

The Rhône Wineries

Marrenon



PORTRAIT —

SEA CHANGE

With their exacting standards, meticulous attention to detail and plot-by-plot precision, Marrenon have made something of a name for themselves, synonymous with quality, finesse and excellent value for money. Their wines are authentic and sincere, a faithful reflection of their terroirs in Ventoux and Luberon. 20 years ago, this land was used to make budget wines for the large-scale retail sector, but over the years, things have changed, slowly and profoundly. Since 2005, the business has shifted its focus to traditional distribution channels, and above all to achieving impeccable wine quality.

Marrenon comprises six cooperative cellars representing 400 winegrowing families. It's both a powerful force and a finely tuned machine, opening up access to the market while retaining a direct, unbroken link with the vineyards. Their core values are reflected in their location at the heart of the vineyards, in the family-oriented scale of its operations and in the mountains that provide both freshness and a human touch. "We're a flagship for Luberon and Ventoux, a showcase for them," says Joël Bouscarle, Marrenon's young president who took office in June 2022. "Our vineyards are a network of different territories and skills, of landscapes and hiking trails. When we sell a bottle of Marrenon wine, we sell value, which reverts back to the winegrowers here in these vineyards."

Value for all

As the latest generation in a winemaking family, Joël continues a long legacy of placing value at the heart of everything the cooperative does. His strategy focuses on achieving a high level of

winemaking precision coupled with an insistence on strict standards throughout, from the vine through to the services offered. And meeting customer expectation is paramount – almost an obsession. "We're told customers understand nothing about wine, but that's not true. They know what they do and don't like. If they enjoy a bottle of wine, they'll buy it again. They'll get to know the brand and will come back to it, remembering it's good." Marrenon also make a range of prestige wines, including Orca in Ventoux and Gran Marrenon in Luberon, targeting the knowledgeable wine drinker who demands the very best. And that's good for everyone.

Creating tension

Marrenon style is the product of a careful process. It means getting as close as possible to the terroir, seeking out the natural diversity present in each parcel and transferring it to the bottle. It means tension, freshness and delicate, velvety tannins, yielding wines that are delicious when young, but that age beautifully. Marrenon style is also a function of the vineyards' location. Those planted at higher altitudes in the easternmost part of Vaucluse benefit from hot days and cool nights. As cool air from the Alps flows down the valleys, it helps the vines breathe, creating ideal conditions for Syrah to reach its full potential on these limestone terroirs at altitudes from 250 to 500 metres. The iconic white grape here is the temperamental Vermentino, while for reds it's Grenache – including some very old vines – grown on deep, stony outcrops. Grenache gives the wines density, generosity and good body, and the combination of Syrah and Grenache produces some delicious, well-balanced wines.

Looking to tomorrow

Marrenon is preparing for a future which will undoubtedly be shaped by climate change: they're exploring grape varieties which will both align with the Marrenon signature style and tolerate

Joël Bouscarle



Established: 1965
75 employees
2023 turnover: €32 million
incl. 25 % to export.



“Over the years, we’ve learned to tame this terroir, to understand it and to bring out the best in it.”

the new weather conditions. "Our search led us south, to Greece, where the climate is even hotter than ours, but where they still make delightfully fresh wines. We're about to start testing on a small scale, to assess how well the Greek Assyrtiko variety adapts and expresses itself here. Of course, the process will then have to be approved by INAO at appellation level."

The business is also investing in new facilities and equipment. Their winery at Tour d'Aigues is set to double in size, providing more scope to raise small runs of unique wines and more storage space. Logistics processes will be completely overhauled, integrating automated ordering systems for greater speed. Even the Luberon sunshine will be put to good use, producing 25% of energy needs. Delivery is scheduled for the first quarter of 2025.



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