



COLLECTION TRAMIER



L. **TRAMIER & Fils**

Depuis 1842

| LAURENT DUFOULEUR

DOMAINE

| **Roncier**

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History & *Vision*

The Tramier Collection continues the projects created and developed by two Burgundian families linked together over several decades and under the same banner: Tramier and Dufouleur.

Thanks to them, three strong entities have seen the light of day and have progressively confirmed themselves as major players in their business.



Origins

It was in the heart of Burgundy, in Mercurey, that Louis Tramier founded his own wine domaine in 1842. In an area renowned around the world, he acquired a promising vineyard as well as one of the finest cellars in the village.

Generation after generation, the Maison Tramier asserted itself in the region, enriching its acquisitions notably in prestigious vineyards and other fine appellations which are evocative to wine lovers.



A foundation signed L. Tramier & Fils

With a spirit of openness and because Louis Tramier himself originated from the Côtes de Rhône, the Maison Tramier maintains development which goes beyond the boundaries of Burgundy, spreading to the Beaujolais and to the Rhône, all under the L. Tramier & Fils label, building a solid foundation of expertise.

The equipment is modernised in the magnificent cellars cut into the rocks and built in 1830, along with the installation of a winery and state-of-the-art cellars as well as equipment for bottling which conforms to the latest norms.

Creation of Roncier

At the beginning of the 1960s, Jean Dufouleur, while being director, presented an opportunity to create a new brand with an innovative position which quickly found its mark with the public.

Called Roncier, this is a range of wine which links the knowledge of generations to the consumer's desire for simple wines with good value for money. In the place of juggling over the wine complexity or the vineyard prestige, Roncier distinguishes itself by its accessibility and approach which answers to the type of new consumer who is found in France, in Europe as well as the USA, in Russia or the Far East.



An expertise growing across the Domaine

In 2016, Laurent Dufouleur, the son of Jean, had the opportunity to reclaim two family plots of vines and oversee the creation of a domaine in his own name, which says as much about the pride in a well-known Burgundy heritage as that of a strong terroir, synonymous with quality and high expectations.

With 17 hectares in operation today, a precise sense of what makes the quality and the features of the Côte Chalonnaise wines, the Domaine is positioned from now on holding the key offering a new palate of flavours.

Do you know?

We have been certified as an operation of High Environmental Value!
 This certification testifies the environmental excellence of domaines and operations that put nature and agricultural science at the centre of agricultural business.



The Tramier
Collection

THUS, TODAY, THIS DEFINES THE TRAMIER COLLECTION WHERE TO PROGRESS APPEARS TO BE THE KEY WORD THAT INSPIRES ALL THE STAFF THAT PARTICIPATE IN THIS NEW ADVENTURE.

For the particular delight of their clients

Spirit *of Family*

At the head of the Tramier Collection, Laurent Dufouleur continues the family tradition to which he knows how to bring a fresh look, a result of his original and personal career path.

‘Born in wine’ as he likes to say, he followed a classic career path and involved himself in commercial studies which let him discover the world of the large multinationals before reconnecting with the family traditions in 2002. At ease in various foreign languages, he was tasked by his father to create a strong export department and soon after he was left to take over the reins of the business.

His wife Bérengère by his side, herself a former Corporate Controller in the heart of diverse large businesses, he is therefore committed to adapting the previous gains to this more intimate universe where the team-work makes good sense and the richness of the profiles contribute to that of the entire house.





Laurent Dufouleur doesn't forget the many indispensable technological innovations which must never mask the Tramier Collection identity that he defends above everything else: an inherited authenticity of traditional knowledge, perfectly in accordance with the modernity of these times.

And this latest project that carries his name, Domaine Laurent Dufouleur, knows how to be a new demonstration which fully expresses all its personality.

Values of *the Collection*

Tradition & Modernity

The history which is familial, traditional and local, forms the base of the Tramier Collection. Equally, it forms a formidable base on which all the elements complement each other in developing a number of projects. Those that correspond closely to the customer expectations.

Knowing how to innovate and have a creative outlook are those with skills who transport and inspire each colleague around Laurent Dufouleur, placing the Tramier Collection at the vibrant heart of its époque: Quite simply, modern.



Standards & Knowledge

To succeed in the ambition of a signature character, different and well-known, the Tramier Collection demonstrates an unparalleled rigorous standard and an exemplary tenacity.

With the culture and the values it supports, across complementary entities, the business wants to shine at the top by a sense of safeguarded transference.

That which lets knowledge be valued for generations, to develop anew and share everything for the good of constant progress: for the clients, partners and colleagues.



Service & Sharing

Daily, the quality of focussed attention from the colleagues of the Tramier Collection forces them to question or even reinvent parts of their profession and support excelling themselves which shows their obvious commitment. The capacity of the Tramier Collection for adaptation is also those who share all the principles of its signature, at the service of the individual client, of the ambassadors as well as the professionals such as wine merchants or restaurateurs.

For that is the objective: the pleasure of a good wine to taste and enjoy. This work of experts, with an eye towards research and discoveries, meetings and building relationships, supported by rigorous logistics and constant monitoring, finally responds to the passion common to all: Quite simply, sharing the best.



L. TRAMIER & Fils

Depuis 1842

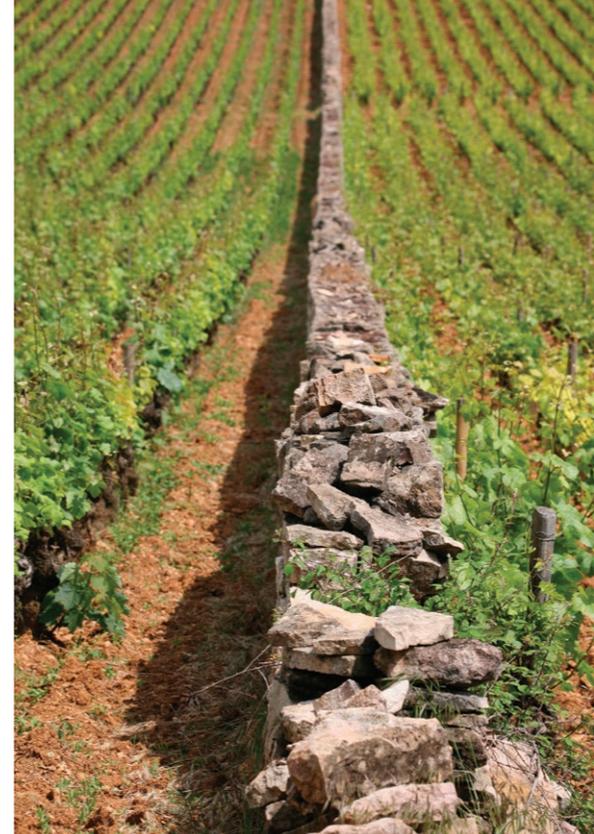
Merchant and wine-maker since the beginning of the Tramier Collection, L. Tramier & Fils had the desire to suggest wines carefully selected offering quality and value all in the sense of cohesion. In this sense, the range particularly broad in the wines from Burgundy notably, benefits from the extremely rigorous criteria for selection.

The strategy of the brand and its development reflect the desire to not just buy names but above all buy quality. First and foremost it is crucial to have wines with personality where their terroirs and the grape varieties express themselves at their best to create thrilling moments during tastings.

Above all, the desire of L. Tramier & Fils is to propose a remarkable diversity from all of Burgundy going even to the Beaujolais and the Côtes de Rhône. A legacy of the founder himself who originated from the Rhône region.

Today this range is the result of quantities of tastings by a team that seeks to reveal their findings, passionate and always with the same simple criteria for selection:

Wines which offer an experience, a pleasure and even a privilege to share, wines which show a clear identity and an individual character.





With the best tools at their disposition for the maturation of the wine as for its bottling, L. Tramier & Fils highlights their exceptional knowledge, handed down over more than 175 years, from generation to generation. The vaulted cellars, built in the Mercurey rocks, provide the ideal temperature conditions for optimal ageing while the latest technological equipment



is the guarantee for a rigorous conservation of the quality of each vintage. Because it is there that is found the entire obsession of the team: to answer the wishes of their clients, listen and even anticipate their needs, and transport them through the 'climats' which make up the region and of which they know the smallest vineyard.

With L. Tramier & Fils open to any opportunity and curious by nature, their only ambition is to delight their clients thanks to a range of 'climats' starting with Bourgogne Pinot Noir and going right up to the Grand Crus of this really beautiful region

LAURENT DUFOULEUR

DOMAINE

Established in Mercury in 2016 in the heart of Burgundy and created from the desire of an passionate winemaker, the Domaine Laurent Dufouleur tells as much about pride in the renowned family name in the region as about an important terroir synonymous with quality and commitment.

Rich in Burgundian and family know-how for more than 400 years, Laurent Dufouleur strives to produce an exclusive range developed with passion and dedication. By which one understands the key expression: "Burgundy in heritage"

The family name of Dufouleur has brought together the work on the vines and in the wine since the 12th century: the 'fouleur' is the one who crushes the grapes to extract the juice. Consequently we have found accounts from the family going back to 1596 in the Côte de Nuits.

Today, the Domaine which was created in 2016, now accounts for 17 hectares worked with a clear sense of what makes quality and specificity in the wines of the Côte Chalonnaise.

We bring to the fore the rich terroir of the Côte Chalonnaise with a vinification of separate holdings. Therefore each vintage can express its own singularity during tasting.

Because we lay great and special emphasis on nature and its protection, we are committed to a strategy of durable viticulture and are now recognised by the acquisition of the label HVE (Haute Valeur Environnementale niveau 3).



Roncier

Devised at the beginning of the 1960s, Roncier has benefited from a strategic approach, original and unique and a factor of its success: offer quality wines at affordable prices!

To create a wine easy to understand, without thinking about complicated rules which can emerge during the purchase of a bottle, to offer a wine accessible to all and adapted to each consumer opportunity, respecting the character of the wine and bringing with it a relaxed image - that is the idea behind Roncier.

Thus for Roncier the principal argument is without a doubt its value for money which positions it, for wine lovers, like a little jewel and an ideal opportunity to acquire and make the most of good products without excessive expense.

It is indeed the alliance of all these assets that has enabled the different Roncier ranges, 'Authentic' (red, white, rosé, sparkling, special vintage) and 'Unique' (premium red, premium white, premium rosé, sweet) to win over numbers of consumers, primarily in France, but also from other continents on the planet, just as likely found in a Tokyo sushi bar as at the best tables in Moscow, London or New York.

Always with an ear to the market, since 2020 Roncier has offered the rediscovery of a forgotten facet in the history of the Burgundy region: production of beer brewed in micro-breweries as was happening in the last century. Enough to initiate a series called 'Révelations' where exceptional flavours can be found and honoured thanks to the Roncier brewing techniques.



The Personnel & Associates

Surrounded by loyal personnel, Laurent Dufouleur has completely understood how, in the daily management of his business, he could develop the skills and achievements of each person in the service of the Tramier Collection.

The seniority of most of the personnel is a remarkable witness to their attachment to the business as to its different activities. Aware that they are working in a fast-paced environment, they show their willingness to participate in this progress that contributes to their always being proud to be part of the Tramier Collection personnel.

With this near obsession to become closer to his clients, Laurent Dufouleur fosters an active relationship with the entire network of partners around the world. As such it lets him make the most of a refined real-time view of the markets and thus the projects that attract them.

This quality of exchanges also goes further than a simple commercial relationship. The quality of the attention of the winemaker as the Président of the Tramier Collection also gives the opportunity to absorb all the ideas and to involve everyone with him in this desire for growth in the company.



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*Winetasting cellar on-site
Open every day except Sunday,
9am- 12pm and 2pm-6pm*





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