



DOMAINES  
**PAUL MAS**

LE LUXE RURAL DEPUIS 1892



**A work of faith:**  
*"the greatest job in the world"*

**A renewed pride  
in the Languedoc**

**Organic viticulture**  
to produce better wines

**The estates**  
at the heart of it all

**Master Blender**

**The ongoing challenge**  
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**Live the wine**  
at CÔTÉ MAS



WINE GIVES ENDLESS PLEASURE. THAT IS WHAT WE ARE ALL ABOUT.



# A work of faith

*“The greatest job in the world”.*

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For Jean-Claude Mas, there is no doubt about it.  
After beginning his career far from home and far from the world of wine,  
a return to his vine growing roots was only natural.

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I'm lucky to live in a region of beautiful landscapes,  
to work alongside passionate and impassioned people,  
to travel to the four corners of the Earth, and to share unforgettable  
moments at some of the best tables in some truly amazing places.

I am deeply attached to the Languedoc, which offers an ideal  
environment for producing great wines.

To me, the Languedoc represents *terroir* meeting modernity,  
a blend between French expertise, Tuscan style and the dynamism of California.

To enrich my perception of wine, I take my inspiration from two countries  
which fascinate me: Italy for its 'art of living' and its sense of style and elegance,  
and Japan for its respect for the environment and the value of keeping one's word.

These are values which I strive to imbue in my business to produce  
a fresh vision of the ethical codes of our profession.

Wine is an experience, a way of living, a marriage of tradition and innovation.

With Côte Mas, I have chosen to bring it to life through art, through music,  
gastronomy and discovery of the vines, through horse riding  
and through tasting.

What more can I say:  
I have the greatest job in the world!



“  
*Domaines Paul Mas  
showcase the different  
Languedoc terroirs  
through exceptional  
wines from the finest of  
the region's crus*  
”

# A renewed pride in the Languedoc

**J**ean-Claude Mas is a man who relishes a challenge. His story illustrates this perfectly: son and grandson of grape-growers, he built a business from a few hectares of inherited vines that has, in a few short years, become a showcase for the renewed reputation of the Languedoc vineyards.

Today he is the owner and manager of 15 estates in the Languedoc Roussillon covering 800 hectares, as well as 1500 hectares of contract vineyards (80 growers). Jean-Claude Mas has instilled a new style, a subtle blend of tradition with a New World attitude, in this wine region whose reputation was derided in former times.





**I**t is the foundation stone, the thread running through this adventure: the Languedoc-Roussillon is and will remain the only point of anchor for Jean-Claude Mas. He is convinced that it is the most beautiful wine region in the world.

Sublime countryside, unique natural vineyard sites, an exceptional heritage and a history full of passion and artisan ways of working which have been handed down across generations. In its viticulture, it possesses a palette of soils and microclimates, which allow new and daring styles.

Jean-Claude knew how to make the most of this rich heritage, creating a

great many varied cuvées in the course of his experiences working with this incredible diversity of *terroirs*.

*« It's the only wine region where you can do anything – or almost anything. I work with 45 different grape varieties which, depending on where they are planted, give very different expressions: the art of this trade is to find the right match between grape and terroir. ».*

Chardonnay, Pinot Noir but also Cabernet Franc and Viognier have found their home in Limoux, whilst Grenache Noir, Grenache Gris and Macabeu express themselves best in the soils of the Roussillon.

Syrah takes on peppery notes on

the warmer climes of the Malepère while on the Terrasses du Larzac, it shows more black fruits, black olive and truffle.

Cabernet Sauvignon, Merlot and Sauvignon Blanc produce fantastic wines in the « soubergues » of the Hérault Valley, whose fertile soils were often disparaged, and which Jean-Claude seeks to elevate to their true glories.

**1** Château Martinolles

**2** Château de Conas

**3** Château Villegly

**4** Saint-Pons-de-Mauchien



**J**ean-Claude follows very closely the grape growing vineyard management. Son of a grower, he knows well that to make good wine, you need good grapes, and therefore healthy, balanced vines to grow them on. Pruning, amending, work on the soil, winter pruning, treatments – he keeps an eye on all the viticultural practices in his estates.

Every Monday he crisscrosses the region to visit each of the estates, surveying the vines to check on their development and health. He adapts vineyard practices depending on what he finds.

In the Domaine Martinolles in Limoux he leaves soils fallow for 5 to 7 years, planting cereal crops and leguminous plants before replanting with vines. This is a natural way to bring organic material back into the soil and to remove the need for chemical intervention.

In the Etang de Marseillette, a very unusual terroir, he immerses the vines in water three times a year to avoid excessive salt levels. He is interested in mycorrhizae to counter the various wood diseases. This expertise allows him to talk on equal terms to his viticultural partners from whom he buys grapes.

Naturally, he banished the use of chemicals on his vines early on, without necessarily applying for organic certification. For him, organic viticulture is a key value, not a selling point. His vines are for the most part raised under an organic regime because he believes that with a living soil, the vine grows better, and the wines are better still.

# Organic viticulture to produce better wines







“Perfect vineyard management is the very foundation of the company.”



# The estates at the heart of it all

Mas produced his first wines from the 35 hectares of vines inherited from his father.

A launchpad for entering his first markets, this initial vineyard very rapidly expanded and diversified in the course of acquisitions, which have taken place at great pace since 2002.

He selects his estates based on one of two profiles.

Firstly, he looks for those with the potential to produce great value wines. Take Domaine de la Ferrandière for example: 100 hectares of vines acquired in 2013 in the Aigue-Vives commune.



Situated on the dried lakebed at Marseillette, this property is planted with 18 different grape varieties, all perfectly acclimatised to the clay soils which lie on a bed of salt. The terroir promises good grapes and yields that generate excellent value.

The great terroirs of the Languedoc-Roussillon, capable of producing ‘Grand Crus’, are the other strategic direction for the development of Domaines Paul Mas. Château Crès Ricards is a perfect example.

Long before the Terrasses du Larzac were awarded AOC status, Jean-Claude had sensed the potential of this fabulous terroir and bought 27 hectares of this estate at Ceyras in 2010, quickly expanding to 42 hectares.





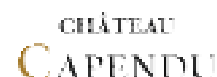
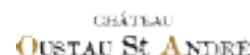


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# 15 properties



On these 'galet' (pudding stone) soils, which are reminiscent of those found at Chateaufort du Pape, Jean-Claude makes powerful, velvety wines with great ageing potential in the 'garagiste' style. Château Lauriga in the Roussillon and Château Jérémie in Corbières Boutenac are part of this same strategy of planting on exceptional terroirs, surrounded by a natural environment of great beauty.

At Château Martinolles, it is both the potential for developing sparkling wines as well as the beauty of the site itself which have seduced Jean-Claude. Finally, around the Château Paul Mas, the cradle of the family vineyard, he has little by little built up small plots of vines, which produce the emblematic cuvées of Clos des Mûres, Belluguette, Moulinas and Savignac.

Each acquisition, the product of careful reflection, is within a 1 hour and 15 minute drive from the Domaines Paul Mas head office at Montagnac. The main objective? To better harness the vine to produce wines in the Domaines Paul Mas style, and to showcase the different *terroirs* of the Languedoc with exceptional quality wines from the best *crus*.

- 1 Astelia
- 2 Clos du Moulinas
- 3 Domaine de la Ferrandière
- 4 Château Lauriga
- 5 Château Mas des Tannes



# Master Blender

**M**aster of all trades, Jean-Claude is at the controls during the crucial harvest period, regularly tasting the berries to decide the best harvest dates. He pushes his growers and harvesters to wait for the optimum maturity in the grapes, mindful of the unique possibility that the Languedoc offers, as the only region where it is possible to reach absolute ripeness, which guarantees elegant tannins and intense concentration.

He knows the style of wines he wants to create: wines with concentration, fruit, complexity and opulence. Wines which are accessible and give pleasure in their youth, and which become exceptional with cellaring. His trademark: to make wines which all lovers of good wine can understand.

This is a philosophy which is closer to that of the New World than to ancient Europe. Below 5€ a bottle, he looks to make easy-drinking wines. Above 10€, he is looking to express the terroir with wines full of character, more powerful and more complex.

*A few of the  
Domaines Paul Mas Wines.*





With his best grapes, he chooses gentle, sustained extractions mainly at the start of the maceration. To add an extra layer of complexity to the primary and secondary aromas of the wines, he blends in elements aged in oak barrels and larger casks. He adjusts the time in oak and the age of the barrels used to obtain the right touch of wood notes that enhance the length of flavour in the mouth.

He has also reduced all additions of sulphites during vinification. The results are incontrovertible, he believes: the sulphite free wines express themselves better at tastings. They are cleaner and more open, providing more volume and palatability in the mouth, with less bitterness.

But it is at the blending stage that Jean-Claude Mas reveals his most precious talent – his mastery of tasting is his trump card in stamping his style on the 145,000 hl of wine which he makes every year. He will juggle with a thousand vats, that he has to taste separately, before finding the balance which is closest to the taste profiles he wants to achieve. This exercise takes place twice a day, noon and night, with his close winemaking colleagues.

This blending talent has made a great success of his branded wines, such as Arrogant Frog, the amphibian that allowed him to conquer his first export markets, or the Jean-Claude Mas signature wines, with which he has made his mark on the domestic French wine market.



## Giorgio Grai. the mentor

Grai is the man who led Jean-Claude Mas to discover the world of wine, a discovery which made a huge impact on him and remains today one of his sources of inspiration.

A legend of Italian wine, a winemaker, but above all a consultant for some wine of the great names of wine in Italy, Giorgio Grai first met Jean-Claude in his early years at William Pitters.

Grai took the young Frenchman through all the most beautiful Italian wine cellars to show him the surprising palette of Italian winemaking.

A master taster, he helped Jean-Claude to forge his idea of the style of wines that he wanted to produce. It is also Grai who, a few years later, convinced him to launch a range of sparkling wines.

In memory of  
Giorgio Grai.  
1930 - 2019

# Pocket Biography

*18<sup>th</sup> August 1964*

Born in Beziers, son of a wine grower father from Pezenas and a mother originally from Aveyron.

*1982*

Baccalaureat in his pocket, his family push him to further study.

After an HEC degree in Lyon, he enters the business school at Nancy (ICN) and follows this with an MBA in Marketing and Information Systems at Aston University in England.

*1988*

First sales role as Business Developer in Miami. There he discovers the world of wine and notes the great success of New World wines.

*1990*

Export director for Northern Europe at Motul, a job which brings him closer to another of his passions: motor sport.

*1992*

*« My roots were deeper than they seemed. They brought me back to wine ».*

He becomes export manager for the William Pitters Group, founded by Bernard Magrez in Bordeaux. This job provides him with his first experience of international wine markets.

*1996*

Commercial Director for Domaines Virginie. Another formative role, where he uses his marketing sense and develops his technical skills in oenology. Upon his return to the country, he starts to follow the production of the family estate at the Château de Conas, near Pezenas.

*2000*

Creation of Domaines Paul Mas, from 35 Hectares of inherited family vineyard.

*2002-2016*

Successive acquisition of Teramas Astruc, Mas des Tannes, Arrogant Frog, Crès Ricards, Martinolles, Clos du Moulinas, La Ferrandière, Silène des Peyrals, Jérémie, Mas Saint André, Lauriga.

*2012*

Launch of oenotourism (wine tourism) with the opening of his Côté Mas restaurant, focusing on the Languedoc 'art of living' (wine, gastronomy, art, music...).

*2020*

The Domaines Paul Mas celebrate their 20th anniversary.



“

*I hope to create truly outstanding wines and to offer that little piece of a dream that only a great wine can bestow.*

”

# The ongoing challenge of the move upmarket

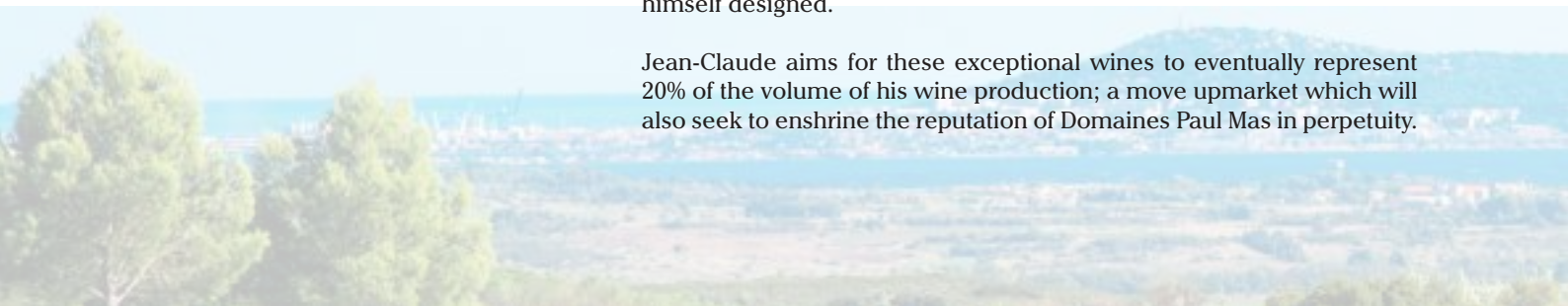
With his great knowledge of the markets, Mas positioned his wines in the 5 to 10 Euros bracket. Despite its growing reputation, the Languedoc remains essentially confined in this price range. Out of the 130 wines in his portfolio, 80% are found in this price segment.

But Jean-Claude is not a man to let himself be locked into a straightjacket. After 18 years of experience, analysis, discovery and work, of having the desire to better understand the soils, climates, flora, clones and pruning regimes, he has acquired the maturity and knowledge necessary to produce exceptional wines.

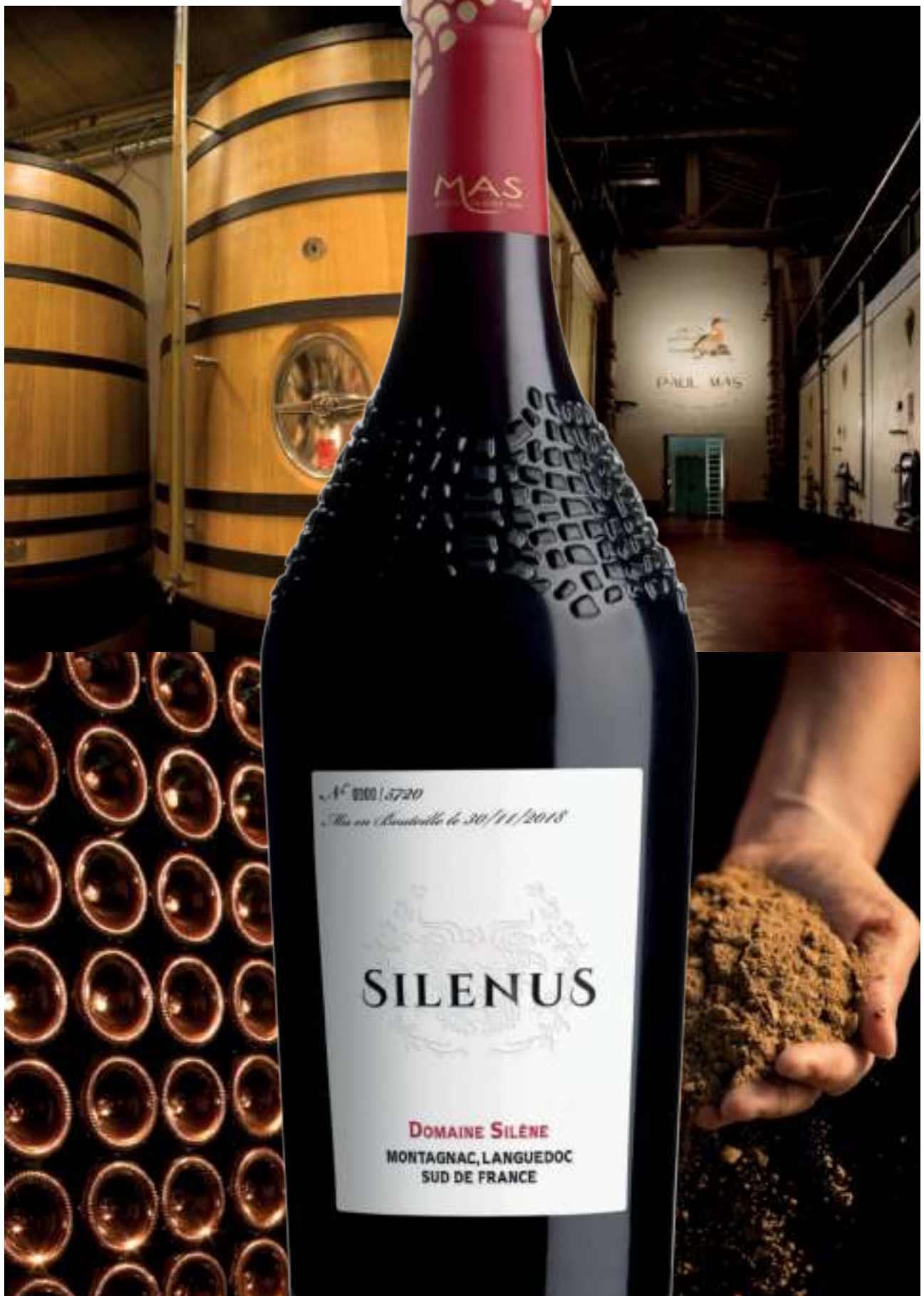
In 2018, Jean-Claude Mas launched the first of these cuvées, produced in the 2016 vintage. These wines are elaborated from the finest grapes of three of his estates: Clos Astelia from Astelia, Laurinya from Château Lauriga and Silenus from Domaine Silène.

Blended from a selection of incredible terroirs, with a long aging period in tronconic tanks, the wines are presented in an original bottle that he himself designed.

Jean-Claude aims for these exceptional wines to eventually represent 20% of the volume of his wine production; a move upmarket which will also seek to enshrine the reputation of Domaines Paul Mas in perpetuity.







# Domaines Paul Mas

*in numbers.*

15  
estates

1,500 ha  
of contracted  
vineyards

40%  
organic cultivation

850 ha  
of owned land

90%  
turnover on export  
markets in  
70 countries

75%  
Terra Vitis

*120,000 HL  
vinified/year*

190 employees

*100%*  
High Environmental Value





# Live the wine at Côté Mas

Always enamoured of his home region, Jean-Claude Mas has created a way to discover the 'art of living' in the Languedoc through his wines and in a place created in 2012 under the name Côté Mas.

Côté Mas gathers his passions around the concept of 'everyday luxury': wine, cuisine, art and horse riding. The site comprises a restaurant, a bistro, a wine tasting cellar and two apartments. Almost all the year round there are cookery courses, tasting workshops, musical evenings and horse rides through the vineyards.



The view from the panoramic restaurant reveals all the shades of green of the undulating countryside (garrigues, vineyards, olive groves and truffle oaks), the Cevennes mountains, the Etang de Thau lake.

At Côté Mas, both the bistro and the gastronomic restaurant offer a menu which features the finest local and seasonal produce to pair with the wines of Domaines Paul Mas.

The excellence sought after by Jean-Claude Mas is shown too through the attention to numerous details which make all the difference.

The wine is sublimed in this context where it is surrounded by objects of art, conceived by the finest artisans from France and elsewhere: French Jacquard, Riedel glassware, plates by Limoges Haviland, Christofle cutlery, Arita Japanese porcelain and glassware creations by Daum.





— DOMAINES —  
**PAUL MAS**

LE LUXE RURAL DEPUIS 1892



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