



*Olivier Dauga*  
*Le Faiseur de vin*<sup>®</sup>  
- Press Kit -

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## *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.'

*Frederic Borderie, Château les Gravières de la Brandille*

'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 Pirouette.'

*Michèle Roux, Château La Pirouette*

## **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.'

*Hervé Descourvières, Château Macay*

## **3) POINTS OUT THE UNPALATABLE**

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

*Hervé Descourvières, Château Macay*

'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) IMPROVE 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, Château 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’.’

*Michèle Roux, Château La Pirouette*

### **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.’

*Bertrand Girard, Val d’Orbieu*

# CLIENTS

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

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

Château Marzin - Blayes Côtes de Bordeaux  
*Since 2004 vintage*

Château Cantinot - Blayes 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 - Domaines Castel  
*Since 2008 vintage*

Vignobles Borderie - Lussac Saint-Emilion - Lalande de Pomerol  
*Since 2010 vintage*

Château de Goëlane - Bordeaux Supérieur - Domaines Castel  
*Since 2008 vintage*

Clos 56 - Pomerol  
*Since 2010 vintage*

Château Macay - Côtes de Bourg  
*Since 2012 vintage*

Château La Pirouette - Médoc Cru Bourgeois  
*Since 2012 vintage*

Vignerons Catalans - Côtes du Roussillon Villages

**Domaine viticole SAIKOUK**

Château le Mont du Puit - Médoc  
Saïkouk - Médoc et Haut Médoc

**Maison MALESAN**

Grain d'Oc® - Gamme Vin de Pays d'Oc

Château Cavalier - Côtes de Provence - Domaines Castel  
*Since 2012 vintage*

**Val d'Orbieu**

Château de Pouzols - Minervois  
Château de Jonquières - Corbières  
Château Festiano - Minervois  
Château Notre Dame de Quatourze - Côteaux du Languedoc  
Château Leucate - Fitou  
Domaine Serre Mazard - Corbières  
Domaine Cazelle Verdier - Minervois  
Terre de sens  
Roche Dazac  
Avant Garde®

**'Plaimont Producteurs'**

Château Viella Fontaina - Madiran  
Château de Mascaraas - Pacherenc du Vic-Bilh  
*Since 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*

## *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 truth' and 'acupuncture points of space'. In practice, 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 practices 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.'



## *PRIX RAISIN®*

Created in March 2012 by Olivier Dauga and his friend, the Bordeaux restaurateur Jean-Pierre Xiradakis, the Prix Raisin ® is awarded every year to a young viticulturist (under the age of 40) for one of their wines. To reflect the potential and variety of the region's wines, a different appellation is chosen each year.

The objective is to introduce consumers to interesting new wines that offer excellent value for money, and are made by talented young winegrowers.

The tasting committee is made up of professionals from the wine world. The winner then receives help from the sponsors in various areas for an entire year.

- **Olivier Dauga** offers a year of advice in managing the vineyard, technical issues and vinification.
- **Jean-Pierre Xiradakis** will include the property's wines on the wine list at La Tupina and his other four restaurants.
- **Jean-Christophe Varron**, CEO of the VINEA cooperage, will advise on the use of barrels and wood in winemaking, and provide three barrels.
- **Benoît Ricaud Dussarget**, a wine merchant based in Bordeaux, will help to market the property's wines, offering them to customers of his company «Le Monde des Crus».

Since the first year, others have joined the ranks of the Prix Raisin ®'s sponsors:

- In 2013, **SOWINE**, a PR agency in Paris, run by Marie and Sylvain Mascré, offered an audit to optimize the marketing of the property and its wines.
- In 2014, **SPEECHMARK BORDEAUX**, represented by Brinda Bourhis, will offer two days training on a theme to be decided with the winner, or the translation of 5,000 words.
- The Agency **CLICTOUT DEV** represented by Frédéric Jouffreau, specialising in the creation of internet sites, will offer a turnkey manageable website.

The Prix Raisin ® highlights the quality and dynamism of young winegrowers in our region, who are contributing to the exceptional diversity of the wine world and to the richness of its reputation.



## *Winners and their testimonials*

### **PRIX RAISIN 2012**

*Frédéric Borderie, Château les Gravières de la Brandille, AOC Bordeaux Supérieur.  
Château Gravières de la Brandille, 2010.*

‘Olivier has helped me with regular tastings since 2 April 2012. His advice offers me a different, complementary approach to my own. The Prix Raisin ® is a tremendous boost, and has saved me a lot of time! It provides encouragement at every level; an opportunity to share values and a passion for wine, and to meet people who can give you valuable advice. It offers real recognition of your work. And the icing on the cake: it rewards young people who are trying as hard as they can!’

### **PRIX RAISIN 2013**

*Amélie Durand, Château Doms, AOC Graves.  
Château Doms Cuvée Amélie, 2010.*

‘Olivier came to taste my wines regularly at the property. From a technical point of view, he is a well-known consultant in wine production. He’s helped me to get my wines known by presenting them to journalists and international bloggers. The award has considerably improved my property’s reputation. This has meant a great deal to me, and has given me more confidence!’

### **PRIX RAISIN 2014**

*Amandine Giret, Château Côtes de Rigaud, AOC Puisseguin Saint-Emilion.  
Château Côtes de Rigaud, Cuvée Séduction, 2011.*

‘It’s more than a bit of encouragement, it offers real support and advice, which turns into motivation!’



## *OLIVIER DAUGA : BACKGROUND*

### *In brief*

1964	Born in Libourne, May 21
1984 - 1985	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	Rollan de 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 1960's 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 1960's - 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 1990's. '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 Pallegren. 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 works, 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.olivierdauga.com](http://www.olivierdauga.com)**

## ***Owner***

Olivier Dauga

## ***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**

45 ha ; Côtes de Bordeaux ; Sauvignon Blanc, Merlot, Cabernet Franc.

### **Château Macay**

33 ha ; Côtes de Bourg ; Cabernet Franc, Cabernet Sauvignon, Merlot, Malbec.

### **Veles Kolonist**

60 ha ; Ukraine ; Pinot Noir, Sauvignon Blanc.

### **Val d'Orbieu**

17 000 ha ; Languedoc Roussillon ; 2 500 adhérents dont 60 Domaines et Châteaux.

### **Château La Pirouette**

35 ha ; Médoc ; Cabernet Franc, Cabernet Sauvignon, Merlot, Petit Verdot.

### **Château Clos Saint Emilion Philippe**

8 ha ; Saint Emilion ; Cuvée 101, made from prephyloxerra vines ; Cabernet Franc, Merlot.

### **Château Les Eyrins**

9 ha ; Margaux (and Cru Monplaisir from AOC Bordeaux grapes at same estate) ; Cabernet Franc, Cabernet Sauvignon, Merlot.



### ***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* : 20 Personalities to watch in the New Wave of Wine 2008.

### ***Roles Help Before Consultancy***

#### **Rollan de By / Haut Condissas**

Technical Director ; 1999 - 2000

#### **Château La Tour Carnet**

Executive Director ; 1992 - 1999

#### **Château Sociando Mallet**

Technical Director ; 1988 - 1992

### ***Company Established***

In 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***

Bordeaux

### ***Number of Countries Worked With***

#### **Currently ...**

France (*Bordeaux, Sud-Ouest [Madiran], Alsace, Champagne, Provence, Languedoc Roussillon, Côtes du Rhône, Beaujolais*) and Ukraine.

#### **Previously ...**

Morocco, Australia, Spain, Luberon in France.

### ***Most Prestigious Awards For a Dauga-consulted Wine***

#### **Château Fleur Haut Gaussens**

*Hervé Lhuillier*

Wine Enthusiast – Château Fleur Haut Gaussens 2010 – 90/100

Wine Spectator – Château Fleur Haut Gaussens 2010 – 88/100

#### **Château Cantinot**

*Yann Bouscasse*

Decanter – Château Cantinot 2009 – Score : 18/20 ; 93/100 – 4 Stars

Stephen Brook 18/20

James Lawther MW 17.5/20

Sebastian Payne MW 18.5/20



## **Château Roques Mauriac**

*Sylvie Levieux*

### **Château Roques Mauriac**

Gold Medal at the Macon's Competition 2013 – Cuvée Hélène 2011

Gold Medal at the Lyon's Competition 2013 – Cuvée Hélène 2011

### **Château Labatut**

Gold Medal at the Bordeaux's Competition 2013 – Cuvée Prestige 2011

Gold Medal at the Berlin's Competition 2012 – Cuvée Prestige 2011

### **Château Lagnet**

Gold Medal at the Los Angeles International Wine Spirit Award 2012 – Les Secrets 2010

Gold Medal at the Berlin Wine Trophy 2012 – Réserve 2011

## ***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 ...
- For Grenache, the most important is to keep its finesse and its elegance.
- For Syrah, the most important is to keep its mature fruit and spicy notes.
- 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 wine.
- A great wine first has to be made, then it has to be sold.

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