

S U S T A I N A B L E   D E V E L O P M E N T



CAVE<sub>DE</sub>TAIN

REPORT





## The Winery's Identity

### GAMBERT'S SUCCESSORS

Cave de Tain l'Hermitage was **founded in 1933 by Louis Gamber de Loche**, a Hermitage landowner and dedicated advocate for 'appellation' wines.

Successive generations of wine growers have contributed to the growth of the company, which has now established itself as **a crown jewel in the cooperative viticulture**, a pioneer and leading winery in its region, the northern Rhone Valley.

With each grape harvest, our ambition is to gather together the true flavours of our prestigious terroirs :

**HERMITAGE, CROZES-HERMITAGE, SAINT-JOSEPH,  
CORNAS and SAINT-PÉRAY,**

where protected vineyards and unique varieties grow and thrive.

**Dynamic and forward-thinking**, Cave de Tain has the wisdom to realise that they must not forget the knowledge and skills passed down to them, while at the same time regularly investing in cutting-edge equipment!

## Cave de Tain in figures

Almost <b>400 families</b> live off our activities	<b>15 km:</b> the maximum distance between our vineyards and the cellar
<b>4<sup>th</sup> generation</b> of wine growers	<b>1 unique red varietal</b> : Syrah
<b>1000 hectares</b> of vineyards	<b>5 'cru' wines</b> renowned throughout the world
<b>3 white varietals:</b> Marsanne, Roussanne and Viognier	<b>50 per year:</b> the average number of <b>distinctions our wines</b> are awarded

# Sustainable Development at



CAVE DE TAIN

## [Definition]

Sustainable Development is development that responds to today's needs, without compromising future generations' ability to meet their own. Every day, each task is well thought out to achieve a balance between economic activity and the environmental and societal impact.

**This is a responsible vision** for the wine growing profession.

**It is a company project** we are proud of, and which unites every wine grower, every employee.

**It is about protecting, enhancing, and handing down an exceptional terroir** and expertise which we, wine growers, have inherited for 3 generations.

**It is also about training young graduates** in SYRAH vineyard management and winemaking, our only grape variety for red wines in the northern Rhone Valley. These young people, coming to us from both hemispheres, are future experts in syrah.

Finally and most importantly, **it is about ensuring the continuity of our professions** through good practices and the quality of our wines and service, and **building on the trust** that you accord us already.

## What is this ?



CAVE DE TAIN  
Certified since  
2009

**A unique and original CSR (Corporate Social Responsibility) approach**, a framework that structures our activities: to this day, it is the only one in France that is specific to wine, and that is complete - from the vine right up to the consumer's table.

**A label that ensures responsible**, innovative viticulture that respects people and the environment, which in 2011 obtained the Sustainable Agriculture Trophy from the French Ministry of Agriculture.

VDD unites leading wineries within the major vine growing regions in France.

With the mutual recognition of VDD and AFAQ26000 standards on social responsibility, further to the partnership with the AFNOR (FRENCH NATIONAL ORGANIZATION FOR STANDARDIZATION), VDD is called to become **THE CRS label for the wine industry**.

Learn more at  
[www.v-dd.com](http://www.v-dd.com)









*For your health*

Page 6

The use of natural methods and the strength of the joint impetus

*For the planet*

Page 7

Promoting the balance that surrounds us, reducing our carbon footprint and setting an example!

*For the taste*

Page 8

Grape quality at the heart of every decision

*For conviviality and experiences*

Page 9

Because we have so much to share with you!

*For the area*

Page 10

And how the Cave de Tain vineyard animates the territory

*In social terms*

Page 11

Major player in the region, responsible and innovative



Let our mascots guide you  
through some of our daily initiatives!



## It all starts with prevention!

**The principle:** to implement measures in the vineyard to prevent the appearance, spreading and exacerbation of grape diseases.

Therefore, from June, the wine growers will manually remove the small secondary shoots ('les entre-cœurs') that grow naturally at the base of each leaf, causing an accumulation of foliage around the grapes. This manual operation, known locally as 'épilonnage', is carried out over a very precise time period.

**The objective:** to aerate the grapes to create an unfavourable microclimate for diseases, thus making the vine much more resistant to humid spells. This has two advantages for our wine growers: reducing the need for phytosanitary treatment and ensuring a quality harvest, even in adverse weather conditions.

In line with the framework of sustainable viticulture, this operation has been made mandatory for every member, with regular plot checks and severe sanctions in the case of failure to comply with the specifications.

During vinification, too, our impeccable hygiene control and the cellar capacity allows us to conduct experiments, for example a sulphite-free organic wine!

## Natural insect prevention: 'sexual confusion'

This is practised throughout the Hermitage vineyard and on the vines in the heart of the villages, under the impetus of Cave de Tain (on around 30 hectares in Gervans, for example).

**The advantages:** naturally reduces and even eliminates conventional insecticide treatments.

**The principle:** disrupts the mating of harmful male and female butterflies by spreading natural substances into the environment - pheromones. As a result, the females lay almost no eggs and so vine damage is limited.

## Fully reasoned viticulture and organic methods: a laboratory

A group of wine growing members and the Cave de Tain on their estates are committed to organic methods.

**Our wish:** not to pit organic and non-organic against each other, but to promote all approaches and expressions of Sustainable Development. As such, organic viticulture has become a laboratory whose advancements will benefit all our wine growers.



The use of natural methods and the strength of the joint impetus

# For the planet



## A particularly rich biodiversity

(diagnostic carried out on our land in 2010) and a balance that our wine growers protect daily by adapting their practices.



They have even installed beehives on the cellar roof to help pollinate fruit trees!



## Water autonomy

on our 22-hectare Hermitage estate, thanks to rainwater recovery

A collective 'river contract': the result of our brainstorming with the local authorities and other professionals from the agricultural world. On the growers farms: washing areas and mini purification stations (phytobac) and a collective treatment system.

**Objective:** not to pollute the land water!

## Natural energy sources

Solar panels on the farms, methanisation of grape marc to generate electricity, instead of distilling it, etc.

## Limiting our carbon footprint

To reduce greenhouse gas emissions and fine particle pollutants, we have decided to grind the vine shoots after pruning in winter, instead of burning them.

## Used bottles, cases and labels

are classed as recyclable materials and we recycle between 65 and 75% of our production waste each year.



You too can recycle your waste!



### Glass bottles

and capsels can be recycled in the glass + metal skips.

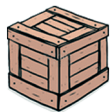


### Corks, both natural

(infinitely recyclable) and synthetic: the Cave de Tain shop is a collection point for several associations.

### Cases + dividers

are recycled in the paper + cardboard skips.



**Wooden cases** can be repurposed as very attractive storage units!



Promote the balance all around us, reduce our carbon footprint and set an example!





### Jacques ALLONCLE,

Cave de Tain's Chairman of the Board and wine grower in Crozes-Hermitage.

"Since its creation, our Board has respected the principles which have formed its high-standard reputation. **The 'total contribution' rule is strict:** our grapes come exclusively from the vines of either members of our cooperative or our own estates: we buy in neither grapes nor wine!

**The advantage:** total compliance and support for going forward together, towards even higher quality.

### The truly local origin of our grapes

With vineyards no more than 15 km from the winery, the quality of the **grape harvest is preserved right up** to its arrival in the cellar, and treated with care.

### Berry tasting training

Maturity monitoring networks, mandatory registration and surveillance of operations in the vineyard (The 'Wine Grower's Specifications' Notebook), etc. contribute **to obtaining the most beautiful grapes possible, perfectly ripe.**

### Extensive knowledge of the vineyard

Completely mapped out by GPS, and our technical teams have **records of over 40 plot selections monitored and registered for decades...**



Quality at the heart of every decision

For the taste



### Founding Member and active in the SYRAH R&D association



Association Syrah  
Recherche & Développement

The association has installed a conservatory for Syrah and Marsanne.

**Objective:** to preserve the diversity and qualitative characteristics of our grape varieties.

As the largest producer of Syrah 'appellation' wines in Europe, both the preservation and the finest expression of our grape varieties are vital for Cave de Tain and for wine growers in the area!

### A rich palette of flavours in the Cave de Tain style

- **Respect for the terroir and grape varieties**
- **Pure varietals** or harmonious blends
- **'Plot by plot' winemaking** and 'bespoke' ageing
- **Fruit-driven** or more structured wines
- **Single terroir** or a meticulously-obtained harmonious combination of terroirs, etc.
- **Little bit of fun:** bubbles, [sulphite-free] options...

**Our promise:** everyone can find happiness and a unique tasting experience!

Each year, our efforts are rewarded with over 50 distinctions





## Likeability capital

Our approach to wine is always convivial, gourmet, educational, joyous, hedonistic ... and demanding, uncompromising, striving for perfection, and respectful of hard work...

**So let the Cave de Tain shop guide you depending on your desires:**

a wide selection of wines for tasting, advice on food and wine, choice of refined gifts, bespoke services ...



## Seasonal wine tourism

Sessions with our wine growers, themed tastings, other ways to discover our superb vineyards... by gyropod, strolling around Hermitage 'in Gambert's footsteps' etc.

Take a look at our programme!

## Collective memory

over 16.000 Hermitage bottles in our library testify to 50 different vintages in red and 30 different vintages in white, and our most senior "house" experts have anecdotes on 36 different grape harvests to recount for you!

## Le Fief de Gambert and its beautiful restaurant 'Maison Gambert'

in the heart of our 22-hectare Hermitage estate.



Because we have so much to share with you!



### 'Gambert's' heritage

Following the example of our founding president, Louis Gambert de Loche, who was involved in the 1937 decree making Hermitage a protected appellation of origin, we are contributing extensively to **the promotion of our vineyards, both domestically and for export**: the diversity of our distribution, national visibility, beautiful restaurants and renowned cellar men, international exhibitions, etc. And the whole region benefits from the good health and influence of its local viticulture!

### Land Art on the Hermitage hill

Every year since 2013 (the winery's 80th anniversary year), we have organised a short-term **Land Art** exhibition there.

**The principle:** to create a link between art and nature and to open visitors' eyes to our prestigious vineyard!

Highlighting our heritage also involves **renovating our wine growers' huts, the walking route 'In Gambert's footsteps' in Hermitage, sponsoring local occasions and the numerous events organised each year in the winery!**

### Wine, culture, generosity and good humour

at Clos Saint-Ruf in Valence!

**Since 2006**, our senior wine growers have been looking after the little vineyard in the "**Commune libre de Saint-Jean**", in the heart of old Valence, on the slopes of Saint Ruf. They take care of the grapevines and harvest the viognier grapes which are made into wine at Cave de Tain.



**And how the Cave de Tain vineyard animates the territory**





## A successful example of the cooperative model!

The Cave de Tain has a dedicated and active board which listens to different tendencies and opinions among its cooperative members. Its tasks include: acting as a relay baton in the vineyard, helping with the arrival of young wine growers and the handover between generations, sparking interest in vocations, protecting its property, etc. It makes collective, strategic, and forward-looking decisions.

Because of this, our wine growers are satisfied and proud to belong to their Cave de Tain (according to a study conducted in 2015)!

## Almost 400 families live off our activities

(wine growers and employees)

Cave de Tain is one of the major employers in l'Hermitage-Tournonais. It is a **healthy company**, **with steady growth**, that invests daily in its wine heritage and regularly in its production tools.



Benjamin AMBLARD,  
President of the Youth  
Commission and  
Sustainable Development,  
who is also a wine grower in Crozes-Hermitage

"To tackle the subjects of sustainable development, two **focus groups** were formed in the winery: the 'Youth & Sustainable Development' commission for the wine growers and the 'Sustainable Development Correspondents' from the various departments. **The exchanges are numerous and our meetings abound with innovative ideas, not forgetting... common sense!**"

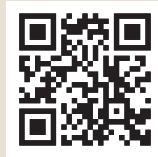
## Cave de Tain wine growers? Wine growers 2.0!

**Effective internal communication** creates links and makes people proud: the Cave de Tain extranet, le '**Point info vignoble**' (Wine growers' info point), social networks, regular meetings between the company's operators, etc.



Major operators in the region,  
responsible and innovative.

**SUSTAINABLE  
DEVELOPMENT**



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