



20 YEARS
OF DISCOVERIES



2020

Revealing the terroirs

Emboldened by these 20 years of experience and success, today Jean Claude Mas is focused on a new challenge: reinventing the viticultural traditions of the Languedoc, with a fresh approach of pairing soils with grape varieties, so as to bring out the real essence of the different terroirs.

Well-practiced in the art of creating wines that give pleasure, now he has his sights set on true excellence with exceptional cuvées which bring together all the know-how acquired across these years of experience; knowledge of the terroirs and the varieties to bring out the ideal match between soil and grape, mastery of organic growing practices, bespoke vinification for the most cosseted of grapes.

So 2020 marks a new chapter for Domaines Paul Mas with the creation of a range of unique wines which reveal the most beautiful essence of each terroir. A tireless ambassador for the wines of the Languedoc, Jean Claude Mas aims to bring to wine lovers the true pleasure which only the greatest wines can bestow.

ASTELIA GRAND VIN - CLOS ASTÉLIA,
LAURINYA - CHÂTEAU LAURIGA,
SILENUS - DOMAINE SILÈNE DES PEYRALS,
MAIS ÉGALEMENT OENOTHERA - CHÂTEAU
CRÈS RICARD, CLOS DE SAVIGNAC -
CHÂTEAU PAUL MAS, Y - CHÂTEAU JÉRÉMIE,
L'EXCELLENCE - CHÂTEAU CAPENDU...
are now coming in and already in this category.

In 2020, Jean Claude Mas is writing a new page in the story of the Domaines Paul Mas.
To be continued...

The story of Domaines Paul Mas has all the ingredients of a success story. Founded in 2000 from a family parcel of 35 ha vineyards, today the company comprises 15 Châteaux and Domaines encompassing 850 hectares of vineyards, and produces 22 million bottles of wine each year, distributed in more than 71 countries worldwide. A dynamic story of growth driven by its owner and founder, Jean Claude Mas, a man who relishes challenges and embraces innovation.

20 years

of creation and development

It was with the 35 hectares of vineyards which he had inherited from his father that Jean Claude Mas produced his first wines. A launchpad to unlock his first markets, this vineyard has been the anchor point of unceasing growth ever since. The main dates of this journey are:



Purchase of Domaine Astruc, a winery in Limoux. Jean Claude has reached the status of negociant-winemaker, and just like many wineries in the New World, purchases grapes which he vinifies himself to master the styles of his wines.



2005

Launch of the Arrogant Frog range, with its beret-wearing frog making fun of the famed French arrogance. This spark of humour opens up for Jean Claude several international markets: 90 million bottles of the brand have been sold since its launch.



Launch of the **Luxe Rural** or Rural Luxury, the uniquely Languedoc version of the French art of living, a blend of wines, cuisine based on local produce and of artisan artworks. The embodiment of this concept, **Côté Mas**, a smart brasserie in the heart of the vineyards, also represents a strategic investment for the beginning of the conquest of the domestic French market.



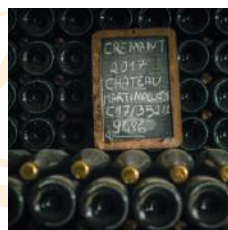
The start of a phase of land acquisition, with two Domaines in Limoux: 'Les Tannes' and 'Teramas Astruc'. In 20 years, the area of estate-owned vineyards has soared from 35 to 850 Hectares. The vineyard planting on the best terroirs of the region accompanies the development of organic culture, research into biodynamics and putting into practice many innovative winemaking techniques.

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2014



Launch of the Jean Claude Mas brand.
"It took me fifteen years to master all the aspects of wine production, from the treatment of the vines to winemaking and the marketing of the final product. From that time on, I felt I could legitimately put my signature on my bottles", reveals Jean Claude Mas.



2018

Creation of Clos Astélia,
 a 13-hectare Domaine which concentrates the essence of its terroirs. In the stated goal of achieving excellence, Jean Claude Mas has built the winery of his dreams; a facility which blends technology and aesthetics, exclusively dedicated to those cuvées that he considers to be the most exceptional.



2010/19

The **development** continues with plantings at Terrasses du Larzac (Crès Ricards), Pézenas (Moulinas), Grès de Montpellier (Silène), in Corbières (Jérémie et Capendu) in Minervois (Villegly), in Roussillon (Lauriga) and in Costières de Nîmes (Oustau St André). More expansion in Limoux with the development of Crémant de Limoux and Blanquette de Limoux (at Martinolles) and in new terroirs for the varietal wines (Fer-randière at Marseillette).

2020

Emboldened by the experience gained in the course of these 20 years, Jean Claude Mas reveals the essence of his greatest terroirs with the release of these **exceptional cuvées.**



20 years

Acquisitions of land and the discovery of terroirs

The wines of the Domaines are the foundation stone itself of the business. To build on the initial vineyard inherited from his father, Jean Claude Mas has pursued an active strategy of land acquisition. His choices are made on two types of domaines: those capable of producing wines with a great price / quality ratio. This is the case for example at Domaine de La Ferrandière: 100 hectares of vineyards acquired in 2013 in the Aigue-Vives region. Situated on the dried Marseillette lake, this vineyard is planted with 18 different grape varieties, all perfectly acclimatised to these very clay-based soils sitting on a bed of salt. This ensures good quality grapes at yields which enable a very good price / quality ratio.



The great terroirs of the Languedoc-Roussillon, capable of producing the greatest crus, are the other strategic focus in the development of Domaines Paul Mas.

- **Château Crès Ricard** is a perfect example of this. Well before the Terrasses du Larzac were recognised with AOC status, Jean Claude had sensed the potential of this fabulous terroir when purchasing in 2010 the 27 hectares of the Domaine at Ceyras, swiftly extended to 42 hectares. On these soils of galets which remind one of nothing other than those found in Châteauneuf-du-Pape, Jean Claude creates, in a garagiste style, powerful, velvety wines with great ageing potential.
- **Château Lauriga** in the Roussillon and **Château Jérémie** in Corbières-Boutenac follow this same philosophy of planting on exceptional terroirs which are elevated still further by great natural beauty.
- **At Château Martinolles**, it was the vision to develop a range of sparkling wines which, combined with the beauty of the site, seduced Jean Claude.
- Finally, around **Château Paul Mas**, the cradle of the family vineyard, he has little by little acquired small vineyard parcels, which now produce the emblematic cuvées: Clos des Mûres, Belluguettes, Moulinas and Savignac.

Always thoughtfully considered, these acquisitions are made with the same end goal: to better master the vines to produce wines in the style desired by Jean Claude Mas and to shine a bright light on the terroirs of the Languedoc.

20 years

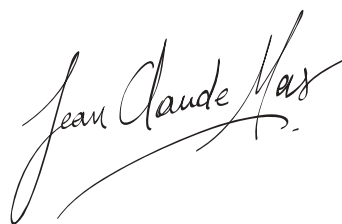
*of innovations in
vine growing*



A marketing man at the outset, until he became a wine producer, Jean Claude Mas soon immersed himself in the **growing practices** of the vineyard. Adapting the grape variety to the terroir, pruning at a greater or lesser level, protection against vine disease, green harvesting...

He followed closely all these methods of vineyard nurture which determine the future outcome of the wines, the end objective being to harvest healthy grapes at peak ripeness to be able to create the style of wines which have their own trademark: fruit, freshness, and a moreishness, in his wines for everyday drinking; concentration, complexity and opulence for those wines created to truly reflect their terroir.

“ Nature is generous, you need to know how to listen to best understand and accompany it. ”



Chemical products have been banned from his vineyards for many years. The vineyards are managed with minimal intervention as a minimum, but the majority of them are managed under organic methods, even if not all are claimed as such. For him, organic vine growing is a value, not a commercial argument. Strong, resistant grape varieties, which do not need treatments, are a core part of this strategy. Two types have already been planted in 2019 on one hectare each: Prior and Souvignier Gris. Three others will be introduced this year: Voltis, Floreal and Vidoc.

Another great area for innovation, irrigation, has become a major preoccupation in the Languedoc. Jean Claude Mas has made ties with the global leader in irrigation, the Israeli company Netafim. A trial system of precision irrigation has been installed on an experimental basis on a parcel of Syrah in Montagnac. A first for France.

20 years

of innovations in winemaking



With good, healthy and perfectly ripened grapes, the essential part is done. It remains to get the best from them via the appropriate vinification processes. In 20 years, Jean Claude has acquired a solid expertise in managing ferments. On his finest grapes, he doesn't fear extended extractions, most often carried out at the beginning of the maceration so that they remain soft. With the finest vintages, ferments can last 4 to 5 weeks.

"When the grape is good, it has much to give. One can push the extractions, but you then need to separate the press wines which are then not needed", he maintains.

To add to the complexity of the primary and secondary aromas of his wines, he adds texture with wood both large and small, foudres and barriques, choosing maturation times and the age of the wood to obtain the right touch of oak notes which add length on the palate to the wine. He has also done away with any additions of sulphites during vinification. The results are unquestionable, he thinks: the cuvées without sulphites taste better overall, the wines are cleaner and more upfront, one senses more volume and palatability in the mouth, and less bitterness. **Cuvée Secrète**, a collection of wines with no sulphites added, has also been launched.

With the **white** wines, focus in recent years has been made on malolactic fermentation, which adds complexity and fatness to the wines. Nowadays it is carried out on a portion of the blends of Chardonnay (45%), Viognier (25%) and even Sauvignon Blanc (10%).

The commercial success of **rosé** wines has led Jean Claude to invest in these wines, as ever bringing his personal touch to set them apart. Vinous rosé with ageing potential. Fermentation are carried out between 14 and 17 degrees to extract the grape aromas rather than be satisfied with the fermentation aromas. Thanks to these practices, his rosés have an ageing potential of up to 5 years.

Another skill which has been developed over these past two decades is the **mastery of méthode traditionnelle** for making crémants and other sparkling wines, following the acquisition of the Martinolles estate in Limoux.

With advice at the beginning from a Champenois winemaker, Jean Claude has learnt to master all the aspects of this very specific winemaking style and nowadays can offer a range of elegant cuvées including crémants, Blanquettes and other Méthode Traditionelle wines from Chardonnay and Pinots Blanc, Gris and Noir...