



**OLIVIER DAUGA – LE FAISEUR DE VIN
PRESS KIT**

CONTENTS

Philosophy	2
Bordeaux According to Olivier.....	3
A wine consultant’s role.....	4
Clients.....	6
BioTope – Green Winemaking.....	8
Wine and Sport.....	10
Background.....	11
Olivier Dauga Fact Sheet.....	13

PRESS CONTACT

France & International

Marie Mascré – SOWINE - marie@sowine.com +33 (0)1 78 94 94 50 / +33 (0)6 50 06 40 67

Le Faiseur de Vin

Catherine Socasau - lefaiseurdevin@yahoo.fr +33 (0)5 56 18 68 16

PRESS REVIEW [click here](#)

Philosophy

Olivier Dauga is guided by a personal belief in upholding traditional wine-farming and nurturing the terroir of each property he works with, while respecting the available budget of each of his clients.

This means that he works to bring out the best of any individual vineyard, but does not aim to impose a 'Dauga' style on his wines. Instead, he works with his wine-grower colleagues to produce eminently saleable, eminently drinkable wines, with the accent not on a style but on 'a palette of styles'. He is very much a team player, something that perhaps is not always true of wine consultants. 'I work for the team; not everyone is so Cartesian.'

One of Dauga's greatest challenges is to provide consultancy support to properties where the full potential of the terroir may be dormant, or not expressed to its full potential. He provides a full panel of services – not just in the vineyard and the final wine, but to assist with their reputation on the wider wine market.

With Cathy Socasau working alongside Dauga, Le Faiseur de Vin helps wine-growers communicate on the quality of their products in a fiercely competitive 'me too' market sector where all kinds of budgets and ideas are vying for consumer mindshare. Cathy has extensive experience, working at a wine merchant, a courtier and in sales for a large Medoc chateau, before starting with Dauga in 2004, four years after he had begun the company on his own.

Together, they take a holistic approach integrating sales and marketing and engaging new breakthroughs in vineyard management and winemaking. The scope of their offer really sets them apart – from estimates on the potential of the terroir of a vineyard, to advice on the technical set up, the machinery and how to maximise the financial resources available.

Beyond the vineyard, and where Cathy really takes the helm, Le Faiseur de Vin offers consultancy and support on developing visual identity, from labels to marketing. In all cases, products are showcased through tasting sessions, trade fairs and promotional events – always with a Dauga point of difference.

Bordeaux According To Olivier

Olivier Dauga has been behind a small revolution in Bordeaux, developing wines that are made for enjoyment because, in his words, 'Wine is a celebration, and happily one that is simple to share.'

He is not, however, a winemaker that simply elevates 'small vineyards' and 'small terroirs'; his style works for the best and most prestigious as well as the little known.

'You need a lot of imagination to make and market a wine. I believe in highlighting the story of the winemaker, putting his personality first. Bordeaux is not typically seen as a fun region. The wines are all in the same bottle, with the same label. I want to change all that.'

'For me, the thrill is in discovering new terroirs that have not yet been fully expressed; even here in Bordeaux where we believe that everything has already been found.' 'In Bordeaux, people have the tendency to vinify all wines as if they were great (working extraction, keeping temperatures high and so on), but I believe strongly in getting the best and most suitable wine out of each terroir.'

A Wine Consultant's Role

'I realised quickly that if you simply make a wine, your business will not succeed. You have to do all the other things as well – and most winemakers don't have the time to do that.'

Olivier Dauga

What does a wine consultant do? In his own words, and those of his clients:

1) GIVES THE WIDER VIEW

'A consultant can pass on information about new products.'

'I don't like the traditional way that Bordeaux talks about its wine. I want to find different ways to talk about it, and I like to speak about innovation. Olivier helps me do that.'

François Nony, Caronne Ste Gemme

'The benefit of a consultant is the external view, having someone who questions what we do. And I like that he doesn't make a Dauga, he makes a Caronne.'

Francois Nony, Caronne Ste Gemme

2) INCREASES BRAND VALUE

'I want to be able to increase the resale price, and that is all about building up a name. I believe in the power of the brand, and I find that Olivier fits in very well with this – he doesn't talk about wine in the traditional ways, he doesn't look like a traditional consultant and he has some unusual methods also.'

François Nony, Caronne Ste Gemme

3) POINTS OUT THE UNPALATABLE

'No point having a consultant who just agrees with everything that you say.'

François Nony, Caronne Ste Gemme

'The biggest mistake that winemakers make is to hide behind tradition, and not think enough about the final consumer.'

Olivier Dauga

4) ENSURES QUALITY CONTROL

'During vinification, I am there to check the progress of the wines. Are there faults? If yes, what are they? Are things going as they should? What can I do to rectify and problems? How

is the colour? The tannins? How long should the wine macerate for?
Olivier Dauga

5) ENSURES THE WINES GET WIDER EXPOSURE

'The tastings that I hold of all my wines are key to their marketing. I know how to talk about wines, and am often more relaxed than the winemakers themselves. If they just rely on the local syndicate to organise tastings, they are just one voice among many. With my tastings, it is more focused.'

Olivier Dauga

6) IMPROVES THE DETAILS OF THE WINEMAKING

'Olivier helped me with the design of the winery, and helps select the barrels – and even looks over new parcels of land that I may be considering buying.'

Hervé Lhuillier at Chateau Fleur Haut Gaussens

7) IS ADAPTABLE

'Dauga is unusual among consultants for working from the client's point of view. He looks at what you can put on the table, and then says 'this is what you can do with it.'

Bruno Segond at Chateau Lousteauneuf

8) IS PRACTICAL ABOUT FINANCES

'I really think about what a bottle is going to sell for, and then make sure my clients can make the best wine possible within those parameters. And that affects what they can invest in their winemaking - must make a wine for only 1 or 2 euros per bottle if it is to sell for 5 euros. This means you have to think about the yield per hectare, and the equipment invested in, very carefully. And also that it must sell. Often more expensive wine in bigger chateaux can carry difficult years, but not all producers have that luxury, and I have to be aware of that. I'm not, for example, opposed to using alternative products rather than barrels if necessary. You become an economic actor for the chateau, helping them to make money more effectively.'

Olivier Dauga

9) ADDS SOMETHING INDEFINABLE

'Olivier is here to give the polish, the refinement to our wines, the lace on the collar.'

Francois Nony, Caronne Ste Gemme

Clients

'I don't impose my own ideas, but develop theirs.' Olivier Dauga

Le Faiseur de Vin keeps its client list focused, at between 25 and 30 clients, to ensure that Olivier and Cathy can be attentive to each.

Château Marzin – Blaye Côtes de Bordeaux
Since 2004 vintage

Château Cantinot – Blaye Côtes de Bordeaux
Since 2002 vintage

Château de Crain – Bordeaux / Bordeaux Supérieur
Since 2004 vintage

Château des Eyrins – Margaux
Since 2001 vintage

Cru Monplaisir – Bordeaux
Since 2001 vintage

Château Fleur Haut Gaussens – Bordeaux Supérieur
Since 2001 vintage

Château Roques Mauriac – Bordeaux Supérieur
Since 2003 vintage

Château de Rivereau – Côtes de Bourg
Since 2003 vintage

Château Respide Médeville – Graves
Since 2003 vintage

Château Relais de la Poste – Côtes de Bourg
Since 2003 vintage

Château Clos Saint Emilion Philippe – Saint Emilion Grand Cru
Since 2001 vintage

Château Mirefleurs – Bordeaux Supérieur
Since 2008 vintage

Château de Goëlane – Bordeaux Supérieur
Since 2008 vintage

Clos 56 – Pomerol
Since 2010 vintage

Château Macay – Côtes de Bourg
2012 vintage

Château La Pirouette – Médoc Cru Bourgeois
2012 vintage

Château Grand Boise – Côtes de Provence / Sainte Victoire
Since 2008 vintage

Château Cavalier – Côtes de Provence
2012 vintage

Entreprise Coopérative Viticole Pionnière « Val d’Orbieu » :
Château de Pouzols – Minervois
Château de Jonquières – Corbières
Cuvée Mythique & Terres de sens
2012 vintage

« Plaimont Producteurs » :
Château Viella Fontaina – Madiran
Château de Mascaraas – Pacherenc du Vic-Bilh
2012 vintage

« Monoprix » gamme Marques de Distributeurs :
Ma cave en ville
Une note de...
Since 2008 vintage

Winery Kolonist in Krinisnae (Ukraine)
Since 2008 vintage

Winery Knyazya Trubetskogo in Kherson (Ukraine)
Since 2009 vintage

BioTope – Green Winemaking

Dauga is a big supporter of the 'BioTop' (or biotope) theory. Biotope is almost a synonym of habitat, but means more precisely a biological community – an ecological space that is environmentally sustainable.

The concept of a biotope was first advocated by Ernst Haeckel (1834-1919): a famous German zoologist. In his book *General Morphology* (1866), which defines the term 'ecology', he stresses the importance of a viable habitat as a prerequisite for an organism's existence. More recently, Dieter Duhm's book *The Sacred Matrix* (2006) describes biotopes as 'greenhouses of trust' and 'acupuncture points of peace'. In practise, it might be the pods of the Eden Project in Cornwall, or the green spaces that are created alongside autobahn motorways in Germany.

For Dauga, it means working the vines in harmony with nature, and thinking of the vineyard as part of a wider natural estate. His clients interpret this in different ways – in Saint Emilion, it is about protecting some pre-phyloxera vines that are still growing on the sandy soil, and still producing grapes from ungrafted vines. Everywhere, it is about taking into account the natural flora and fauna, and not engaging in winemaking practises that would be harmful to them.

'Our idea is to show through biotope that you have to respect nature in order to protect the future of wine-making.'

Dauga doesn't believe in organic winemaking because of the use of copper. Equally, biodynamism doesn't sit naturally with him – because, 'as a concept it is too complicated. As soon as something becomes difficult, I have a problem with it, as do most consumers.'

Biotope is to use modern techniques while respecting the environment. And it is not just a theoretical discourse, but a scientific approach to quality wine-making.

So, for example, carefully calibrated machinery is used to ensure no grapes get nicked during picking, thus reducing their risk of oxidation. And predators are introduced to feed off spiders that can suck the sap from the vines, rather than any chemicals being introduced ('if you have a mouse, you don't destroy the entire house'). An extension of the biotope theory is also respecting the amount of carbon dioxide that is produced during winemaking.

Biotope for Dauga makes perfect sense because it is not just about the *terroir*, but about the man who works that *terroir*.

This is something that Dauga feels very strongly about – and has put into practise on many occasions through his career. When, for example, he first arrived as Technical Director of Château La Tour Carnet, the *marais* (swamp) that covered much of the land meant that the *terroir* was very damp. He immediately built drainage channels and planted grasses and other thirsty plants to increase competition for water. Before he arrived, there were also thick pockets of trees and copses surrounding the estate that meant there was a lack of air circulation, and it frosted a lot which meant several dangers for the vines. Once he had removed the wall of trees that hindered the air circulation, it frosted a lot less. 'I very much believe in the power of nature. And in the power of man to protect and assist nature.'

Wine and Sport: A Winning Combination

As an ex-rugby player, Dauga has always been interested in the health benefits of wine, and how it can contribute to a healthy, balanced lifestyle.

He is therefore fully in support of a Danish study that has demonstrated that a moderate consumption of wine, when combined with regular exercise or practise of sport, lowers the risk of early mortality. This study was published in January 2008 in the *European Heart Journal*, and explained that light wine consumption (one or two glasses a day) in drinkers who also regularly practised a sport (for at least two to four hours per week) were at substantially less risk of heart disease than the rest of the population.

This evidence supports other scientific evidence that recognise that wines contain a number of health benefits that are not present in other alcoholic drinks. A number of studies have looked at the practise of sport lowering the risk of heart disease, and others have looked at the so-called French Paradox (the association of moderate red wine intake with lower heart disease), but this Danish study is the first to bring them both together.

* Study carried out with 11,914 Danish subjects over a period of 20 years. Study authored by Jane Østergaard Pedersen , Berit Lilienthal Heitmann, Peter Schnohr and Morten Grønbaek through the Centre for Alcohol Research, National Institute of Public Health, University of Southern Denmark, Research Unit for Dietary Studies, Institute of Preventive Medicine, Centre for Health and Society, Copenhagen, The Copenhagen City Heart Study, Epidemiological Research Unit, Bispebjerg University Hospital, Copenhagen.

Full details on: <http://eurheartj.oxfordjournals.org/cgi/content/full/ehm574v1>

Olivier Dauga: Background

In brief:

1964 Born in Libourne, May 21

1984-85 Diplôme Universitaire D'Aptitude à La Dégustation (DUAD) in Bordeaux, training under Emile Peynaud

1988-1992 Château Sociando Mallet, Technical Director

1992-1999 Château La Tour Carnet, Executive Director

1999-2000 La Tour du By/Haut Condissas, Technical Director

2000 Founded Le Faiseur de Vin

A little more in-depth...

Olivier Dauga's background is far from standard for a wine consultant. For a start, he is not an oenologist by training and had a distinctly varied career before finding his forté in wine. Dauga's father was also a man of the land; not of grapes, but cattle, and in the 1960s reared Bazas cattle, a breed of beef that was dying out but today is recognised as second only to Charolais for its delicacy.

Rugby is deeply instilled in him. Not only because he was once a semi-professional player, but because one of his cousins, Benoît Dauga, was one of the best rugby players in the world in the 1960s – he captained the French national team on nine occasions and was part of the team that won a Grand Slam in the Five Nations in 1968, as well as the championship wins in 1967 and 1970.

It was thanks to rugby that he found himself at Sociando Mallet in the mid 1990s. 'I had never been in the Médoc, but went to Sociando Mallet as a trainee because the president of a rugby club knew Jean Gautreau (owner of Sociando Mallet). Gerard Clerc, the 75 year old vineyard manager, was a brilliant man and brilliant winemaker. He taught me the job, and how to work hard, and treat the grapes with humility.'

Once Dauga discovered wine, his rise was rapid. From Sociando Mallet he went to Château La Tour Carnet, before Bernard Magrez arrived while it was still owned by Marie-Claire Pallegrein. In 1998 he left and created Rollan de By and Haut Condissas with Jean Guyon, where he was director until 2000.

'My independence then raised its head again; I didn't want other people telling me what to do. But Guyon helped me set up my own company and became my first client. I had four

clients at first, all were noted by Robert Parker very quickly, but I quickly realised that I needed to go further than just wine; I needed to understand packaging, marketing and brand image also. After three years of crazy work, I felt I could lift my flag, and proclaim, 'I'm here'.

His background in competitive sport meant that Olivier Dauga understood early on that being the biggest team with the most money did not always mean winning; he was also dyslexic and understood that traditional qualifications did not always reflect true intelligence. He has always been a rebel, a non-conformist, and for him, any winemaker should be able to make great wine with enough determination. 'I'm not a populist,' he says, 'but I do believe that good wine should be available for everyone.'

Olivier Dauga Fact Sheet

Company: Olivier Dauga, Le Faiseur de Vin

Expertise: Wine consultancy

Web address: www.daugabordeaux.com

Owners:

Olivier Dauga

Cathy Socasau

Origin of Name 'Le Faiseur de Vin'

This means, at its most literal, winemaker, with the idea that wine is created into something extraordinary.

Wines and Regions Consulted:

Olivier and Cathy have 30 clients in Bordeaux and further afield, covering regions as diverse as the Languedoc and the Ukraine.

Key Clients and Key Wines:

Château Roques Mauriac: 45ha; Cotes de Bordeaux, Sauvignon Blanc, Merlot, Cabernet Franc

Château Civrac: 10ha; Cotes de Bourg, Merlot, Cabernet Sauvignon, Malbec

Veles Kolonist: 60ha; Ukraine, Pinot Noir, Sauvignon Blanc

Château La Caderie: 20ha; Bordeaux, Merlot, Malbec, Semillon, Muscadelle

Château Caronne Sainte Gemme: 45ha, Medoc, Cabernet Sauvignon, Merlot, Cabernet Franc

Château Clos Saint Emilion Philippe: 8ha, Saint Emilion, Cuvee 101, made from pre-Phylloxera vines, Merlot, Cabernet Franc

Château Les Eyrins: 9ha, Margaux (plus Cru Monplaisir from AOC Bordeaux grapes at same estate), Cabernet Sauvignon, Merlot, Cabernet Franc

Key Successes:

- Talent of the Year 2009 by restaurant guide *Gault et Millau*
- Launch of Grain d'Oc brand of varietal wines from the Languedoc
- *L'Express* Magazine: 30 Personalities To Watch in the New Wave of Wine 2008

Olivier Dauga Fact Sheet

Roles Held Before Consultancy:

Rollan de By/Haut Condissas – Technical Director, 1999-2000

Chateau La Tour Carnet – Executive Director, 1992-1999

Chateau Sociando Mallet – Technical Director, 1988-1992

Company Established: 2000 (Cathy Socasau joined in 2004)

- Focus is quality not size
- Focus is on drawing the best out of each individual property, not imposing a 'Dauga style'

Company Location

Mérignac, Bordeaux (five minutes from the airport as befits a 'flying winemaker'!)

Number of Countries Worked With

Five: Morocco, the Ukraine, Australia, Spain, France (the Luberon, Aix-en-Provence, and of course Bordeaux).

Most Prestigious Awards For A Dauga-consulted Wine:

Vincent Levieux, Château Roques Mauriac 'Damnation', Gold Medal at Decanter World Wine Awards 2008 (the only Gold for Bordeaux in that year)

Cru Monplaisir 2005 – 88/100 Parker *'Top level Bordeaux from southern Médoc near Margaux. This dense purple coloured 2005 offers sweet berry fruit, medium body, fine freshness and attractive texture'*

'His wines are striking, with vibrant fruit, lifted aromas and an easy elegance apparent in even the simplest styles' Beverly Blanning MW, Decanter Magazine

Olivier Dauga Fact Sheet

Total Trophies Awarded For A Dauga Wine:

More than 300 (as of October 2008)

Focus is on the personality of the vineyards, not on Dauga himself

- The aim is to bring out the best in every winery that Dauga works with
- He is always conscious of the budget that the winery has and works within it – he does not take on a new client and insists that he invests in every latest technique
- For Merlot, the most important thing is drawing out the fresh beauty of the fruit
- For Cabernet Sauvignon, the most important thing is ensuring great body and rich texture
- For Sauvignon Blanc, the most important thing is capturing the aroma
- Harvest date is based on optimum vineyard flavours, not just on waiting as long as possible...
- The visual identity of the vineyard is not left to chance either – Dauga can also consult on the overall image of a property and its wines
- A great wine first has to be made, then it has to be sold

PRESS CONTACT

France & International

Marie Mascré - SOWINE - marie@sowine.com +33 (0)1 78 94 94 50 / +33 (0)6 50 06 40 67

Le Faiseur de Vin

Catherine Socasau - lefaisseurdevin@yahoo.fr +33 (0)5 56 18 68 16