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HUBERT DE BOÜARD
PASSIONATE AND COMMITTED

BIOGRAPHY

Winegrowing is in Hubert de Boüard's genes. He grew up surrounded by his family's vines at Château Angélu in Saint-Emilion. This childhood is the single most influential experience in his life. For him winegrowing is simple: it is a question of balance, respecting people and nature.

His father bought him his first pair of secateurs, when he was 7, so he could go out and prune the vines. He spent his holidays working in the local vineyards and wineries, while others were enjoying themselves in Bordeaux or Parisian clubs. Hubert de Boüard is a graduate oenologist from Bordeaux University. His teachers were Emile Peynaud and Jean and Pascal Ribereau-Gayon. At weekends he worked in the vineyards of Château Thieuley in La Sauve-Majeure or on Patiras Island across from Pauillac. His first study periods took place at Château Figeac with Thierry Manoncourt in Saint-Emilion, in the Beaujolais region and Burgundy.

At the beginning of the 1980's thanks to Michel Bettane, he began exploring Burgundy, met Henri Jayer, Denis Mortet, Dominique Lafon and many others. He came to understand that protecting the environment is an essential part of winegrowing and that oenological good practice is based on common sense: tilling the ground, gentle extraction of polyphenols, ageing wines on their lees, etc. And scientific logic has its role to play also.

When he returned in 1985, he took over the family estate at Angéhus and has never stopped putting his observations into practice. He is a pioneer and an innovator, who brushes aside past certainties and has challenged a number of established techniques, using methods that protect ecosystems and focus on authenticity in the wines produced. In his scientific role, he strives to champion purity and brilliance, offering his expertise as an oenologist to defend the expression of the complex diversity of the various Bordeaux terroirs. Hubert de Boüard recommends massal selection, ageing on the lees, increasing

leaf surface area and natural cultivation of grass in the vineyard. He wonders about pruning, soil biodiversity, regulating the load on vine plants, planting densities, soil tilling techniques and adapting root stocks to grape varieties and soil types. He did all this twenty years before some, who realising that there was an impact on wine quality and expression, started to do the same. In 1985, he made the purchase, with Dominique Hébrard, he made the purchase of Château de Francs in the Côtes de Francs appellation. Noticed very early on by a number of critics and professionals, he was elected Winegrower of the Year by Jacques Dupont and Pierre Crisol of the Gault-Millau Magazine at the end of the 1980's and Man of the Year by Revue du Vin de France in 1996 and in 2012.

Hubert de Boüard is a close friend of Michel Rolland, who contributes to his projects and helps him set up many experiments, which will ultimately move modern viticulture and oenology forward.



From pioneering winegrower to becoming a man in the public eye was just a logical step to take for Hubert de Boüard to follow his convictions, by taking an active role in the existence of the appellation and Bordeaux (Vice-President of the Saint-Emilion Wine Growers' Syndicate from 1991 to 1999, Vice-President of the Union des Grands Crus, President of the Association of Great Classified Growths from 1990 to 1996).

He bought the estate named La Fleur de Boüard in Lalande de Pomerol in 1998, and later Anwilka in South Africa.

After years of relentless hard work, concerning technical issues as well as communication, Hubert de Boüard's efforts were rewarded in 1996 when Château Angéhus was given the rank it deserved, First Great Classified Growth. Then in 2012, when the Classification confirmed the rank of First Great Classified Growth, adding the distinction "A".

In 2014, his winegrower's passion is alive and very active through consulting, which remains his main activity. He advises his clients both on vine husbandry and agronomic issues: planting, root stocks, massal selection and rational agriculture directed at preserving ecosystems. He provides advice on setting up vinification and ageing cellars and of course programmes harvests, winemaking, ageing and analytical and microbiological studies.