

The Rhône Collection

Discover why there's no place like Rhône





Guigals and Chaves and Bonneaus, oh my!

The Rhône is not one but two distinct regions, bisected by a river of the same name. Northern Rhône features steep syrah-dominated vineyards that account for 5% of total production. Meanwhile, the more prolific southern Rhône produces budget-friendly and approachable blends, including the esteemed Châteauneuf-du-Pape. Combined, the two form the seventh-largest wine region by trade value in the world.

Ready to explore? Just follow the yellow brick road.

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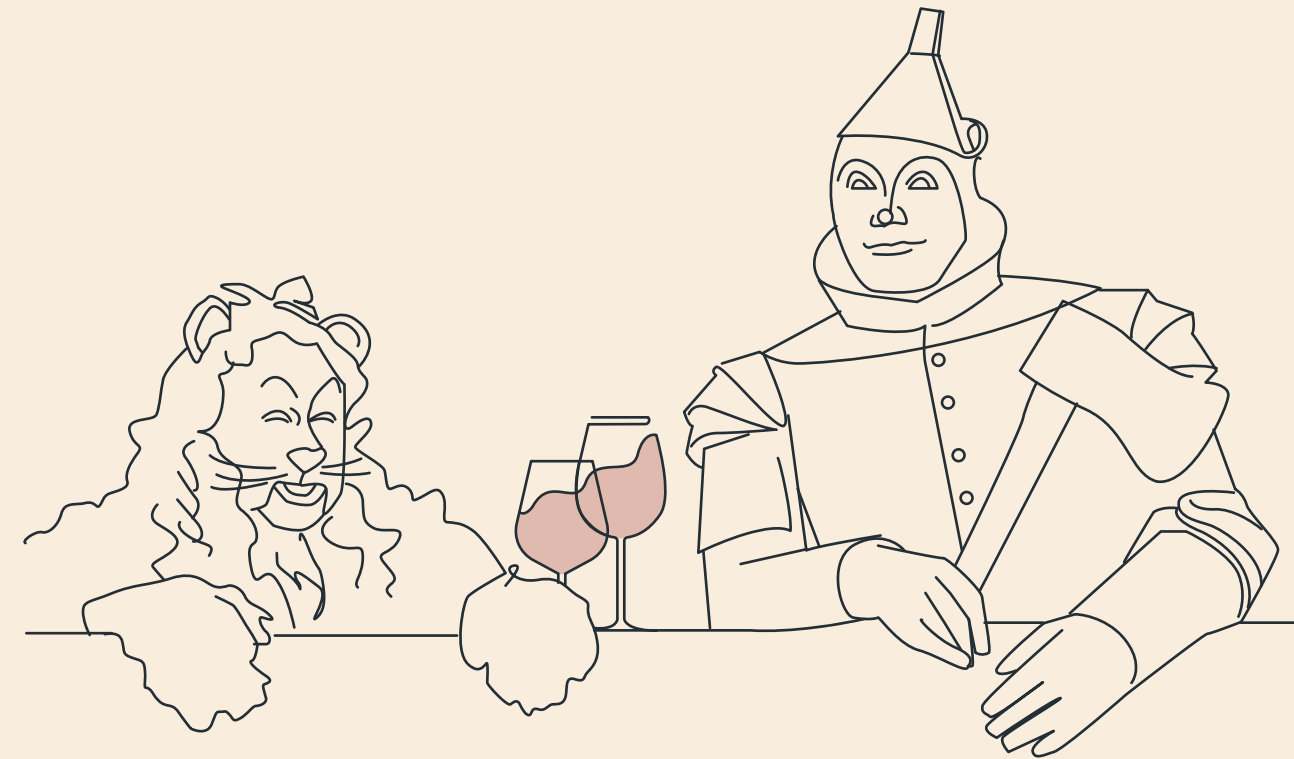
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A (Brief) History of the Rhône

The grape cultivation in the Rhône started around 600 BC during Greek colonization. There is some debate whether syrah and viognier, two of the region's prized grapes, originated at this time or during the subsequent Roman inquisition. What is certain is that when the Roman Empire fell, the interest in Rhône wine did too.

The Rhône wine industry reemerged in the 13th century after the papacy moved from Rome to Avignon. The papal presence resulted in an expansion of French wine production. According to Wine Folly, "they loved the refreshing rosé wines that came from this region – so much so that they decreed that nothing else should be produced." Today, the pope's influence still lingers as Châteauneuf-du-Pape translates to "new castle of the Pope."

Regulations on wine production began in 1650 to guarantee origin and quality. The system gave Rhône wines more credibility even though the French authorities did not establish Côtes du Rhône until the mid-19th century. Today, the Rhône has four tiers:



The Unofficial Rhône Classification System

CLASSIFICATION	TOTAL
Cru	17 crus, including Hermitage, Côte-Rôtie and Châteauneuf-du-Pape
Côtes du Rhône Villages + Village Name	21 villages, including Cairanne, Rousset-les-Vignes, and Signargues
Côtes du Rhône-Villages	95 communes
Côtes du Rhône	171 communes

Northern and southern Rhône are only separated by 30 miles. It might as well be 300. The buffer zone has left each sub-region with distinct terroirs, grape varieties, and winemaking cultures.

Northern Rhône

The northern Rhône is slightly cooler and wetter and receives less sun than its southern counterpart. The sub-region also has significantly steeper terrain with rocky soil. Some vineyards in the Côte-Rôtie AOC are planted on ancient Roman terraces. Others, like Guigal’s La Landonne vineyard, sit on eyewatering 45-degree angles.

When it comes to red grapes, the northern Rhône is a one-trick pony. Winemakers can only use syrah. The resulting reds have intense fruit purity, a peppery accent, and notes of black olives, smoke, and cured meats. There are fewer restrictions on white grapes, with viognier, roussanne, and marsanne ranking among the most popular.

Even though the northern Rhône accounts for a fraction of the region’s wine production, it has a staggering concentration of old and highly revered estates. Producers like Domaine Jean-Louis Chave, E. Guigal, and M. Chapoutier not only put the Rhône on the map but also routinely draw comparisons to first-growth Bordeaux.



	NORTHERN RHÔNE	SOUTHERN RHÔNE
SIZE	7,008 acres	101,000 acres
CLIMATE	continental	Mediterranean
SOIL	granite-based	limestone and alluvium
POPULAR GRAPES	syrah, viognier	grenache, syrah, mourvèdre
CRUS	8, including Hermitage and Côte-Rôtie	9, including Châteauneuf-du-Pape
ANNUAL PRODUCTION	19 million bottles	380 million bottles

Southern Rhône

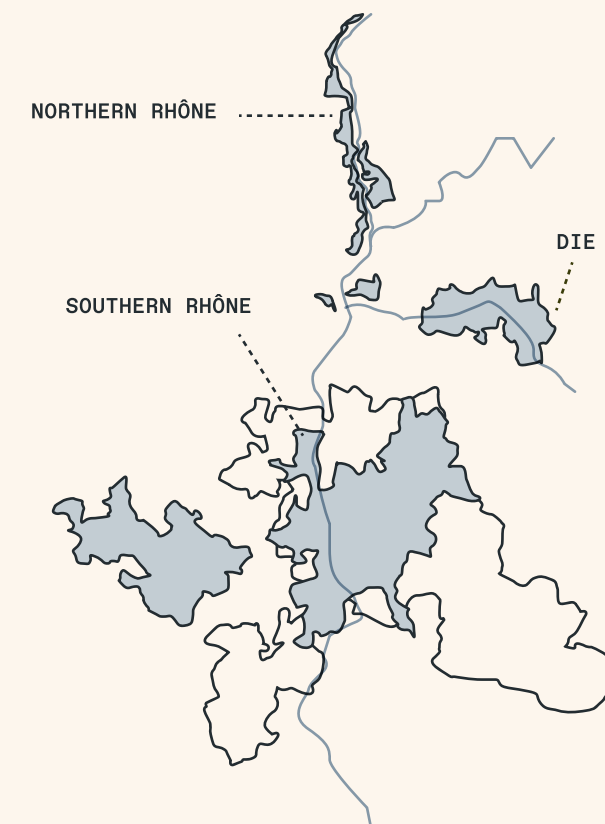
Take a short trip downriver, and you'll arrive in the southern Rhône. The sub-region has a drier and warmer climate, which lets estates grow more grape varieties. However, southern Rhône must also deal with the frigid Mistral winds that blow through the valley at an average speed of 30 mph.

Because of its more diverse viticulture, southern Rhône wines tend to be lighter and fruity, with less need for aging. The most famous grape is grenache, which winemakers prize for its high sugar and low tannin and acidity levels.

Although the northern Rhône has a greater density of renowned estates, the southern area is not lacking in prestige. The sub-region is home to Châteauneuf-du-Pape, its flagship AOC and wine. The red blend uses up to 15 different grapes and is known for its bright fruit flavors and immediate drinkability.

Die

We have something to confess. There's actually a third sub-region in the Rhône – the Die district. It's 30 miles inland of the Rhône River and encompasses the Clairette de Die AOC and Crémant de Die AOC. With more than two millennia of winemaking tradition, the sub-region has become synonymous with exceptional sparkling white wine.



Notable Investment-Grade Estates

NORTHERN RHÔNE

- Domaine Jamet
- Domaine Jean-Louis Chave
- E. Guigal
- Domaine Rene Rostaing M. Chapoutier
- Paul Jaboulet Aîné

NORTHERN RHÔNE

- Château Rayas
- Clos des Papes
- Domaine de la Janasse
- Domaine du Pegau
- Domaine La Vieille Julienne
- Vieux Telegraphe

Why We're Investing in the Rhône

1. Trending Up

The Rhône is an island of stability in a sea of financial chaos. While gas prices soar and stock prices stumble, the Rhône keeps chugging along. Over the last two years, it has returned a healthy 24.6%, placing it ahead of the Bordeaux 40 (20.0%) and just behind the Rest of the World 60 (28.1%) and Italy 100 (28.1%).

The milestone moment for the Rhône 100 happened in January 2021. For the first time in its 17-year history, the index cracked the 200-point barrier. If the last few years are any indicator, it won't take 17 more years to reach 300 points.

The Rhône's Return on Investment

Source: Liv-ex, returns as of March 24, 2021

YEAR TO DATE	3.3%
1-YEAR RETURN	15.6%
2-YEAR RETURN	24.6%
5-YEAR RETURN	33.4%
18-YEAR RETURN	133.9%

2. Rising Trade Share

In 2010, the Rhône barely registered as a blip on the secondary market. According to Liv-ex, the region accounted for less than 1% of wine trade by value. In 2022, it's a whole different story. The Rhône makes up 4.5% of the market, putting it on par with heavyweights like Piedmont, Tuscany, and Napa Valley.

To illustrate how far the Rhône has come, one need only look at its 2021 en primeur campaign. In mid-November, the Rhône peaked as Liv-ex's third most traded wine region by value at 8.2%. The only two regions with greater trade shares were Bordeaux (37.7%) and Burgundy (24.2%).

Fun Fact: Domaine de la Janasse Vieilles Vignes 2019 was the most traded Rhône wine last year.

3. Mastering the 100-Point Game

The Rhône is the go-to choice for anyone searching for the perfect wine. (Well, at least a perfect wine in the eyes of Robert Parker.) The massively influential wine critic has had no shortage of praise for the region, giving 40 perfect scores to M Chapoutier alone, the most of any winery. E. Guigal ranks second with 33 perfect scores.

Our Rhône collection features four of the top ten wines with the most 100-point ratings. That includes E. Guigal's La Las (La Pavillon, La Mouline, and La Mouline) and M. Chapoutier Ermitage Le Pavillon. The collection also has the red version of M Chapoutier Ermitage L'Ermitage.



Wines with Most 100-Point Ratings from Robert Parker

WINE	REGION	TOTAL PERFECT SCORES
M Chapoutier Ermitage L'Ermitage Blanc	Rhône	13
E. Guigal Côte-Rôtie La Landonne	Rhône	11
M. Chapoutier Ermitage Le Pavillon	Rhône	10
Petrus	Bordeaux	10
Colgin Cellars IX Estate Red	Napa Valley	8
E. Guigal Côte-Rôtie La Mouline	Rhône	8
E. Guigal Côte-Rôtie La Turquie	Rhône	8
Harlan Estate	Napa Valley	8
Schrader Cellars 'Old Sparky' Cabernet Sauvignon	Napa Valley	8





**“Pay attention to the wines
behind the curtain.”**

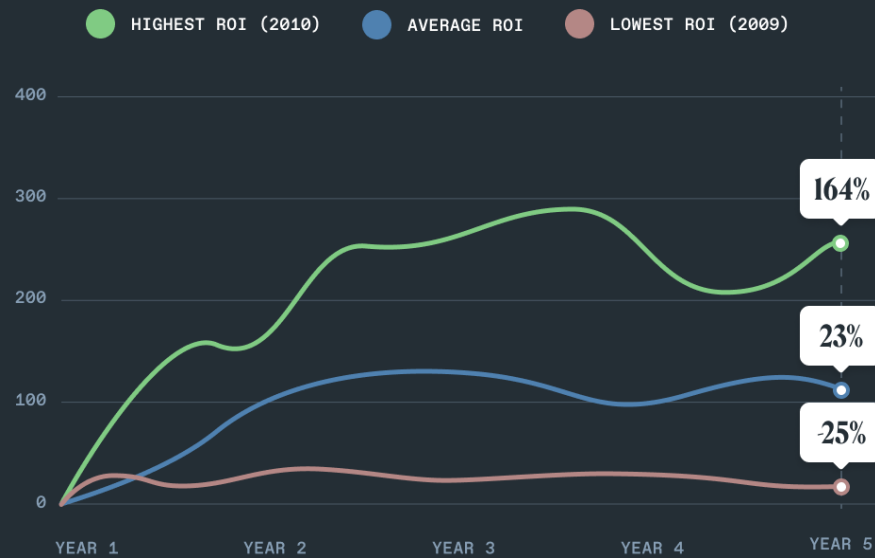




2020 Clos des Papes Châteauneuf-du-Pape

VINTAGE QUALITY	A
ANNUAL RETURN	4.6%
ANNUAL PRODUCTION:	7,100 CASES
BOTTLES PER CASE	6 OR 12
AGING WINDOW	2025 - 2045
RARITY	★★★★★
CRITICAL ACCLAIM	
98 Decanter	96 Vinous
96 Wine Spectator	

5-year return



Source: Liv-ex

Freshness. Elegance. Balance. These are just a few of the words that come to mind when describing Clos des Papes Châteauneuf-du-Pape. Few vintages have better distilled those characteristics into one bottle than the 2020 iteration. The classically styled blend of grenache, mourvèdre, and syrah captures the essence that has made Clos des Papes a cornerstone of the Rhône winemaking scene.

This Châteauneuf-du-Pape isn't shy coming out of the bottle. The mammoth nose of red and black fruits, violets, lavender, applewood, graphite, cured meats, and pepper captures the senses and imagination. Fruity purity reveals itself in the mid-palate with silky tannins driving to a fabulous finish. While this red blend remains approachable in youth, savvy investors should stash away this gem for at least a decade.

THE FINAL SIP:

For a wine with equal parts explosive, approachable, and classically styled, look no further than 2020 Clos des Papes Châte



2020 Paul Jaboulet Aîné Hermitage La Chappelle

VINTAGE QUALITY



ANNUAL RETURN -0.2%

ANNUAL PRODUCTION: 2,000 CASES

BOTTLES PER CASE 6

AGING WINDOW 2024 - 2040

RARITY ★★★★★

CRITICAL ACCLAIM

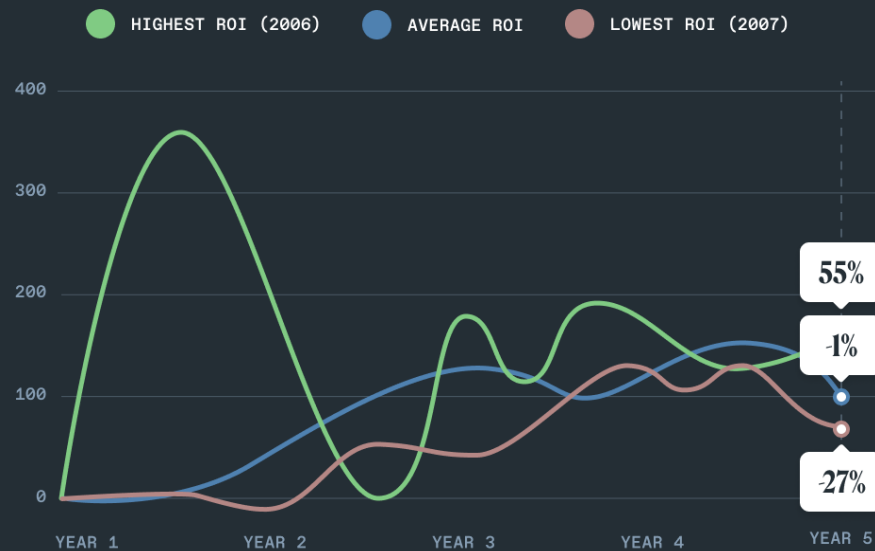
98

Decanter

17.5 / 20

JancisRobinson.com

5-year return



Source: Liv-ex

Paul Jaboulet Aîné ranks among the most respected names in the Rhône. The estate has earned a reputation for well-manicured vineyards, minuscule yields, and meticulous aging in oak casks. The result: robust yet elegant wine. Paul Jaboulet Aîné Hermitage La Chappelle is a prime example, hailing from the estate’s most prestigious terroir. To date, it has earned three perfect scores from critics and placed second on Jeb Dunnuck’s list of the Top 100 Wines of 2020.

Much like your local elementary school’s gifted and talented program, the 2020 vintage is teeming with potential. The syrah has a tightly wounded core with a mountain of red fruit, espresso, crushed stone, and subtle salinity. Powerful yet polished tannins give 2020 Paul Jaboulet Aîné Hermitage La Chappelle a refined complexion, while the silky finish only adds to the ballerina-like elegance. It would be criminal to open this bottle anytime before 2024.

THE FINAL SIP:

Bursting with potential, 2020 La Chappelle is one of the finest wines from one of the Rhône’s most recognizable names.



2019 Domaine de la Vieille Julienne Réserve

VINTAGE QUALITY



ANNUAL RETURN 1.8%

ANNUAL PRODUCTION: 2,000 CASES

BOTTLES PER CASE 9

AGING WINDOW 2024 - 2040

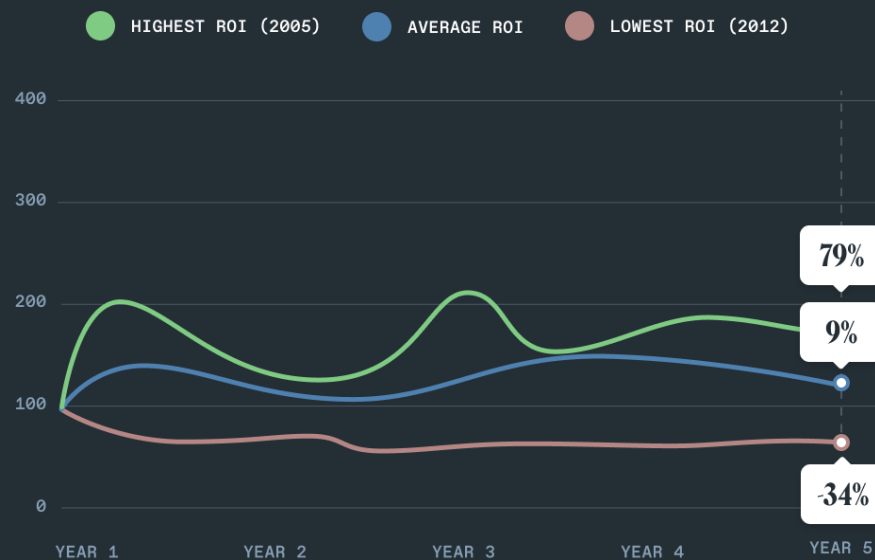
RARITY ★★★★★

CRITICAL ACCLAIM

100
Jeb
Dunnuck

96
Decanter

5-year return



Source: Liv-ex

Domaine de la Vieille Julienne may not have the cachet of M. Chapoutier and or E. Guigal. And to that we say, pffffffttt. This sleepy estate has released 14 vintages of Réserve since 1994. Of those 14 wines, four have received perfect scores from Robert Parker’s Wine Advocate, including the 2019 vintage. Four more come dangerously close, notching either a 99 or 98-point rating.

A blend of 90% grenache with trace amounts of syrah and cinsault, the 2019 Réserve is another magical addition to the Domaine de la Vieille Julienne portfolio. It features fruit harvested from 100-year-old grenache vines, giving the final product richness, balance, and an impeccable finish. Red and black fruits gush from the core with layers of earthiness, Asian five-spice, licorice, and lavender following in close pursuit. As wine critic Jeb Dunnuck put it, “It’s a sexier, more opulent wine than the Les Hauts-Lieux release yet has the same perfect tannins that are so rare to find in the vintage.”

THE FINAL SIP:

Anyone hoping to find the next great wine from the Rhône should make space for this critically acclaimed red wine.



2018 E. Guigal Côte-Rôtie Château d'Ampuis

VINTAGE QUALITY

B+

ANNUAL RETURN

6.8%

ANNUAL PRODUCTION:

2,000 CASES

BOTTLES PER CASE

6 OR 12

AGING WINDOW

2025 - 2045

RARITY

★★★★★

CRITICAL ACCLAIM

99

Jeb
Dunnuck

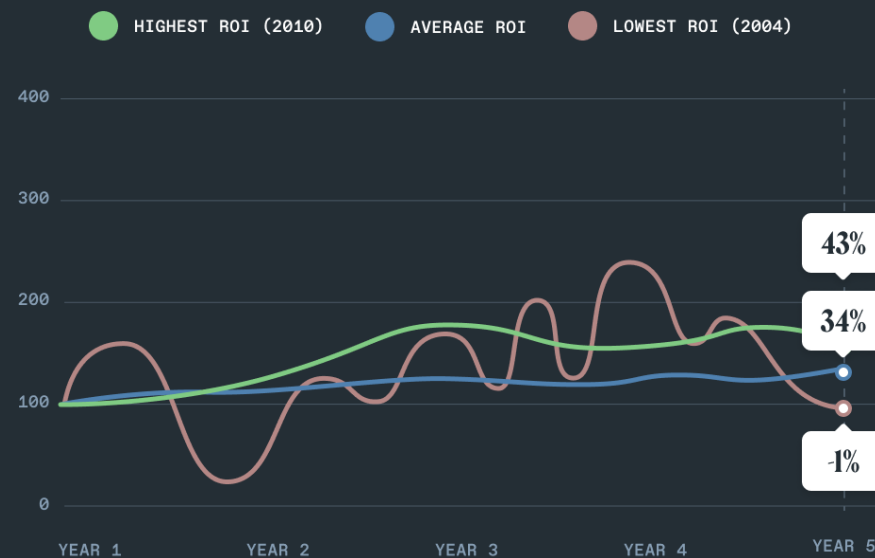
97

Wine
Advocate

96

James
Suckling

5-year return



Source: Liv-ex

“I was blown away by the 2018 Côte Rôtie Château d'Ampuis, which is certainly in the same league as the famed La Las.” Those are the words of wine critic Jeb Dunnuck, an unofficially evangelist for E. Guigal Côte Rôtie Château d'Ampuis. Dunnuck isn't alone, however. Wine Advocate's Joe Czerwinski had high praise for the syrah, too. In his review, he wrote, “It seems awfully easy to drink right now, yet I'm confident the underlying structure will be revealed in time.”

The red wine hails from some of the most illustrious vines in E. Guigal's holdings. The fruits come from seven single vineyards and experience the same treatment as the estate's flagship wines. The result is a majestic reddish-purple elixir with captivating notes of cassis, wildflowers, cured meats, oak, and smoke. Hints of vanilla and espresso accent the juicy fruit core, while plush tannins lead to a sterling finish. Those willing to store this prized syrah will be well-rewarded for their patience.

THE FINAL SIP:

Investors may be drawn to the easy-drinking nature of 2018 E. Guigal Château d'Ampuis, but their palate and bottom line will be rewarded with a little patience.



2018 E. Guigal Côte-Rôtie La Mouline

VINTAGE QUALITY

B+

ANNUAL RETURN

0%

ANNUAL PRODUCTION:

400 CASES

BOTTLES PER CASE

6

AGING WINDOW

2025 - 2045

RARITY

★★★★★

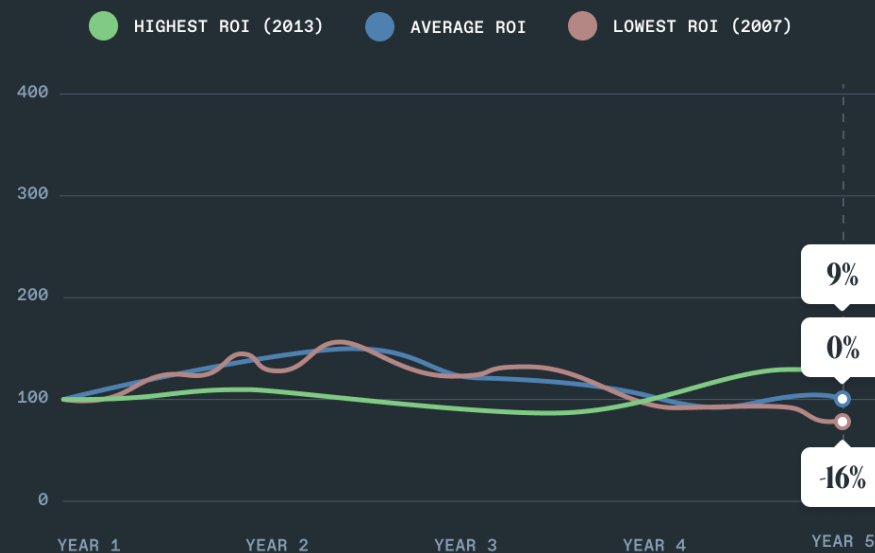
CRITICAL ACCLAIM

100
Wine
Advocate

100
Jeb
Dunnuck

98
Vinous

5-year return



Source: Liv-ex

Step aside, Avengers: Infinity War. The E. Guigal Côte-Rôtie La Mouline is our pick for the biggest blockbuster of 2018. This ultra-enticing syrah wields a silky and seductive body without a hard edge to be found. Not only that, but it’s exploding with aromas and flavors of blackberries, boysenberries, strawberries, wildflowers, lavender, espresso, incense, and spice. Even Robert Downey Jr. cannot match the suave personality of this flagship wine.

Even amongst the La La trilogy, which includes La Turque and La Landonne, La Mouline stands out. The fruit comes from warmer terroir and ferments with 10% voignier. The result is a more exotic and sleeker wine with a highly approachable flavor profile. In the words of Wine Advocate’s Joe Czerwinski, “This is the most complete, compelling vintage of La Mouline I’ve tasted.”

THE FINAL SIP:

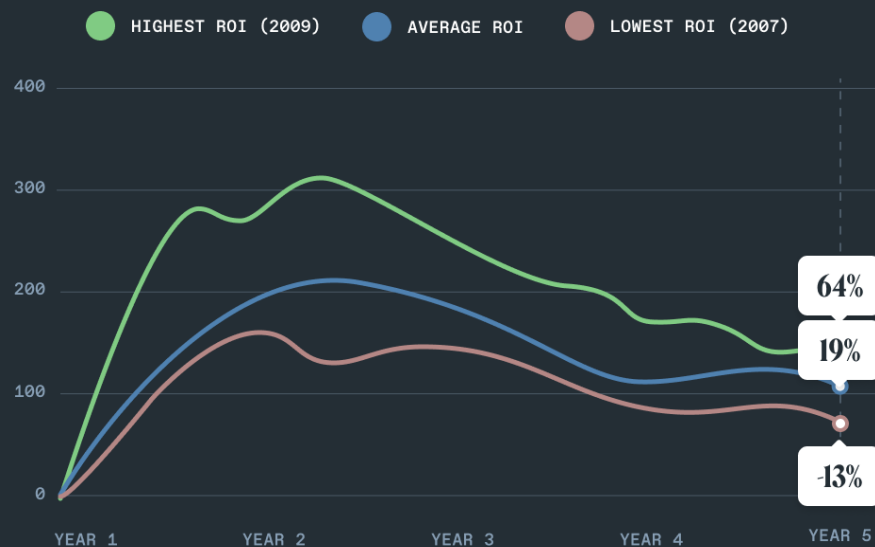
The super suave 2020 La Mouline has a blockbuster profile and undeniable charm, making it one of the most complete La Moulines ever.



2018 E. Guigal Côte-Rôtie La Turquie

VINTAGE QUALITY	B+
ANNUAL RETURN	3.8%
ANNUAL PRODUCTION:	200 CASES
BOTTLES PER CASE	6
AGING WINDOW	2030 - 2045
RARITY	★★★★★
CRITICAL ACCLAIM	
100 Jeb Dunnuck	98 Vinous
96 Wine Advocate	

5-year return



Source: Liv-ex

The 2018 E. Guigal Côte-Rôtie La Turquie defies easy classification. On the one hand, it’s a gargantuan syrah. It’s stacked to the brim with layers of dark fruit, cherry liqueur, incense, espresso, spice, and even black truffle. On the other hand, it’s ethereal and elegant, gliding across the palate like Apolo Anton Ohno. The flawless balancing act combined with the estate’s signature concentration and richness makes 2018 La Turquie a prime candidate for extensive aging.

That balancing act underscores La Turquie’s position midway between the other La Las. It’s darker and richer than La Mouline but doesn’t have the same intensity or tannic qualities of La Landonne. Instead, La Turquie has won over critics and connoisseurs alike with its expressiveness, complexity, and balance. As Wine Advocate’s Joe Czerwinski put it in his review of the 2018 vintage, “Does the scale go higher than 100?”

THE FINAL SIP:

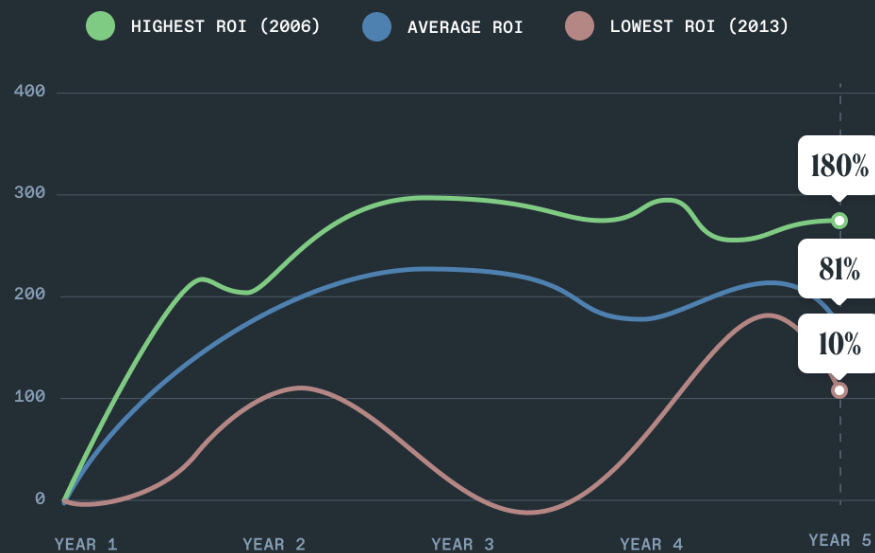
2018 La Turquie does its best impression of Lady Justice by balancing richness and concentration with grace and elegance.



2018 E. Guigal Côte-Rôtie La Landonne

VINTAGE QUALITY	B+
ANNUAL RETURN	16.2%
ANNUAL PRODUCTION:	800 CASES
BOTTLES PER CASE	6
AGING WINDOW	2025 - 2045
RARITY	★★★★★
CRITICAL ACCLAIM	
100 Jeb Dunnuck	100 Wine Advocate
98 Vinous	

5-year return



Source: Liv-ex

The 2018 E. Guigal Côte-Rôtie La Landonne might be the most La Landonne to ever La Landonne. What does that mean? It’s full-bodied. It’s dense, rich, and loaded with grippy tannins. It has an extremely long finish and enough richness to put Croesus to shame. Put another way; this titanic wine checks all the boxes of a quintessential La Landonne.

Any serious collector lucky enough to own this 2018 syrah will notice the distinctive nose. The fruit is never destemmed, contributing to earthy and herbal aromas with a sprinkle of spice. The well-rounded body features flavors of ripe black and red fruit, cured meats, espresso, and black olives, along with a healthy tang of acidity. In his review, wine critic Jeb Dunnuck wrote, “The 2018 Côte Rôtie La Landonne is another wine that’s going to be up at the top of the scale, and all three of these 2018s will be candidates for perfection.”

THE FINAL SIP:

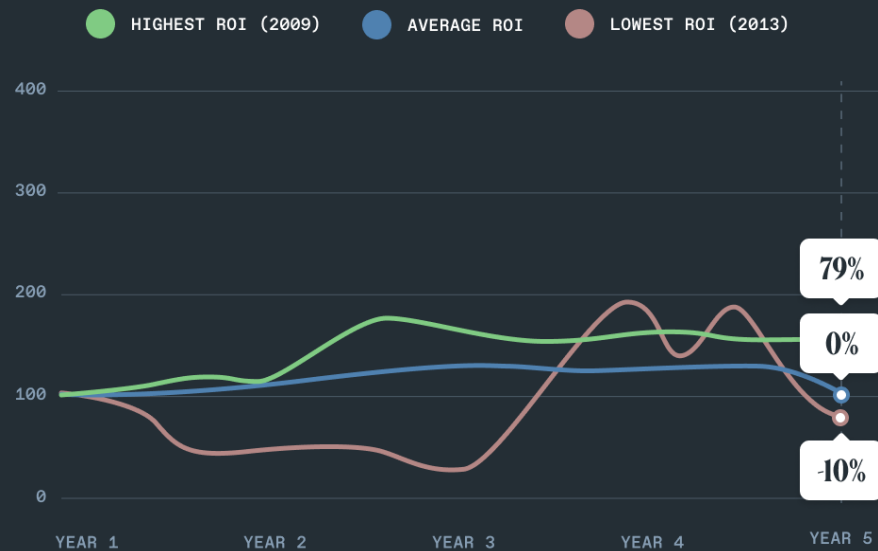
Robert Parker’s Wine Advocate has only given one wine more perfect scores than La Landonne. If it’s good enough for Robert Parker, it’s good enough for us.



2020 M. Chapoutier Ermitage Le Pavillon

VINTAGE QUALITY	A
ANNUAL RETURN	0%
ANNUAL PRODUCTION:	1,200 CASES
BOTTLES PER CASE	6
AGING WINDOW	2025 - 2045
RARITY	★★★★★
CRITICAL ACCLAIM	
100 Wine Advocate	100 Vinous
100 Jeb Dunnuck	

5-year return



Source: Liv-ex

No winery makes perfection look ordinary more often than Maison M. Chapoutier. Situated in Tain-l'Hermitage in the northern Rhône, the estate has notched 40 perfect scores from Robert Parker's Wine Advocate, the most of any winery. Le Pavillon alone is responsible for ten of those 100-point ratings.

The 2020 incarnation of this syrah has all the makings of a modern classic. It's chiseled, balanced, and harmonious, with no shortage of aging potential. The granite influence permeates the medium to full body that's already flush with cassis, raspberries, violets, wildflowers, and earthiness, and a pepper-tinged finish. With hospitable weather contributing to an excellent harvest, 2020 M. Chapoutier Ermitage Le Pavillon has a shot at immortality. At the bare minimum, investors have a profound example of what Hermitage can be.

THE FINAL SIP:

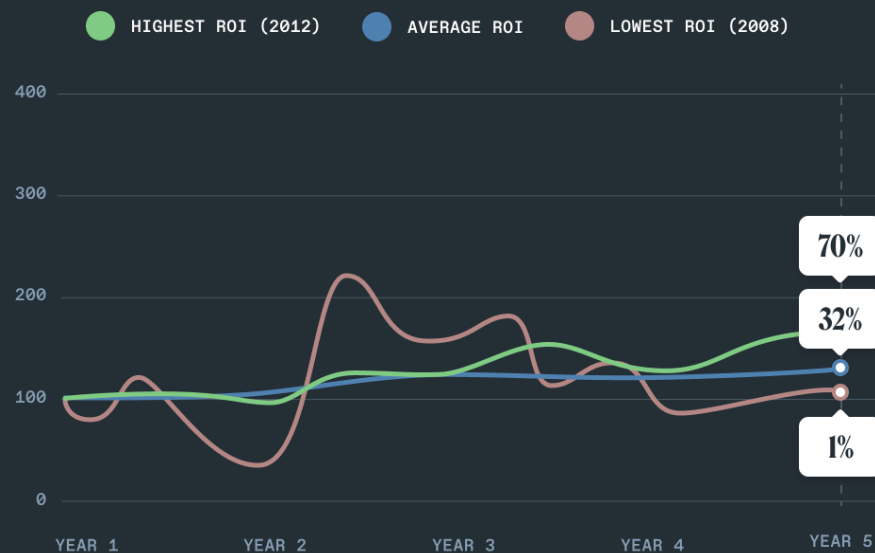
Microscopic yields. Legendary winemakers. An immaculate harvest. What more could you ask for from 2020 Le Pavillon?



2020 M Chapoutier Ermitage Le Méal

VINTAGE QUALITY	A
ANNUAL RETURN	6.4%
ANNUAL PRODUCTION:	850 CASES
BOTTLES PER CASE	6
AGING WINDOW	2025 - 2040
RARITY	★★★★★
CRITICAL ACCLAIM	
100 Jeb Dunnuck	97 Wine Advocate
95 Decanter	

5-year return



Source: Liv-ex

M. Chapoutier Ermitage Le Méal has only been around since 1996. Since its debut, it has wasted no time in becoming a living legend. It has already logged six perfect scores from Robert Parker’s Wine Advocate, wooing consumers with its otherworldly concentration and an opulent mouthfeel.

The 2020 Le Méal comes from 90-year-old vines positioned on the warmest terroir in the Hermitage appellation. The distinctive micro-climate gives the syrah an unmistakable ripeness and an extroverted personality. Blueberries, raspberries, black cherries, lavender, crushed stones, and cured meats form an invigorating potpourri of aromas and flavors overtop a silky, almost creamy mouthfeel. Refined tannins flow into a focus and refreshing finish that should only improve with age. The only problem is that M. Chapoutier produces a mere 5,000 bottles of Le Méal annually.

THE FINAL SIP:

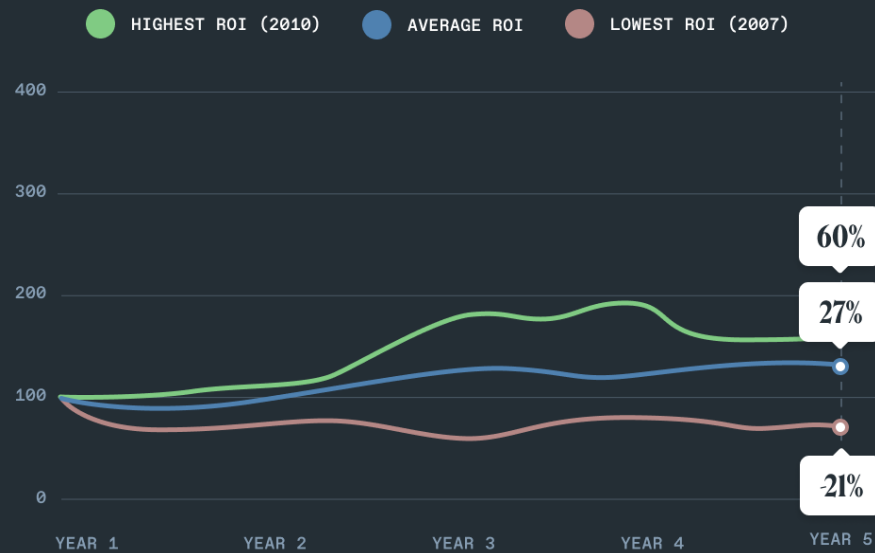
The near century-old vines and warm terroir make 2020 Le Méal a monster of a wine with serious aging potential.



2020 M Chapoutier Ermitage l'Ermité

VINTAGE QUALITY	A
ANNUAL RETURN	5.4%
ANNUAL PRODUCTION:	850 CASES
BOTTLES PER CASE	6
AGING WINDOW	2025 - 2040
RARITY	★★★★★
CRITICAL ACCLAIM	
100 Jeb Dunnuck	98 Decanter
98 Wine Advocate	

5-year return



Source: Liv-ex

M. Chapoutier Ermitage l'Ermité has earned nearly a dozen perfect scores from wine critics. Yet, in 2020, the estate decided to tinker with perfection. The 2020 vintage marks the first vintage to keep some of the stems, adding a slightly herby touch to a nose loaded with cassis, blueberries, black cherries, violets, pepper, granite, and smoke. The result: a 100-point wine in the eyes of Jeb Dunnuck.

In his review, Dunnuck praised the vintage as “heavenly stuff” and as “another legendary wine from the team at Chapoutier.” This praise shouldn’t come as a surprise considering the legendary status of this syrah and its immaculate blend of tension, freshness, and focus. However, anyone in search of instant gratification should pass on 2020 l'Ermité. It’s reserved for only those willing to exercise their patience in pursuit of the ultimate Rhône.

THE FINAL SIP:

Even with a slight tweak to the recipe, 2020 l'Ermité maintains its status as an icon of Rhône wine.

Ready to invest in the Rhône?

Just close your eyes and tap your heels together three times.

Tuesday, April 4

1 PM EST / 10 AM PST

[VIEW RHÔNE COLLECTION](#)

