

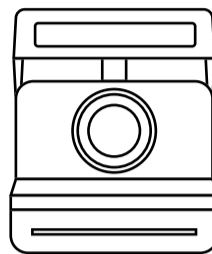
LA RÉTRO

A retrospective of 20 years of encounters and passion at Badet Clément & Co



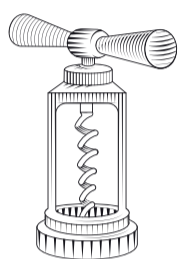
COINCIDING VIEWS

A joint interview with Catherine and Laurent Delaunay
p.2 & 3



Badet Clément's story

Their story in images and 8 key dates
p.4 & 5



EDITORIAL: BADET CLÉMENT, THE STORY OF A PASSION, OF A STATE OF MIND

BADET CLÉMENT

Badet Clément today

What the company is all about and its various vocations
p.6

A few words, successful brands

From Les Jamelles to La Belle Angèle, the expression of a certain vision of France.
p.8

Badet Clément in numbers

All the key figures for the company
p. 9

Did you know?

First-hand information!
p. 9

Testimonials

The company's French and international partners wish Badet Clément a very happy anniversary in their own special way.
p.10-11

Images and words

Images and key words on the back cover.

Catherine and Laurent Delaunay's story is first and foremost about passion: passion for entrepreneurship, passion for wine. In a joint interview, the founders of Badet Clément give their account of the last 20 years and imagine the next 20, which bode to be just as rich and thrilling. With the desire to anticipate new challenges and with an attitude that combines ambition and humility.

In these pages, readers will discover, or rediscover, that above all, it is the spirit of the founders that makes the hallmark of Badet Clément. With strong humanitarian values such as loyalty, honesty, and good listening skills, as its partners unanimously mention. They naturally know how to associate Old World technical know-how with the New World marketing approach and ally Burgundian culture with the incomparable diversity of the Languedoc, Badet Clément proves itself to be an atypical company, one that undergoes perpetual growth.

At the turning point marked by this anniversary, the following Chinese proverb rings true for the founders more than ever: "The best moment to plant a tree was 20 years ago. The second best moment is now."



LES CORBIÈRES



CATHERINE AND LAURENT DELAUNAY'S CONVERGING VIEWS

Let us begin this interview with a look at 2015, which was a very rich year for Badet Clément with its first acquisition of vines in the Languedoc, those of **Domaine de la Métairie d'Alon in Limoux, and Domaine du Trésor in Ouveillan, purchases which complement the construction of a sizeable winery in Monze, in the Corbières region of the South of France.**

What do these investments mean for the development of Badet Clément?

Catherine Delaunay (CD): The purchase of these vineyards in the Languedoc represents us literally putting down roots and is a determining marker for the future. It is our story in the Languedoc that continues and asserts itself even further.

Laurent Delaunay (LD): In fact, it is a choice we made 20 years ago that has been confirmed, the choice of having believed in the potential of this region. For us, it is a logical and natural milestone, the result of a process. As Catherine said, it is roots that we didn't have yet, in particular compared with some of our colleagues, and that will allow us to create the next stages of the company's development. It is really going to give us an added advantage both in terms of quality as in terms of legitimacy and technical expertise.

.....
Through these initial words, we can imagine the incessantly evolving nature of your work. What can you say about how it has changed since you started?

LD: When we started, our organization was a little "above

ground", and by that I mean rather virtual. We started from nothing; we just had the idea in our heads of creating a brand of single varietal wines. At the time, the Languedoc was the only place we could make our project a reality. We were able to work with growers as well as with both independent and cooperative wineries where we were able to craft wines in the style we were after. These early partners welcomed us and listened to what we had to say. With an open mind too, along with curiosity about the international varietals that were being introduced in the region and that Catherine and I knew quite a lot about.

CD: All of that was possible 20 years ago because the Languedoc's vineyards had an ample supply back then. It was therefore easy to come up with this organization, which would undoubtedly be a lot more difficult to implement under the same conditions today. Little by little, the production curves in the Languedoc interconnected with consumer demand and we had to get organized accordingly. That is why we began to get more involved with the vinification and ageing of our own wines.

LD: Indeed, both our organization and our team have evolved in that direction. Over the last few years, while we were undertaking an upstream mission to have more control over our purchases, we were able to integrate skills that were more focused on viticulture and agronomy. We have also signed long-term contracts with growers. Acquiring the winery in Monze now allows us to have complete control of the crafting of the wines and several possible options for vinification, from the most traditional to the more precise. Today we have so many possible options thanks to this polyvalent tool.

.....
Had you clearly laid the groundwork for this strategic advancement?

LD: Strictly speaking, we didn't have a formalized strategy. When we look back at what we have done, we say to ourselves that we have done a great many things, but we never would have thought we would be where we are now 20 years down the road. We are now entering a period of maturity - that goes double for me because I celebrated my 50th birthday in 2015! I think we have everything it takes to face the challenges that lie ahead in the future with serenity. I would say that when we created the company we were caught up in a whirlwind and now, we are rowing gently down the stream, but that river is not always tranquil! That being said, time has gone by very quickly!

In what frame of mind was Badet Clément created?

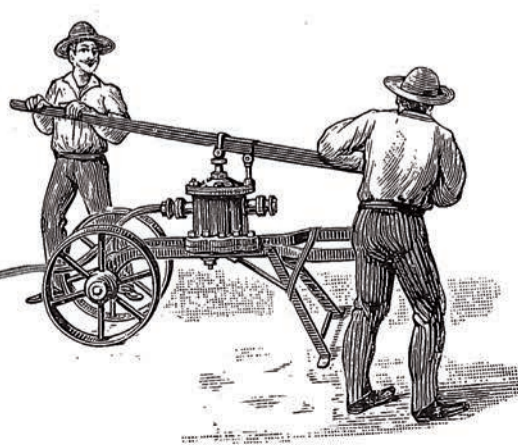
LD: In the beginning it was in the vein of a start-up, a challenge! It was a rather carefree adventure. We were aware that it could be over from one day to the next, that a lot of risk was involved, but that on the other hand, we had nothing to lose. Our biggest worry was to not be able to honour the trust that people had put in us: not just the shareholders, but friends who had lent us money and the suppliers who were behind us.

.....
Is there a Badet Clément hallmark?

LD: Catherine and I have complemented each other from the start, and we each have our own areas of specialization. Catherine is involved in the technical part, defining the style of the wines; me, in markets and marketing. I travel abroad on a regular basis to get a feel for market needs and consumer tastes.



“WHEN WE LOOK BACK AT WHAT WE HAVE DONE, WE SAY TO OURSELVES THAT WE HAVE DONE A GREAT MANY THINGS, BUT WE NEVER WOULD HAVE THOUGHT WE WOULD BE WHERE WE ARE NOW 20 YEARS DOWN THE ROAD. I THINK WE HAVE EVERYTHING IT TAKES TO FACE THE CHALLENGES THAT LIE AHEAD IN THE FUTURE WITH SERENITY.”





destined for the export markets, but today we consider the French market like any other. Tastes in wine have taken on an international dimension, as in other sectors. And so, today, our flagship brand, Les Jamelles, which conveys a certain image of France, is as legitimate on the international markets as on the French market where it has been distributed for 6 years now.

CD: From the beginning, we adopted the New World approach to wines, which was necessary at the time in all the international markets. This consisted of turning to the consumer with an offer of wines that corresponded to his or her expectations.

In our approach, we always wanted to preserve a French touch with our wines. In fact, we are convinced that when an American consumer buys a French Cabernet Sauvignon, he or she expects something specific - that French touch - which is all about elegance and balance and that makes it stand out from Cabernet Sauvignons from elsewhere.

Why the Languedoc when you come from Burgundy?

CD: We discovered that Burgundy and the Languedoc actually have a lot in common, even more than you might think! It is said that Burgundy is a mosaic of terroirs. I would say that it is the same in the Languedoc, to the power of 10. From the Mediterranean shores to the Cévennes and across to the Rhone Valley, and up to the foothills of the Pyrenees, the vineyards of the Languedoc are even more diverse than in Burgundy. From one mosaic to another, in other words!

Our wines boast a Burgundian style, what I mean by that is that they tend to be fresh, elegant and complex whereas wines from the Languedoc are often excessively overpowering. The Burgundian approach applied in the Languedoc takes on all its meaning and that is a strong angle that we lay claim to.

LD: 20 years ago, the Languedoc conveyed an image of mass-produced wines; we were among those who said that we could make quality wines with character, and that would stand out from the rest for their quality. Our approach is steeped in humility and we have always been attentive to local viticultural practices. That has allowed us to respect the customs of the region, to understand it... and to adopt it!

Thanks to that, we have undertaken close partnerships with the growers we work with and who welcomed us warmly because they are very open-minded. Such complementarity is one of the strengths of our approach.

What word would you choose to describe the last 20 years?

LD: A whirlwind

CD: Exciting



CATHERINE DELAUNAY

And the next 20?

LD: Two words: maturity and serenity

CD: Pursuing development with complete peace of mind

Do you consider that you have arrived at your final destination?

CD: This is anything but the end! We are constantly thinking of the future and new projects. We were not necessarily avant-gardists before now, but today we strive to be just that and to be breakaway front-runners. Now we can aspire to take an even further lead and be more and more innovative. We have the tools and the human resources we need to do it.

LD: In that context, we are actively working on two prospects for development. The first is the creation of a Head of Research & Development position within the company. That is going to become critical and we have to be state-of-the-art in our winemaking, from the vines all the way through to bottling. The second falls under distribution and downstream business. We especially need to be at the forefront of digital sales, and for that, we have to give ourselves the means to do so. We have also just recently invested in two start-up companies involved with e and m-commerce. It is a whole new avenue for growth that is opening up for Badet Clément. We still have a lot of exciting adventures ahead!



“WE DISCOVERED THAT BURGUNDY AND THE LANGUEDOC ACTUALLY HAVE A LOT IN COMMON, EVEN MORE THAN YOU MIGHT THINK! IT IS SAID THAT BURGUNDY IS A MOSAIC OF TERROIRS. I WOULD SAY THAT IT IS THE SAME IN THE LANGUEDOC, TO THE POWER OF 10.

FROM ONE MOSAIC TO ANOTHER, IN OTHER WORDS!”

CD: My role is similar to that of a nose in the perfume industry. We have a palette of wines available to us to work on blends and we test different combinations of varietals to end up with a quality of wine that needs to be well thought out for the consumer.

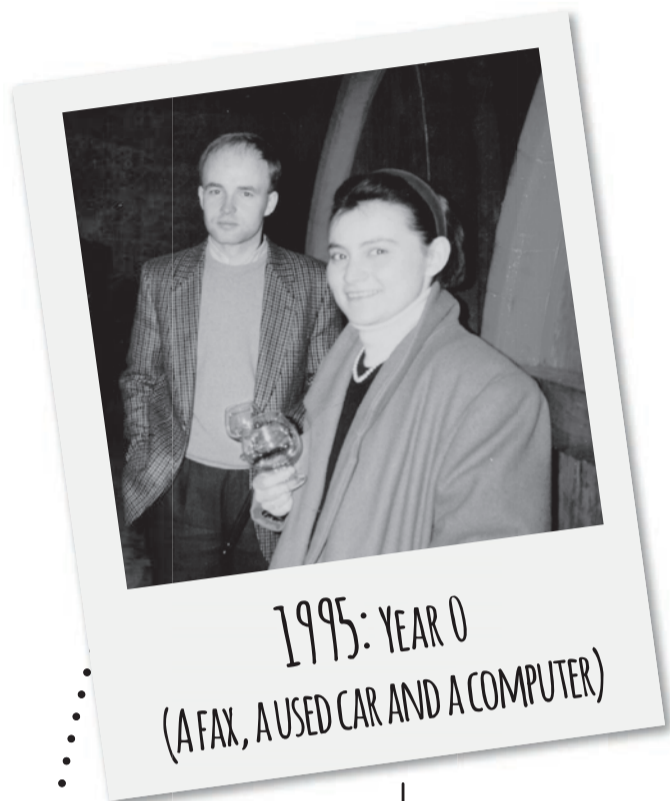
Why so much international development?

LD: We opted for international sales from the start because the clientele was more open to single varietal wines. 20 years ago, this type of wine was essentially

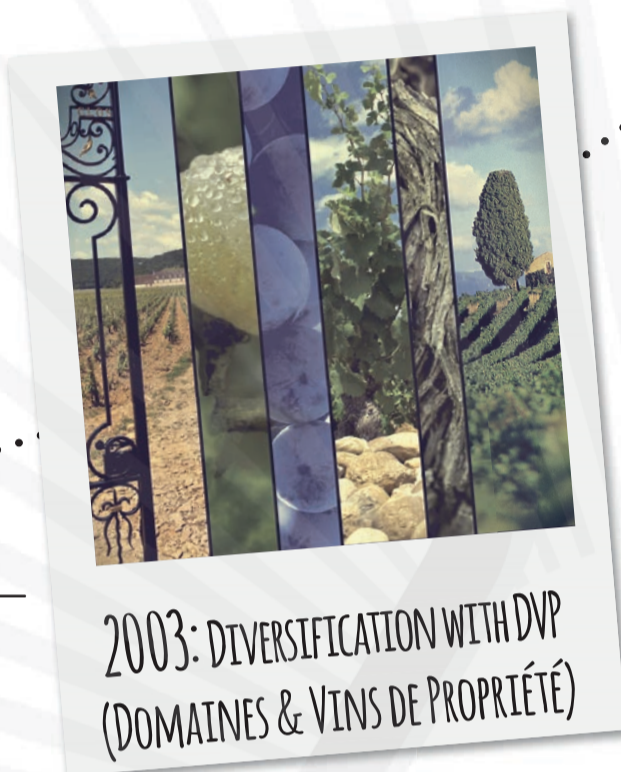


Badet Clément's story

KEY DATES



Creation of Badet Clément & Co by Catherine and Laurent Delaunay. The head office was based in the Burgundian village of l'Etang-Vergy, the family fief.



Acquisition of DVP - Domaines & Vins de Propriété, a company specialized in the distribution of independent producers' Burgundy wines.



The Les Jamelles brand was developed during these 5 years along with many other Badet Clément brands that came into being.



Launch of the new Abbots & Delaunay collection, a range of superior Languedoc wines aimed at becoming one of the references in the Languedoc.



2005: ABBOTTS,
BEFORE DELAUNAY

Acquisition of Abbotts, a wine company specialized in "haute couture" wines from the Languedoc. It was founded in 1996 by two young Australian winemakers, Nerida Abbott and Nigel Sneyd.



2008: A "SYMBOLIC"
YEAR

Acquisition of the Delaunay's family house in L'Etang-Vergy.



2010: ANCHORED DOWN
IN BURGUNDY

2010 saw the construction of the new head office in Nuits-Saint-Georges.

2015



DOMAINE
DU TRÉSOR



MONZE



DOMAINE
DE LA MÉTAIRIE D'ALON

2015: a year of transition for Badet Clément.

Three events in particular helped shape the company's positioning.

The purchase of the former cooperative winery in Monze (Corbières) in order to set up a sizeable vinification and ageing site, which represents an investment of 7 million euros.

In 2015, Badet Clément also purchased Domaine de la Métairie d'Alon, made up of 25 hectares of organic vines in Limoux and Magrie, and Domaine du Trésor, 60 hectares in Ouveillan, in the Aude department, near Narbonne.

These acquisitions mark a new phase for the company, which is now firmly rooted in the Languedoc.

Badet Clément's vocations

Today, Badet Clément's missions are threefold:

- The creation and commercialization of branded wines
- The distribution of wines from independent estates
 - The creation of brands dedicated to its clients

THE CREATION OF BRANDED WINES

STRONG BRANDS THAT GIVE THE COMPANY ITS REPUTATION

Badet Clément's portfolio is filled with strong brands that convey the company image along with a certain vision of France from abroad. From the Les Jamelles wines to La Belle Angèle, without forgetting Maison de la Vilette, La Promenade, Pâtisserie du Vin or Douce Nature, these brands, positioned in complementary market segments, have been carefully studied to meet both market and consumer needs.

THE CREATION OF BRANDS DEDICATED TO ITS CLIENTS

Badet Clément has a great deal of expertise in the development of brands reserved for its clients, with a quality of wine and packaging that is specifically created according to precise specifications. Good listening ability, responsiveness and experience in developing new projects are the key skills that are available to our clients. French Cellars, Winemaker's Reserve, Corette, Le Chat Noir, French House... The commercial success of these brands bears witness to Badet Clément's expertise.

THE DISTRIBUTION OF WINES FROM INDEPENDENT ESTATES

THIS ACTIVITY IS CARRIED OUT BY DVP, DOMAINES & VINS DE PROPRIÉTÉ

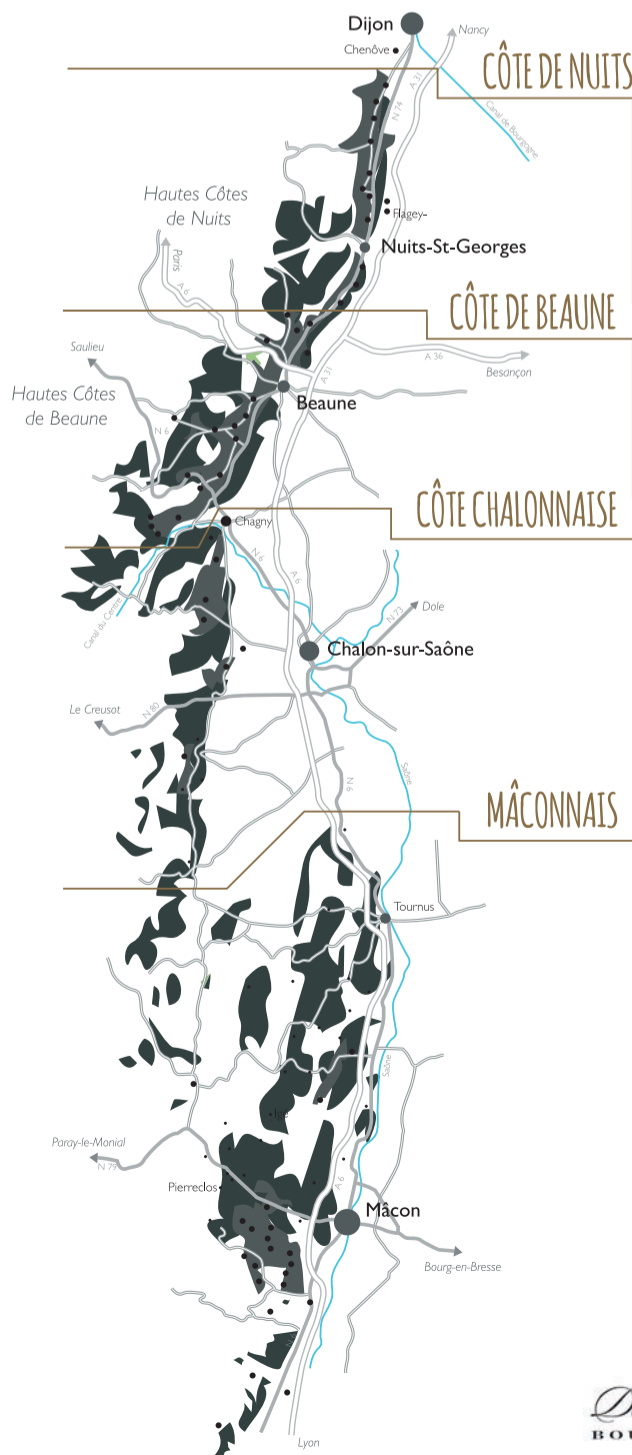
First and foremost, DVP represents Burgundy within the Badet Clément ecosystem. Created in 1989 to meet French market demand for wines from independent Burgundian winegrowers, the company was purchased by Badet Clément in 2003. Today, it distributes wines from over 200 estates in Burgundy, from the Chablis region to the Beaujolais, passing through the Côte-d'Or and the Mâconnais.

SOME EMBLEMATIC BURGUNDIAN ESTATES...

The DVP portfolio has grown over the years; today the company also offers some 40 estate wines from the main appellations in the Languedoc-Roussillon and Rhone Valley. In 20 years, DVP has become one of the leading partners of French supermarkets for the distribution of Burgundy wines while extending its business activity to the traditional channels and export sales.

AND IN OTHER VITICULTURAL REGIONS...

- | | | |
|--|--|--|
| BEAUJOLAIS:
Domaine Jean-Paul Brun
Domaine du Guéret
(Favre-Delaunay family) | LANGUEDOC:
Domaine d'Aupilhac,
Sylvain Fadat
(Montpeyroux) | RHONE:
Domaine Christophe Pichon
(Côte Rotie/Condrieu)
Domaine de Lambisque
(D'Autume et Delaunay families) |
|--|--|--|



- CHABLIS**
Domaine Dauvissat (Chablis)
...
- CÔTE DE NUITS**
Domaine Huguenot (Marsannay)
Domaine Henri Gouge (Nuits-Saint-Georges)
Domaine Hudelot Noëllat (Vosne-Romanée)
...
- CÔTE DE BEAUNE**
Domaine Jean Chartron (Puligny-Montrachet)
Domaine Michel Bouzereau (Meursault)
...
- CÔTE CHALONNAISE**
Domaine Jacqueson (Rully)
Domaine Raquillet (Mercurey)
...
- MÂCONNAIS**
Domaine Thibert (Pouilly-Fuissé)
Domaine Cordier (Mâcon Milly-Lamartine)
...

D.V.P.'S KEY FIGURES



2.3 MILLION BOTTLES

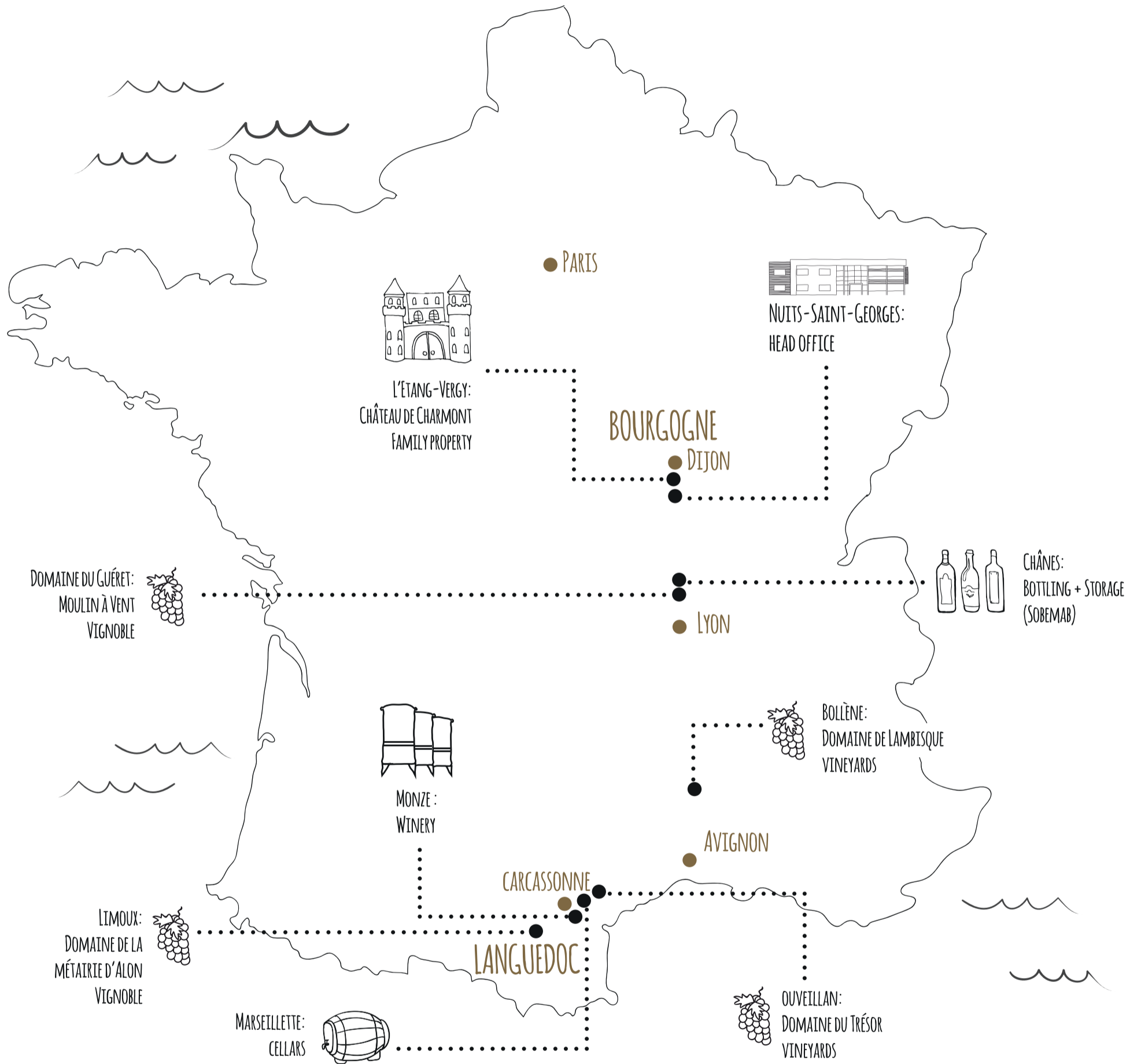
CREATED IN 1989

14.7 MILLION EUROS TURNOVER

WWW.DVP-VINS-DOMAINES.COM

BETWEEN BURGUNDY AND LANGUEDOC

You've figured it out by now - Catherine and Laurent's story alternates between Burgundy and the Languedoc. Based in Burgundy, to which they are still viscerally attached, and now specialists in Languedoc wines after all these years, it is only natural that they sought out the opportunity to physically put down roots in this region. Here is a little geographical reminder of the different "star" sites that make up Badet Clément constellation today...



MONZE: THE NEW WINEMAKING AND AGING WINERY IN LANGUEDOC



MONZE WINERY, AN AERIAL VIEW



BARRELS IN THE AGING CELLAR



STAINLESS STEEL VATS



HIGH-END CELLAR

FROM LES JAMELLES TO LA BELLE ANGELE: FLAGSHIP BRANDS, A CERTAIN VISION OF FRANCE

Badet Clément's portfolio is filled with numerous brands that cover all of the needs of the various markets and different distribution channels. We have chosen to focus here on the flagship brands of the last 20 years. On the brands that, emblematic of Badet Clément's choices and spirit, reveal, as Colette said, *"the true taste of the earth"*, the true flavours of the French vineyards. These are the vineyards that Catherine and Laurent Delaunay are keen on defending, showcasing, and proudly promoting in the international markets.

Les Janelles

LES JAMELLES: THE EVOCATIVE POWER OF A BRAND



Les Janelles is Badet Clément's historic brand that has lastingly anchored the company in the international markets. As Laurent Delaunay points out, its strength comes from the fact that *"it corresponds to the image of French wines for everyday consumption, in the minds of international consumers"*. Timeless, consensual, authentic and reassuring, these are the adjectives that best describe it. However, its principal asset lies in the quality of its wines whose profile for each varietal is perfectly honed by Catherine Delaunay thanks to her incomparable mastery of the arts of blending and sourcing.

LAUNCHED IN 1995
A RANGE OF 27 SINGLE VARIETAL PAYS D'OC WINES
5,000,000 BOTTLES SOLD EACH YEAR
DISTRIBUTED IN 40 COUNTRIES (25% FRANCE / 75% EXPORT)
PRINCIPAL MARKETS: CANADA, FRANCE, GERMANY, ENGLAND, THE UNITED STATES, JAPAN, HONG KONG...
WEBSITE: WWW.LES-JAMELLES.COM



ABBOTT'S DELAUNAY

ABBOTT'S & DELAUNAY: "HAUTE COUTURE" WINES



If there is a brand in search of excellence, it is Abbotts & Delaunay. Reinforced in this dynamic by the 2015 purchase of Domaine de la Métairie d'Alon, from where it integrates wines produced from organically grown grapes, the brand has imposed itself little by little as a name of reference in Languedoc wines. Abbotts & Delaunay showcases the region's principal appellations, with the personality that Laurent Delaunay was looking for; these are wines characterized by balance, freshness and elegance.

LAUNCHED IN 2011
A COLLECTION OF 8 AOC WINES, AVAILABLE IN TWO RANGES: "RESERVE" AND "NUAGES ET VENTS". SINCE VERY RECENTLY, THE COLLECTION HAS BEEN ROUNDED OUT BY THE ADDITION OF THE HIGH-END CHARDONNAYS AND PINOT NOIRS FROM DOMAINE DE LA METAIRIE D'ALON.
PRINCIPAL MARKETS: GERMANY, CHINA, FRANCE, DENMARK, CANADA.
WEBSITE: WWW.ABBOTTSETDELAUNAY.COM

La PrOmenade

LA PROMENADE CÔTES DE PROVENCE: AN INSTANT SUSPENDED IN TIME



This fresh and delectable Côtes de Provence, hailing from Provence's finest terroirs located at the heart of the Var department and at the foot of the Montagne Sainte-Victoire, reveals its delicacy on wine lovers' palates and boasts elegant packaging. Available in three sizes, from 750 ml bottles to Jeroboams, this sun-kissed range offers the taste of a holiday by the seaside.

LAUNCHED IN 2015
PRINCIPAL MARKETS: THE UNITED STATES, FRANCE, THE NETHERLANDS, THE UNITED KINGDOM, CANADA.
WEBSITE: WWW.ROSELAPROMENADE.COM

Révélation

FULL-BOTTLED ALL-TIME CLASSICS



A name that is dear to Laurent Delaunay because it is the second brand to have come into being at Badet Clément. With its packaging that adopts traditional, reassuring codes and a very elegant bottle, this range of single and bi-varietal oaked Pays d'Oc wines has been well received in several European markets and, more recently, in the United States.

LAUNCHED IN 1998
PRINCIPAL MARKETS: THE USA, THE NETHERLANDS, HONG KONG...

LA BELLE ANGELE

LA BELLE ANGELE: A FRENCH BEAUTY



As one of the first companies to have believed in the new "Vin de France" category, Badet Clément created La Belle Angèle, a brand of soft, fruity varietal wines, integrating the complementary qualities of different production areas: the fruit characters of the Languedoc, freshness from Gascony... With its packaging evocative of the Belle Epoque in France, this brand makes a strong impression and is very popular in the international markets for which it was created.

LAUNCHED IN 2012
A RANGE OF 7 "VINS DE FRANCE" SINGLE VARIETAL WINES, AVAILABLE IN 750 ML BOTTLES AND BIBS.
PRINCIPAL MARKETS: THE NETHERLANDS, FINLAND, GERMANY, CANADA, UKRAINE...



MAISON DE LA VILLETTE: REMINISCENT OF PARIS'S GRANDS BOULEVARDS



Maison de la Villette pays homage to a certain turn-of-the-century Parisian lifestyle with its elegant vintage packaging that inspires a romantic, prestigious image of France. With a wide range of delectable and deliciously oaked varietal wines, the brand perfectly incarnates all of Badet Clément's know-how with this quality offer that is unexpected value for a moderate price.

LAUNCHED IN 2015
A RANGE OF 6 "VINS DE FRANCE" VARIETAL WINES.
PRINCIPAL MARKETS: THE NETHERLANDS, THE UNITED STATES, EASTERN EUROPE...



BADET CLÉMENT IN NUMBERS

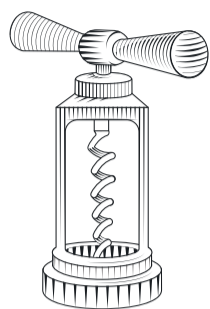
50 PEOPLE



WINEMAKERS

3 REGIONS OF PRODUCTION:
THE LANGUEDOC, THE RHONE VALLEY AND BURGUNDY

OVER 250 ESTATES IN BURGUNDY,
THE RHONE VALLEY AND
THE LANGUEDOC DISTRIBUTED BY DVP



15.6 MILLION
BOTTLES
PRODUCED PER YEAR

64% FOR EXPORT
36% FOR SALE IN FRANCE



4 ESTATES MANAGED
158 HA OF VINES

55 COUNTRIES
EXPORTED TO

TURNOVER OF
€42.7 M

3 WINERIES AND AGEING CELLARS:
MONZE (CAPACITY 50,000 HL + 800 BARRELS),
MARSEILLETTE (10,000 HL) AND OUVILLAN (10,000 HL)

WORD SEARCH

P X I Q C L P J F G S Y E A B E N K J R
T E U J S J C Z Y B S G K F H L G I Y O
R E F B Q P T G L S Y R O S Y M G J L J
H O F C J I O R N P K L Y Z T T U A L
O H S F C L U X T H V X Q C V E E Z M Q
N V T X O J Z S V G F M G J B R F B O C
E W O N E B E F L O N N V V V R N E X K
L D E N B V B G S I D F J C N O V P A P
A O I B R U X W B I F X Y B V I S X C X
M W P A L X R V D X Z D D Y I R Z O P S
A E H Q C Z M G P J Q R X Q B P D R S O
K V H J B V N K U O A S O U H E T J E B
I I M J D A Y Z M N E A V L U T F X G E
N E I K X R M F O L D P I G I H P H L V
G I Z C N I N X L C D Y N F O B C T E K
L B Z W W E R E D J R A T X E K T C E A
L H Z J D T M G Y E L N A M E O N D T T
Z P R N O A W M E H P H G S B A N F P B
U Z F E J L X D K C B H E X R W T U R M
J S Z M I R J V Z G B S P F H X J S N M
X Y O Z I C G C U Z D Q T A S T I N G L
R X K Q L A S I L R P W Y V G B Z P L O
W I Y A M R E A A I W M R J O Y F U B W
G R E O P J W Y D S F Z V P R F M R E J
Q H R H Z T E I B N D I N P V Y B E U T
M A H W O N M V X U M L F V D J N A S N
S H G T I X M G N A Y E B K D E E B M G
L N F V E W L O W L J J W D X F X U C P
R K K U V Z J Y O I B O P P J S B M J A
D H A L B D S E S T X X M S U V Y K I I

- AROMA
- BOTTLE
- BURGUNDY
- FRANCE
- HARVEST
- JAMELLES
- LANGUEDOC
- MAKING
- OENOLOGY
- RHONE
- TASTING
- TERROIR
- VARIETAL
- VINEYARDS
- VINTAGE
- WINE



Did you know?

WHERE DOES THE NAME BADET CLÉMENT COME FROM?

The company was created under this name in 1995. Badet Clément was the name of a small wine trading company founded in 1829 and purchased by Laurent's grandfather in 1932. Catherine and Laurent Delaunay decided to bring it back to life. A means of recreating the link with their Burgundian family history and making it last...!

BADET CLÉMENT, A FORERUNNER IN ORGANIC WINES

Back in 1997, Badet Clément was one of the first companies to be convinced that it was possible to produce high-quality wines made from organically grown grapes. They put all of their know-how into action in terms of sourcing and supervising the vinification and ageing processes to produce organic wines with the same qualities as conventionally produced wines. Today, Badet Clément exports and sells nearly 1 million bottles of organic wines per year under its flagship brands, Les Grands Arbres and Douce Nature (PET bottles).

IS THE FUTURE IN DIGITAL MEDIA?

The group is now turning toward the future and innovation, particularly the digital world, which is inescapable given new consumption patterns. And so, Laurent Delaunay decided to invest in two particularly dynamic, promising start-up companies, Wine Advisor and Goot. The first is a collaborative application, which recognizes a wine through a photo taken of its label, allows the user to share tasting notes with friends and order online. The second is a marketplace, which, through the digitalization of retailers' wines, allows the user to have the bottles of his or her choice home-delivered in the evening and even late at night. These two undertakings demonstrate Badet Clément's desire to bring an innovative, pioneering vision to its French and international clients, as well as to support young entrepreneurs who are designing the future of a market that is changing.

TESTIMONIALS

Badet Clément's French and international partners wish the company a very happy anniversary, in their own way.



BRUNO KESSLER
NEGOCIANT, VICE PRESIDENT OF ANIVIN

As Vice President of Anivin, Bruno Kessler has been working since 2013 with Laurent Delaunay, President of Anivin's advertising and promotion commission, on the promotion of "Vins de France" throughout the world.

THE REALIZATION OF A VISION

It is a pleasure to share with Catherine and Laurent Delaunay the accomplishment of their entrepreneurial project of a lifetime on the occasion of this anniversary. They have invited us to the baptism of a new child, this winery in Monze, and this is a wonderful moment for all of their partners, for them and for their team.

I have seen them move forward on the path that has led to this for the last 4 years now, and, as always with Catherine and Laurent, that path is extremely well thought out - it is the result of a strong, well-constructed vision, for their company and their teams. That is the hallmark of Badet Clément: moving forward serenely towards success, as a group. Efficiency and discretion are the qualities that Catherine and Laurent's approach is based on, an approach that is always punctuated with a great deal of good taste. I am convinced that this new phase represents another step towards the success and growth of the company. It fits in with the continuity of their commitment and their open-mindedness. It also symbolizes, and this is important, their talent for innovation, and I don't doubt for a moment that with this new tool, they will move forward on new, highly promising paths.

Today, I want to say to Catherine and Laurent: "Continue moving forward with determination. You can count on your friends. And most of all, regale us with your new projects and with your delicious cuvées!"



JEAN-LUC BOURREL
DIRECTOR ALLIANCE MINERVOIS

Supplier of wines/grapes to Badet Clément since 1995

AN EXCEPTIONALLY HIGH-QUALITY LEVEL OF COMMUNICATION AND LISTENING

We have supplied the House of Badet Clément since its creation. We are happy to have been able to follow its progress from the very beginning and it has been an enormous success to say the least!

What we most appreciate from the teams at Badet Clément is the quality of the discussions we have on all levels. We talk a lot about the products, about needs, and for us that is particularly precious and interesting.

The possibility of having direct client feedback is especially enriching in our day-to-day work.

I remember when, in the beginning, they would come to my place to take photos for their sales brochure; they have always had that practical, on-the-field approach. Badet Clément is a huge success, not only from an entrepreneurial point of view, but also in terms of management. Internally as well as with clients and suppliers, they are particularly good listeners, and it is not by chance that these Burgundians were able to succeed in the Languedoc. They knew how to listen; they knew how to find out what the client wanted. We applaud them wholeheartedly for their great success!



HUGUES GAUTHIER
PRESIDENT - PHILIPPE DANDURAND WINES (CANADA)

Importer of Les Jamelles and Abbots & Delaunay since 2012.

AUTHENTIC PARTNERS, A UNIQUE APPROACH

Philippe Dandurand Wines is particularly selective and demanding with its partners. We seek out authentic people, true professionals.

From the first time we met Catherine and Laurent, we were extremely impressed by their long-term vision, by their passion and by their story. We discovered straight away that they shared the same family and humanitarian values as we do, in all aspects. We have been working together for over 4 years now and we are convinced that with Badet Clément & Co, we have the best partner possible in the Languedoc. They are exceptionally good listeners and their development strategy corresponds perfectly to the expectations of Canada's wine industry.

I don't think there is any limit to what they can do; we have a remarkable partnership and I know we will continue to work together for a very long time.



DENIS BONNET
NATIONAL DIRECTOR, WINES - FRANCE BOISSONS

France Boissons has distributed Les Jamelles since 2010, when the brand was introduced to the French market.

PUGNACITY, PERTINENCE AND READINESS: THAT IS WHAT BADET CLÉMENT IS ALL ABOUT

What I especially appreciate at Badet Clément is their teams' pugnacity, particularly that of the sales teams with whom we are in close contact. This is what makes their approach truly different. Pugnacity, but also pertinence and real readiness: they know how to defend their point of view and how to convince.

This is a company that is run in a healthy, lasting way and that is particularly important for us. Their recent investments bear witness to this reasonable, realistic and successful approach: it is progression that is constant, regular and measured.

Today, on the occasion of their anniversary, I would like to thank you, on behalf of France Boissons, for the many years of collaboration we have shared, to reaffirm our satisfaction with the work we have done together and to reaffirm our confidence in you.





VINCENT DUBERNET
MANAGER, CHÂTEAU FONTARÈCHE

Supplier of wines/grapes to Badet Clément since 2001

95% TECHNIQUE, 5% COMMUNICATION: THAT'S THE HALLMARK OF
BADET CLÉMENT'S PRODUCTS!

We have been developing a real partnership with Badet Clément since 2001. Working with the teams whether in Burgundy or Monze has always been excellent. Everything is open and clear between us and there is a good spirit of conviviality. We are not necessarily in direct contact with Laurent and Catherine, nevertheless we are aware of, we feel their expertise behind every decision, every tasting. We have always had very clear, sustained feedback; their advice allows us to have a very accurate view of our products, and that is very valuable.

I take my hat off to them for having developed a brand such as Les Jamelles, which was so well conceived of, built on solid foundations and respecting the wines' profiles. The range has been managed remarkably well. When you compare their approach with that of other negociants, you can see the difference immediately. Where Catherine and Laurent invest 95% in technique, others invest 95% in communication; that is what changes everything. There is real know-how, a real imprint. They have become Languedoc specialists with their Les Jamelles brand which proudly represents the region and that is a real pleasure to see.

The winery that they have recently acquired is further proof of their sensitivity to and knowledge of the market. Such a project holds a lot of promise for the next 20 years!



PIERRE ENJALBERT
PURCHASING MANAGER - HAWESKO (GERMANY)

Importer of Les Jamelles since 2000

RESTRAINT, CONSTANCY, HARD WORK:
THAT IS WHAT BADET CLÉMENT IS ALL ABOUT

Laurent and Catherine Delaunay demonstrate a great deal of professionalism, seriousness and benevolence. This shows through clearly in the quality of their wines.

They are honourable and courteous, and their approach, their attitudes, fully correspond to the image and philosophy of the partners with whom we work.

These skills are perfectly expressed in the Les Jamelles brand, for example, a product of excellent quality: fresh, fruity and modern with remarkable packaging. Les Jamelles is the combination of a quality wine, an original label and an elegant bottle, a unique concept. The brand carries a typically French image that suggests a certain reminiscence of days gone by. All of these characteristics contribute to the uniqueness of the product and make it a success.

This kind of coherence between all of the product's characteristics is the hallmark of Catherine and Laurent Delaunay. Restraint, constancy, hard work - that is what Badet Clément is all about.



RENÉ JEANJEAN
WINE BROKER/TRADER

Supplier of wines to Badet Clément since 1996

BADET CLÉMENT IS A FAMILY

Catherine and Laurent Delaunay, that's a long story for me. A meaningful story, because I have worked with them since I went into business. Badet Clément is a family and I have seen it grow, having always had a trusting relationship with them. Quality and service are at the heart of their approach. They know what it means to give someone your word, what it is to be humane. This company has a soul and it is one of the only companies with which I work that I can speak about in such terms.

This is a family of winegrowers with great sensitivity, for wine as much for people; it is anything but an industry. The wines I provide them with must correspond to an expectation, a market, a predetermined level of quality; it is not just about price. The guarantee of quality is there, it is strong and it is enduring. Catherine really knows how to taste wine, in a particularly professional manner; she is the nose of Badet Clément and I have rarely seen people taste wine like she knows how to, with confident, precise judgement. We never have any worries with her when we present her with quality products.

Laurent and Catherine have helped me grow because they trusted me. I know that the future holds another thousand and one successes for them.



Images and words

