

## Translation of the original article written in French



### Fil infos

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## Domaine Tariquet expands its range



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Owned by the Grassa family since 1912, Domaine Tariquet in Eauze (1,125 hectares of vines in production, 150 full-time employees, 9 million bottles produced each year exclusively from the property's vineyards, turnover: 34 million euros) puts on the market many innovations within its ranges of wines and Armagnacs this year. *"2020 was a bit difficult because of the health crisis and the restaurant closures. Fortunately, we were able to transfer some of our markets to the wine shops. We were able to maintain our projects and even accelerated to be ready to offer new products to restaurants when they reopen,"* Ithier Bouchard, the company's commercial director, told La Lettre M.

Thus, the new products that were to be released progressively over three years (2020 to 2022) finally arrive on the market over a period of only one and a half years.

### €1 million invested in Bib packaging

Among the new wine products is a range of three 3-litre "Bags in boxes" (Bib). "The two white wines - the Classic and the Chardonnay - were released in 2020 and the Rosé de Pressée is coming out this week." Vintage-dated, these BIB guarantee the same quality as the wines offered in bottles. To market these new products, Domaine Tariquet has

invested 1 million euros to install a BIB packaging line in one of its buildings. "In the coming days, we will also be releasing a new dry white wine, Imprévu, that has a degree of 9.5% obtained naturally, without de-alcoholization." It combines Ugni blanc and Riesling, a grape that Domaine Tariquet is the only one to have planted in Gascony. "We're going to be marketing 15,000 bottles this year," Mr. Bouchard says.

### **What's new for the Armagnac**

Domaine Tariquet, which devotes 100 hectares of its vines to Armagnac, is also investing in this sector, with several new features: a new packaging for its Blanche Armagnac (an Armagnac that is not aged in barrels) in a smaller format (50 cl) to optimize the freshness of the product, a new Hors d'Âge decanter, Art Déco, and a new XO decanter, Équilibre. The bottle and decanter of Armagnac Pure Folle Blanche VS will also have their new packaging from April. While 70% of the Armagnac produced by the estate is sold on export markets, the conflict with the United States has fortunately had a limited impact. "However, we hope that the situation will be resolved quickly and definitively. The temporary agreement reached between Europe and the United States is a positive signal, but a final decision will be needed to revive activity with American importers," notes the commercial director.

### **Investments in research and development**

Over the years to come, Domaine Tariquet, which does not want to expand excessively, wants to consolidate its position. It plans to strengthen its presence in certain export markets (which account for 45% of the estate's markets), particularly in the United States. It also plans to continue to invest heavily in research and development to further improve its farming practices. The estate, sustainably managed, has been certified High Environmental Value since 2016 and ISO 14001 since 2018. It has also taken a CSR approach.

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