, the second wine, stands out for its freshness, fruitiness and delicacy. It is vinified in stainless steel casks with part of its malolactic fermentation taking place in new, single-use oak barrels. It is aged for 12 to 14 months in new and single-use extra-fine grain French oak and Vega Sicila American oak barrels to refine the structure, and then sits in bottle for over 18 months. The ageing potential is from 10 to 15 years.

A consultant for Vega Sicilia since 1997, Bordeaux oenologist Pascal Chatonnet also works on Macán. Each in their own distinct way, **MÁCÁN** and **MÁCÁN CLÁSICO**, assert themselves as two Rioja wines of reference while adopting the Bordeaux tradition of a first and second wine.









BODEGA BENJAMIN DE ROTHSCHILD & VEGA SICILIA

MACÁN TAKES FLIGHT

Located on a 45,000 square metre estate on a high slope in the foothills of the imposing Sierra de Cantabria, just a few kilometres from Samaniego in Rioja Alavesa, the bodega is like a bird in flight. With a production capacity of 350,000 bottles, the winery boasts all the cutting-edge technology at the service of the reinterpreted Rioja winemaking tradition as represented by Macán et Macán Clasico.

The Spanish architect Enrique Johansson designed an innovative, harmonious building adapted to the topography that corresponds perfectly to the landscape. The site was designed to take advantage of the surroundings and the natural slope of the terrain.

The architect sought beauty in simplicity. Three main concrete structures roofed in zinc cover 10,000 square metres. Christened Agua, Tierra and Sol (Water, Earth, Sun), each building respectively handles production, ageing and shipping. Designed to take in and process the grapes, Agua



houses 45 wood and stainless steel casks. Tierra hosts the ageing barrels and bottle storage rooms. Sol is home to all the offices. The three structures are connected by an entirely glazed, transversal section that allows the high-relief landscape to be omnipresent, whether inside or outside, from all over.

The bodega is fitted with solar panels and uses biomass for its energy needs. The roof, in the shape of a wave, protects the structures from the winds coursing the valley and creates a natural ventilation system.

The site boasts a garden of more than 3 hectares of pines, holm oaks, oaks, pear trees, arbutus, perennials, grasses, roses, vines and aromatic herbs. The garden was repopulated in 2018 with new plants from La Pépinière de l'Ambre, an entity of the Edmond de Rothschild Heritage Nature division. Focusing primarily on native plant species, the garden contributes to the natural integration of the winery into the landscape.

Ariane de Rothschild, involved at all steps in the creation of the bodega, put the final finishing touches with the many artworks around the property. Signed by French artists such as artist/painter/decorator Jean-Nicolas Boulmier and glass engraver Gilles Chabrier, who have previously worked for the Edmond de Rothschild banking establishments in Europe as well as for the Four Seasons Hotel in Megeve, the flagship of the Edmond de Rothschild Heritage Hospitality division.

Operational since July 2016, the bodega was inaugurated in June 2017 in the presence of King Juan Carlos of Spain and the Infante Elena.

MACÁN ACCORDING TO...



GONZALO ITTURIAGA DE JUAN

TECHNICAL DIRECTOR

Born in 1977, Gonzalo Iturriaga de Juan, agronomical engineer and oenologist trained at Montpellier Sup Agro, was previously in charge of exports to South America, Spain and Portugal for winemaking solutions provider Lamothe Abiet. In parallel, he was also the technical director for the Habla bodegas and acted as well as consultant to winemakers in Rioja, Salamanca and Extramadura for the creation of their regional wines. In 2015, he took over technical management for Vega Sicilia and Macán.


«Vega Sicilia and Macán are a spectacular stroke of good luck for me as well as the most important challenge in my career. Every day represents a master class for me. We have done much testing and have greatly evolved since the first vintages. I am very demanding with my teams.

I want everyone to be involved and participate but we need time to understand and refine our project. As a consequence, our philosophy on the ageing process has completely changed since we first set out. We have, for example, changed the grain of the barrels and made the heating process smoother

and longer. The Macán grapes have to be extracted in an altogether different way than the Vega Sicilia and the press wines undergo a special ageing process.

We have mastered the Tempranillo expression in the Ribera del Duero and the Toro, we now have to master it in the Rioja. We cannot always reproduce in Rioja what made the Vega Sicilia in Ribera del Duero successful. We are writing our own history, plotting a unique and unprecedented journey, the Macán journey. We continue to buy up plots with a view to having the greatest diversity possible for creating Macán and Macán Clasico. I would like to ensure that our wines, which enjoy some very great terroirs, are as elegant as possible.

Our vision of Rioja is both modern and traditional. We develop our own massal selection, sourced from our old vines, so as to constitute our heritage for today and for future generations. We also create our own clonal selection from the DNA of our vines. And with our bodega, which offers all the resources of modern technology, I can't say anything other than I am today the most spoiled winemaker in all of Spain!»



**« WE ARE WRITTING
OUR OWN HISTORY,
PLOTING A UNIQUE
AND UNPRECEDENTED
JOURNEY. »**

**GONZALO
ITTURIAGA DE JUAN**

TECHNICAL DIRECTOR MACÁN

MACÁN ACCORDING TO...



IGNACIO CALVO DE MORA

**DIRECTOR GENERAL BODEGAS BENJAMIN DE ROTHSCHILD
& VEGA SICILIA (MACÁN)**

The first Macán was produced in 2006 but was not released to market; the first harvest to be marketed was in 2009. Our bodega has been operational since 2016; it has a production capacity of 350,000 bottles, whereas last year we produced only 158,000... The year 2018 saw a record harvest of almost 370 tonnes of grapes despite a very complex climatology. Everything is still under way. We are aware that we generate much expectation and demand.

We are defining and polishing our own style which is to become a style of reference. This is a difficult yet fascinating challenge here in Rioja, home to centuries-old wineries.

Our priority is quality. Combining quality and quantity is our goal, something unheard-of in Rioja. Just like the idea of a first and a second wine. We continue to enlarge the vineyard to a minimum of 100 hectares. We currently have 92 and therefore must patiently wait to acquire more pagos". It is a difficult quest since plots are rare, small and far apart.

MACÁN and MACÁN CLÁSICO are already sold in 85 countries, 55% for export and 45% in Spain.

The goal is not to reach immediate profitability despite a significant investment of 35 million euros. We must first install the brand and make the vineyard sustainable.



**« OUR PRIORITY IS
QUALITY. COMBINING
QUALITY AND QUANTITY
IS OUR GOAL, SOMETHING
UNHEARD-OF IN RIOJA. »**

**IGNACIO CALVO
DE MORA**

**DIRECTOR GENERAL BODEGAS BENJAMIN DE ROTHSCHILD
& VEGA SICILIA (MACÁN)**

MACÁN ACCORDING TO...



ALEXIS DE LA PALME

CHAIRMAN OF THE MANAGEMENT BOARD
EDMOND DE ROTHSCHILD HERITAGE

What are the common features of the entrepreneurial approaches of Benjamin and Ariane de Rothschild and Pablo Alvarez?

The two families are united by the same vision that combines authenticity and savoir-faire with the goal of making this a long-term project.

After Rupert & Rothschild, Flechas de Los Andes and Rimapere, Edmond de Rothschild Heritage chose an « Old World » vineyard with a winemaking culture dating back centuries. Was this the initial goal or an opportunity?

It stems from the desire to target the best vineyards in the world and to develop their renown while contributing our experience of a leading family in the wine universe. Often in association with a local partner so as to respect the culture of each country.

Is Macán an example of how an age-old tradition might be revamped?

Macán is the fruit of a contemporary approach conjugated with modern techniques associated with history and the terroir. The construction of the ultra modern Bodega three years ago carries on the tradition. In addition, Macán is one of the only Spanish wines to adopt the Bordeaux spirit, offering a first and a second wine. This naturally makes things in the Spanish wine market happen and thereby creates a new impetus.

How does Macán symbolise the Edmond de Rothschild Heritage art de vivre?

Macán is a wine to be shared, a wine to be enjoyed

with a delicious piece of meat amongst friends, for example. It is the perfect accompaniment for those exceptional, yet seemingly simple, moments that create memories. It shares the Edmond de Rothschild Heritage DNA – the audacity, the art and the respect of craftsmanship and the environment – and symbolises the pleasure of spending an unforgettable moment in an extraordinary setting like the Bodega, a natural complement to the Rioja landscape thanks to an architecture combining art and nature.

What are the synergies amongst the various divisions of the Edmond de Rothschild Heritage?

The Edmond de Rothschild Heritage forms a single entity in which the various activities complement and enrich one another. For example, the products of our vineyards and farms are enhanced by Julien Gatillon, chef at the restaurant Le 1920 at the Megeve Four Seasons Hotel on the Mont d'Arbois, which has been honoured with two Michelin stars. These would include the Merle Rouge, the cheese from the Edmond de Rothschild farm, rubbed with the lees from Château Clarke to give the typical characteristics of a Briard tomme, or our PDO Brie farmer's cheese, unique throughout the world, for which we maintain a herd of 240 dairy cows, or even the cows' calves whose meat is so magnificently prepared by our chef. And finally, the gourmet selection of the various Mont d'Arbois restaurants offer a venue where our French, Spanish, Argentinian, New Zealand and South African wines can fully express themselves. Nothing is left to chance: each detail contributes to the excellence that distinguishes the Edmond de Rothschild art de vivre.



**« MACAN SHARES
THE EDMOND DE
ROTHSCHILD HERITAGE
DNA - THE AUDACITY,
THE RESPECT OF
CRAFTMANSHIP AND
ENVIRONMENT. »**

**ALEXIS
DE LA PALME**

**CHAIRMAN OF THE MANAGEMENT BOARD
EDMOND DE ROTHSCCHILD HERITAGE**



ANNEXES



WINE AND FOOD PAIRING

**BY JULIEN GATILLON, CHEF OF THE RESTAURANT
LE 1920 (2 MICHELIN STARS)
AT THE MEGEVE FOUR SEASONS HOTEL**

**ROAST DEER FROM THE FARM, A
SANDWICH OF MY CHILDHOOD
MACÁN 2014**

A strong character is needed to tame the power of this hunting season dish. Sourced from Tempranillo grapes, the depth and precision of this wine from the Rioja Alta offers a consummate pairing with notes of spices, leather and ripe fruit.

2014
MACÁN
CLÁSICO

Rioja
Denominación de Origen Calificada

Br 98
BODEGAS BENJAMIN DE ROTHSCHILD & VEGA S

Este vino está compuesto de 50% 5.16 Jerezos, 1.543 Magnum, 25 Códice Magnum y 12 Magnum

Esta es la botella N°: 2375

Fermeur - Au lait cru



EDMOND
DE ROTHSCHILD
HERITAGE



The Bodega Benjamin de Rothschild & Vega Sicilia was born in 2004 from a joint venture between Tempos Vega Sicilia and the Baron Edmond de Rothschild Wine Company. The two companies share the idea of making great wines in La Rioja, a unique, singular and inimitable wine region...

BODEGAS BENJAMIN DE ROTHSCHILD & VEGA SICILIA - MACÁN - CLÁSICO

RIOJA – SPAIN



Appellation: Rioja – Spain.

Vineyard area: 92 ha.

Grape varieties: 100% Tempranillo.

Soil type: Clay-limestone, clay-ferrous.

Vine density: 3 333 plants/ha.

Average age of the vines: 40 years.

Soil management: 483 m.

Harvest: Hand-picked.

Winemaking: in stainless steel vats, malolactic fermentation in oak barrels.

Ageing: 70% in new barrels and 30% in barrels of a wine, 12 to 14 months.

Blend: 100 % Tempranillo.

The food and wine pairing of Julien Gatillon, two-starred chef of « Le 1920 » in Megève:

Veal chop from the 30 Arpents Farm, cepes from our mountains.

...After five years of evaluation of the terroir and the acquisition of 92 ha of vines, the project takes shape in 2009 with the first vintage of our two wines: Macán and Macán Clásico. Offering a modern and unique vision of Rioja, this is our philosophy, following the Bordeaux model of first and second wine.

BODEGAS BENJAMIN DE ROTHSCHILD & VEGA SICILIA - MACÁN

RIOJA – SPAIN



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Vine density: 3 333 plants/ha.

Average age of the vines: 40 years.

Soil management: 483 m.

Harvest: Hand-picked.

Winemaking: Wood and stainless steel vats, no maceration after vinification.

Ageing: 100% in barrels of a wine, 16 to 18 months.

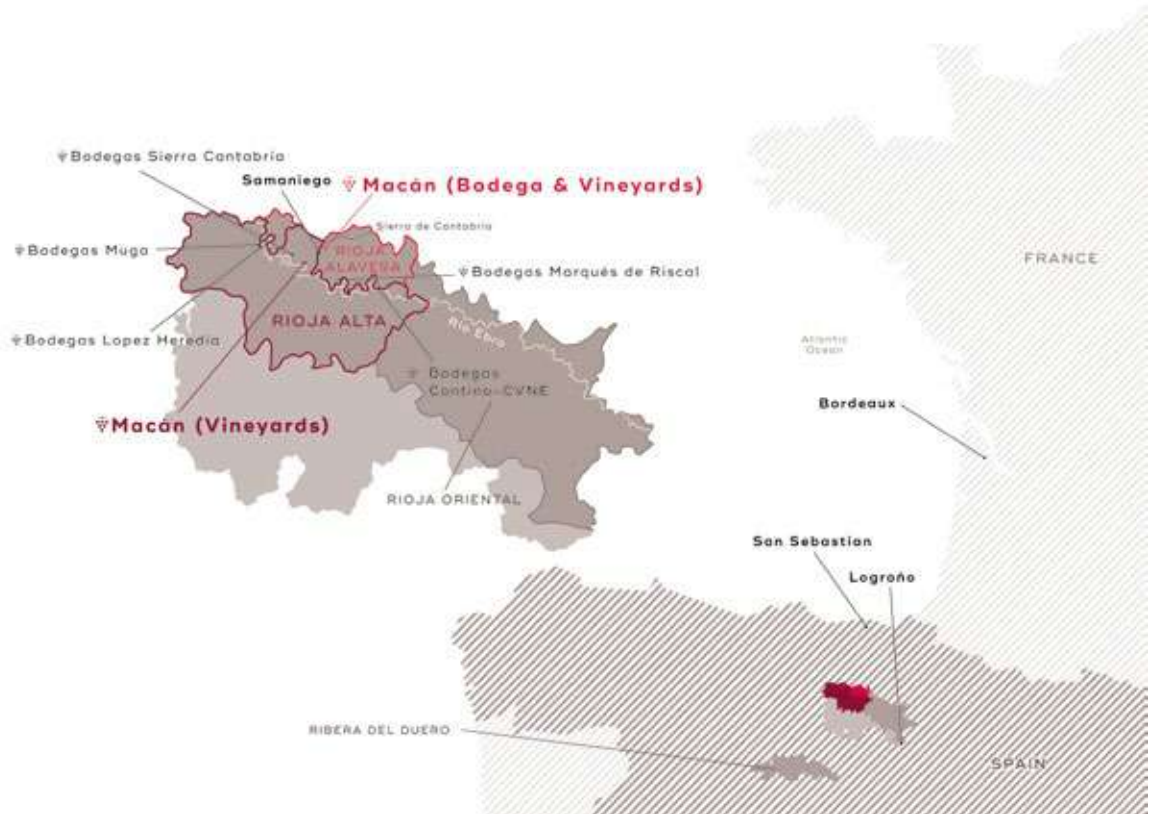
Blend: 100 % Tempranillo.

The food and wine pairing of Julien Gatillon, two-starred chef of « Le 1920 » in Megève:

Roasted farm deer, toast to the taste of my childhood.

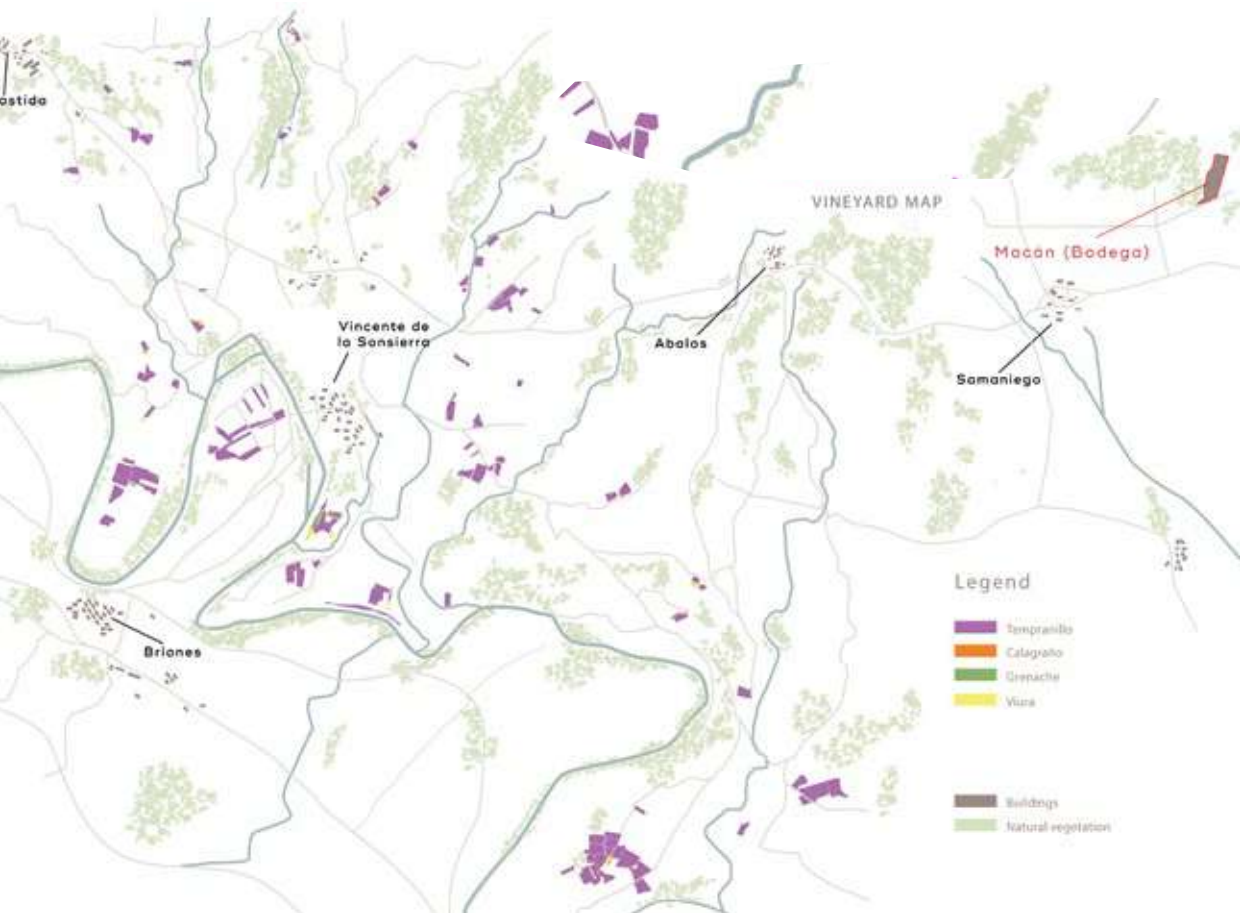
SPAIN

BODEGAS BENJAMIN DE ROTHSCHILD & VEGA SICILIA (MACÁN), RIOJA ALAVESA, ÁLAVA
PARAJE DE SAN MILLÁN (SAMANIEGO)



MACÁN

BODEGAS BENJAMIN DE ROTHSCHILD & VEGA SICILIA, SPAIN
RIOJA ALAVESA, ALAVA
PARAJE DE SAN MILLÁN (SAMANIEGO)

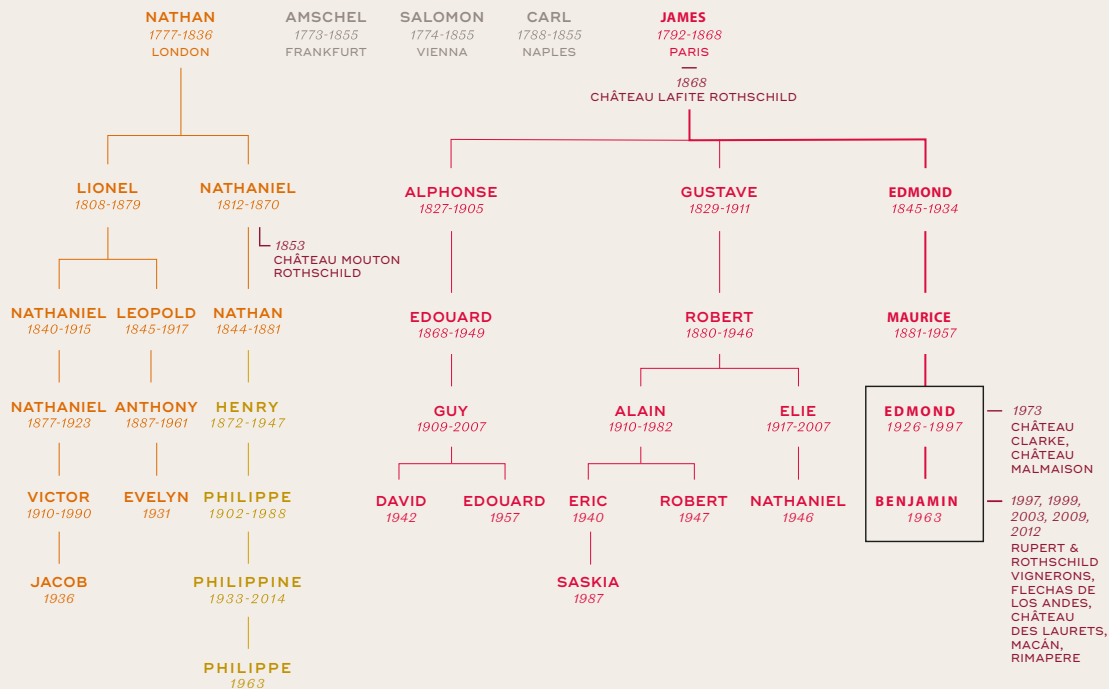


THE ROTHSCHILD FAMILY AND WINE



MAYER AMSCHEL ROTHSCHILD

1744 - 1812



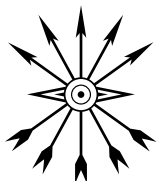
THE ROTHSCHILD FAMILY AND WINE

The history of the Rothschilds goes back to the 16th century but really started in Germany in the middle of the 18th century when Mayer Amschel became well-known as a businessman. Towards the end of the century, he gave his five sons the chance to become partners so that they could get to know the family business.

His sons were very talented and set up branches in various European cities: one son remained in Frankfurt while his brothers established themselves in London, Paris, Vienna and Naples. Their success led to their fame as bankers spreading throughout the entire world.

Rothschild establishments became a legend: they financed Wellington's armies, the gold rush, the Suez Canal, railway development, and oil exploration. The Rothschild name rapidly became synonymous with quality and excellence.

The passion to create and innovate has been handed down for more than 250 years within the Rothschild family. The prestige of this now legendary name shines in numerous fields: finance, philanthropy, wine making, science, fine arts, sailing... Each generation continues to enrich a family heritage that brings together modernity and elegance.



**THE 5 ARROWS OF THE
ROTHSCHILD FAMILY
EMBLEM SYMBOLISE
THE 5 BROTHERS WHO
WERE AT THE ORIGIN OF
THIS ENTREPRENEURIAL
DYNASTY: THE 5 SONS
OF MAYER AMSCHEL
ROTHSCHILD.**

Born in San Salvador, French national Ariane de Rothschild spent her childhood in Latin America and Africa. She pursued advanced business classes in Paris before obtaining a Master in Business Administration (MBA) from Pace University in New York. She is fluent in French, English, Spanish, German and Italian. Beginning her career as a trader in foreign exchange and metals with the Société Générale in Australia and New York, she later joined the American insurance corporation AIG where she successfully developed the

to agro-forestry projects in Africa and South America, and the “Ginko fund”, focusing on the decontamination of brownfield sites in Europe. She is also increasing investments in fields of the future such as biotechnology and FinTech. Ariane de Rothschild has always considered the family’s non-financial activities in wine, agriculture, hospitality and gastronomy as the Edmond de Rothschild group’s entrepreneurial “laboratory”. She has transformed the family’s centuries-old expertise into flourishing businesses and since December 2016, these have been grouped under a single entity

BARONNE ARIANE DE ROTHSCHILD

**CHAIRWOMAN OF THE EXECUTIVE COMMITTEE EDMOND DE ROTHSCHILD
AND EDMOND DE ROTHSCHILD HERITAGE GROUPS.**

group’s operations in Europe. She then joined the Edmond de Rothschild group where she managed both non-financial and philanthropic activities for the family. In January 2015, she was appointed President of the Executive Committee of the Edmond de Rothschild group, which holds 166 billion Swiss francs of assets under management and employs 2700 staff members throughout the world (figures from December 2016). She is committed to gender parity in all positions, including the Executive Committee, and directs family investments towards responsible, sustainable activities that best take into account social and environmental impacts. Thus were created the “Moringa fund”, dedicated

called the “Edmond de Rothschild Heritage” (www.edmondderothschildheritage.com). Behind the unique brand name lies a strategy to consolidate and develop the Domaine du Mont d’Arbois and the starred “1920” restaurant in Megève on an international scale along with the wine estates located across the globe, and the Compagnie Fermière located close to Paris which produces the only farm-fresh Brie de Meaux and Brie de Melun in the world. The brand name is built both on the values associated with the Edmond de Rothschild name — excellence and innovation — and on the family’s commitment to transmitting a certain heritage.

ABOUT THE COMPAGNIE VINICOLE

The Compagnie Vinicole is composed of seven estates (Château Clarke, Château Malmaison, Château des Laurets, Rimapere, Flechas de los Andes, Rupert & Rothschild and Macán) spread over 500 hectares of vines in France, New Zealand, Argentina, South Africa and Spain, producing 3.5 million bottles a year. One hundred percent of the wine comes only from the company's properties. Ninety percent of production is for export to nearly 80 countries.



500

Hectares of Vignes



7

Properties



100

Distributors



150

Employees



90%

For Export



80

Countries

400 000

(1981)



3 500 000

(2019)

**EDMOND
DE ROTHSCHILD HERITAGE**



**ART
DE VIVRE**

Inspired by their passion and desire to ensure that precious know-how is passed on to future generations, Baron Edmond and Baron Benjamin de Rothschild turned to investing in various activities that became a unique lifestyle brand named Edmond de Rothschild Heritage.





HOSPITALITY



The Domaine du Mont d'Arbois,
a destination de rigueur for
exceptional stays in the mountains.

THE MONT D'ARBOIS HOTELS

3 hotels including
The Four Seasons Hotel Megève.
Les Chalets du Mont d'Arbois.
La Ferme du Golf.



THE MONT D'ARBOIS RESTAURANTS

10 restaurants including
the 2-Michelin star 1920
(chef Julien Gatillon).

Prima - 1-Michelin star
(chef Nicolas Hensinger)

THE SPA AND GOLF COURSE



NATURE



Beauty, the quest for excellence and
respect for the wonders of nature
are the bedrock of every project
undertaken by the Rothschild family

You can see the family's love of nature in the
way the exceptional gardens of each property
of the family are lovingly tended, the way new
species are created, and the way wildlife is
preserved and the hunting estates are managed.

THE FARM

Since 1990, the Compagnie Fermière has
produced a farmstead Brie de Meaux AOP, the
only one of its kind.



FLORA AND FAUNA

The Pépinières de l'Ambre nurseries are known
for their large variety of trees and conifers as
well as the cloud pruning technique.

THE BEEHIVES

Beehives have been installed on each site and
produce honey every year. They symbolize the
family's commitment to nature and respect for
the environment.



MACÁN
BODEGAS BENJAMIN DE ROTHSCHILD
& VEGA SICILIA

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