



# Joseph Drouhin

L'ÉLÉGANCE NATURELLE  
DES GRANDS BOURGOGNES



Joseph Drouhin  
140<sup>ème</sup> Anniversaire  
BEAUNE • CHABLIS • OREGON

## #INSIDEJOSEPHDROUHIN (1880-2020)

*Joseph Drouhin celebrates its 140<sup>th</sup> anniversary*

Beaune, January 14, 2020 – Beyond the iconic Musigny and Montrachet 'Marquis de Laguiche', and the emblematic 'Clos des Mouches', the Joseph Drouhin family history has been driven by passion and inspired by dreams for 140 years. An immense passion for Burgundy that led to the constitution, between 1880 and 2020, of an exceptional estate stretching from Mâcon to Chablis that has now been organic for more than 30 years. In 1987 a pioneering spirit and a thirst for adventure led the Maison Joseph Drouhin as far as Oregon in the United States, to reveal to the world a still little-known side of the two famous Burgundy grape varieties, Chardonnay and Pinot Noir. Now **#InsideJosephDrouhin**, is an invitation, which will extend throughout the year, into the very heart of this estate that has “never followed fashion, but has always set the trend”.

Frédéric Drouhin, 4th generation of the Drouhin family and President of the Executive Board of the Maison Joseph Drouhin, explains: “To mark the occasion of this anniversary, it was our desire to throw open the doors of the Maison to a wide public, and to share what has been our family’s passion since 1880. It was important to us because Joseph Drouhin represents uncompromising quality from the Bourgogne Chardonnay or Pinot Noir wine to the rarest, most sought after grand crus. Immersing the consumer in this art and skill that is rooted in our native Burgundy will be at the heart of all the initiatives that we will be undertaking throughout the year.”

Exclusive content shared on social media with the hashtag **#InsideJosephDrouhin** events relating to ‘140 YEARS’ throughout the year, a new wine tourism offer with the JOSEPH DROUHIN EXPERIENCE in Beaune these are just some of the activities designed to showcase the history of the Maison Joseph Drouhin through the centuries.

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