Catherine and Laurent Delaunay’s story is first and foremost about passion: passion for entrepreneurship, passion for wine. In a joint interview, the founders of Badet Clément give their account of the last 20 years and imagine the next 20, which bode to be just as rich and thrilling. With the desire to anticipate new challenges and with an attitude that combines ambition and humility.

In these pages, readers will discover, or rediscover, that above all, it is the spirit of the founders that makes the hallmark of Badet Clément. With strong humanitarian values such as loyalty, honesty, and good listening skills, as its partners unanimously mention. They naturally knew how to associate Old World technical know-how with the New World marketing approach and ally Burgundian culture with the incomparable diversity of the Languedoc. Badet Clément proves itself to be an atypical company, one that undergoes perpetual growth.

At the turning point marked by this anniversary, the following Chinese proverb rings true for the founders more than ever: “The best moment to plant a tree was 20 years ago. The second best moment is now.”
Catherine and Laurent Delaunay’s Converging Views

Let us begin this interview with a look at 2015, which was a very rich year for Badet Clément with its first acquisition of vines in the Languedoc, those of Domaine de la Métairie d’Alon in Limoux, and Domaine du Trésor in Ouveillan, purchases which complement the construction of a sizeable winery in Monze, in the Corbières region of the South of France.

What do these investments mean for the development of Badet Clément?

Catherine Delaunay (CD): The purchase of these vineyards in the Languedoc represents us literally putting down roots and is a determining marker for the future. It is our story in the Languedoc that continues and asserts itself even further.

Laurent Delaunay (LD): In fact, it is a choice we made 20 years ago that has been confirmed, the choice of having believed in the potential of this region. For us, it is a logical and natural milestone, the result of a process. As Catherine said, it is roots that we didn’t have yet, in particular compared with some of our colleagues, and that will allow us to create the next stages of the company’s development. It is really going to give us an added advantage both in terms of quality as in terms of legitimacy and technical expertise.

Through these initial words, we can imagine the incessantly evolving nature of your work. What can you say about how it has changed since you started?

LD: When we started, our organization was a little “above ground”, and by that I mean rather virtual. We started from nothing; we just had the idea in our heads of creating a brand of single varietal wines. At the time, the Languedoc was the only place we could make our project a reality. We were able to work with growers as well as with both independent and cooperative wineries where we were able to craft wines in the style we were after. These early partners welcomed us and listened to what we had to say. With an open mind too, along with curiosity about the international varietals that were being introduced in the region and that Catherine and I knew quite a lot about.

CD: All of that was possible 20 years ago because the Languedoc’s vineyards had an ample supply back then. It was therefore easy to come up with this organization, which would undoubtedly be a lot more difficult to implement under the same conditions today. Little by little, the production curves in the Languedoc interconnected with consumer demand and we had to get organized accordingly. That is why we began to get more involved with the vinification and ageing of our own wines.

LD: Indeed, both our organization and our team have evolved in that direction. Over the last few years, while we were undertaking an upstream mission to have more control over our purchases, we were able to integrate skills that were more focused on viticulture and agronomy. We have also signed long-term contracts with growers. Acquiring the winery in Monze now allows us to have complete control of the crafting of the wines and several possible options for vinification, from the most traditional to the more precise. Today we have so many possible options thanks to this polyvalent tool.

Had you clearly laid the groundwork for this strategic advancement?

LD: Strictly speaking, we didn’t have a formalized strategy. When we look back at what we have done, we say to ourselves that we have done a great many things, but we never would have thought we would be where we are now 20 years down the road. We are now entering a period of maturity - that goes double for me because I celebrated my 50th birthday in 2015! I think we have everything it takes to face the challenges that lie ahead in the future with serenity. I would say that when we created the company we were caught up in a whirlwind and now, we are rowing gently down the stream, but that river is not always tranquil! That being said, time has gone by very quickly!

In what frame of mind was Badet Clément created?

LD: In the beginning it was in the vein of a start-up, a challenge! It was a rather carefree adventure. We were aware that it could be over from one day to the next, that a lot of risk was involved, but that on the other hand, we had nothing to lose. Our biggest worry was to not be able to honour the trust that people had put in us: not just the shareholders, but friends who had lent us money and the suppliers who were behind us.

Is there a Badet Clément hallmark?

LD: Catherine and I have complemented each other from the start, and we each have our own areas of specialization. Catherine is involved in the technical part, defining the style of the wines; me, in markets and marketing, I travel abroad on a regular basis to get a feel for market needs and consumer tastes.
We discovered that Burgundy and the Languedoc actually have a lot in common, even more than you might think! It is said that Burgundy is a mosaic of terroirs. I would say that it is the same in the Languedoc, to the power of 10. From one mosaic to another, in other words!

From one mosaic to another, in other words!

Why the Languedoc when you come from Burgundy?

CD: We discovered that Burgundy and the Languedoc actually have a lot in common, even more than you might think! It is said that Burgundy is a mosaic of terroirs. I would say that it is the same in the Languedoc, to the power of 10. From the Mediterranean shores to the Cévennes and across to the Rhone Valley, and up to the foothills of the Pyrenees, the vineyards of the Languedoc are even more diverse than in Burgundy. From one mosaic to another, in other words!

Our wines boast a Burgundian style, what I mean by that is that they tend to be fresh, elegant and complex whereas wines from the Languedoc are often excessively overpowering. The Burgundian approach applied in the Languedoc takes on all its meaning and that is a strong angle that we lay claim to.

LD: 20 years ago, the Languedoc conveyed an image of mass-produced wines; we were among those who said that we could make quality wines with character, and that would stand out from the rest for their quality. Our approach is steeped in humility and we have always been attentive to local viticultural practices. That has allowed us to respect the customs of the region, to understand it… and to adopt it! Thanks to that, we have undertaken close partnerships with the growers we work with and who welcomed us warmly because they are very open-minded. Such complementarity is one of the strengths of our approach.

Why so much international development?

LD: We opted for international sales from the start because the clientele was more open to single varietal wines. 20 years ago, this type of wine was essentially destined for the export markets, but today we consider the French market like any other. Tastes in wine have taken on an international dimension, as in other sectors. And so, today, our flagship brand, Les Jamelles, which conveys a certain image of France, is as legitimate on the international markets as on the French market where it has been distributed for 6 years now.

CD: From the beginning, we adopted the New World approach to wines, which was necessary at the time in all the international markets. This consisted of turning to the consumer with an offer of wines that corresponded to his or her expectations.

In our approach, we always wanted to preserve a French touch with our wines. In fact, we are convinced that when an American consumer buys a French Cabernet Sauvignon, he or she expects something specific - that French touch - which is all about elegance and balance and that makes it stand out from Cabernet Sauvignons from elsewhere.

What word would you choose to describe the last 20 years?

LD: A whirlwind

CD: Exciting

And the next 20?

LD: Two words: maturity and serenity

CD: Pursuing development with complete peace of mind

Do you consider that you have arrived at your final destination?

CD: This is anything but the end! We are constantly thinking of the future and new projects. We were not necessarily avant-gardists before now, but today we strive to be just that and to be breakaway front-runners. Now we can aspire to take an even further lead and be more and more innovative.

We have the tools and the human resources we need to do it.

LD: In that context, we are actively working on two prospects for development. The first is the creation of a Head of Research & Development position within the company. That is going to become critical and we have to be state-of-the-art in our winemaking, from the vines all the way through to bottling.

The second falls under distribution and downstream business. We especially need to be at the forefront of digital sales, and for that, we have to give ourselves the means to do so. We have also just recently invested in two start-up companies involved with e and m-commerce. It is a whole new avenue for growth that is opening up for Badet Clément. We still have a lot of exciting adventures ahead!
**Badet Clément’s story**

**Key dates**

**1995: Year 0**
(A fax, a used car and a computer)

Creation of Badet Clément & Co by Catherine and Laurent Delaunay. The head office was based in the Burgundian village of l’Etang-Vergy, the family fief.

**1995-2000:** The brands’ five-year term

The Les Jamelles brand was developed during these 5 years along with many other Badet Clément brands that came into being.

**2003:** Diversification with DVP (Domaines & Vins de Propriété)

Acquisition of DVP - Domaines & Vins de Propriété, a company specialized in the distribution of independent producers’ Burgundy wines.

**2011:** Abbotts, with Delaunay

Launch of the new Abbotts & Delaunay collection, a range of superior Languedoc wines aimed at becoming one of the references in the Languedoc.
Acquisition of Abbotts, a wine company specialized in "haute couture" wines from the Languedoc. It was founded in 1996 by two young Australian winemakers, Nerida Abbott and Nigel Sneyd.

2010 saw the construction of the new head office in Nuits-Saint-Georges.

2005: Abbotts, before Delaunay

2008: A "symbolic" year

2010: Anchored down in Burgundy

2015: Anchored down in Burgundy

2015: a year of transition for Badet Clément. Three events in particular helped shape the company’s positioning.

The purchase of the former cooperative winery in Monze (Corbières) in order to set up a sizeable vinification and ageing site, which represents an investment of 7 million euros.

In 2015, Badet Clément also purchased Domaine de la Métairie d’Alon, made up of 25 hectares of organic vines in Limoux and Magrie, and Domaine du Trésor, 60 hectares in Ouveillan, in the Aude department, near Narbonne.

These acquisitions mark a new phase for the company, which is now firmly rooted in the Languedoc.
**Badet Clément’s vocations**

Today, Badet Clément’s missions are threefold:

- The creation and commercialization of branded wines
- The distribution of wines from independent estates
- The creation of brands dedicated to its clients

**The creation of branded wines**

Strong brands that give the company its reputation

Badet Clément’s portfolio is filled with strong brands that convey the company image along with a certain vision of France from abroad. From the Les Jamelles wines to La Belle Angèle, without forgetting Maison de la Villette, La Promenade, Pâtisserie du Vin or Douce Nature, these brands, positioned in complementary market segments, have been carefully studied to meet both market and consumer needs.

Badet Clément has a great deal of expertise in the development of brands reserved for its clients, with a quality of wine and packaging that is specifically created according to precise specifications. Good listening ability, responsiveness and experience in developing new projects are the key skills that are available to our clients.

French Cellars, Winemaker’s Reserve, Corette, Le Chat Noir, French House… The commercial success of these brands bears witness to Badet Clément’s expertise.

**The creation of brands dedicated to its clients**

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**The distribution of wines from independent estates**

This activity is carried out by DVP, Domaines & Vins de Propriété

First and foremost, DVP represents Burgundy within the Badet Clément ecosystem. Created in 1989 to meet French market demand for wines from independent Burgundian winegrowers, the company was purchased by Badet Clément in 2003. Today, it distributes wines from over 200 estates in Burgundy, from the Chablis region to the Beaujolais, passing through the Côte-d’Or and the Mâconnais.

The DVP portfolio has grown over the years; today the company also offers some 40 estate wines from the main appellations in the Languedoc-Roussillon and Rhone Valley.

In 20 years, DVP has become one of the leading partners of French supermarkets for the distribution of Burgundy wines while extending its business activity to the traditional channels and export sales.

In other viticultural regions…

**Bourgogne:**
- Domaine Jean-Paul Brun
- Domaine du Guéret (Faive-Daunay family)

**Chablis:**
- Domaine Dauvissat

**Côte de Nuits:**
- Domaine Huguenot (Marsannay)
- Domaine Henri Gouge (Nuits-Saint-Georges)
- Domaine Hudelot Noëllat (Vosne-Romanée)

**Côte de Beaune:**
- Domaine Michel Bouzereau

**Côte Chalonnaise:**
- Domaine Thibert

**Mâconnais:**
- Domaine Raquillet

**Beaujolais:**
- Domaine Jean-Paul Brun
- Domaine du Guéret

**Rhône:**
- Domaine Christophe Pichon (Côte Rotie/Condrieu)
- Domaine de Lambiqué (D’Autume et Delaunay families)

**Languedoc:**
- Domaine d’Aupilhac, Sylvain Fadat (Montpeyroux)

**D.V.P’s Key Figures**

**CREATED IN 1989**

2.3 MILLION BOTTLES

14.7 MILLION EUROS TURNOVER

WWW.DVP-VINS-DOMAINES.COM
You’ve figured it out by now - Catherine and Laurent’s story alternates between Burgundy and the Languedoc. Based in Burgundy, to which they are still viscerally attached, and now specialists in Languedoc wines after all these years, it is only natural that they sought out the opportunity to physically put down roots in this region. Here is a little geographical reminder of the different “star” sites that make up Badet Clément constellation today...

MONZE: THE NEW WINEMAKING AND AGING WINERY IN LANGUEDOC
Badet Clément’s portfolio is filled with numerous brands that cover all of the needs of the various markets and different distribution channels. We have chosen to focus here on the flagship brands of the last 20 years. On the brands that, emblematic of Badet Clément’s choices and spirit, reveal, as Colette said, “the true taste of the earth”, the true flavours of the French vineyards. These are the vineyards that Catherine and Laurent Delaunay are keen on defending, showcasing, and proudly promoting in the international markets.
Where does the name Badet Clément come from?

The company was created under this name in 1995. Badet Clément was the name of a small wine trading company founded in 1829 and purchased by Laurent’s grandfather in 1932. Catherine and Laurent Delaunay decided to bring it back to life. A means of recreating the link with their Burgundian family history and making it last…!

Back in 1997, Badet Clément was one of the first companies to be convinced that it was possible to produce high-quality wines made from organically grown grapes. They put all of their know-how into action in terms of sourcing and supervising the vinification and ageing processes to produce organic wines with the same qualities as conventionally produced wines.

Today, Badet Clément exports and sells nearly 1 million bottles of organic wines per year under its flagship brands, Les Grands Arbres and Douce Nature (PET bottles).

Did you know?

Badet Clément, a forerunner in organic wines

Did you know?

Is the future in digital media?

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Is the future in digital media?

The group is now turning toward the future and innovation, particularly the digital world, which is inescapable given new consumption patterns. And so, Laurent Delaunay decided to invest in two particularly dynamic, promising start-up companies, Wine Advisor and Goot.

The first is a collaborative application, which recognizes a wine through a photo taken of its label, allows the user to share tasting notes with friends and order online. The second is a marketplace, which, through the digitalization of retailers’ wines, allows the user to have the bottles of his or her choice home delivered in the evening and even late at night.

These two undertakings demonstrate Badet Clément’s desire to bring an innovative, pioneering vision to its French and international clients, as well as to support young entrepreneurs who are designing the future of a market that is changing.
TESTIMONIALS

Badet Clément’s French and international partners wish the company a very happy anniversary, in their own way.

**Bruno Kessler**  
Vice President of Anivin, Bruno Kessler has been working since 2013 with Laurent Delaunay, President of Anivin’s advertising and promotion commission, on the promotion of “Vins de France” throughout the world.

**The Realization of a Vision**

It is a pleasure to share with Catherine and Laurent Delaunay the accomplishment of their entrepreneurial project of a lifetime on the occasion of this anniversary. They have invited us to the baptism of a new child, this winery in Monze, and this is a wonderful moment for all of their partners, for them and for their team.

I have seen them move forward on the path that has led to this for the last 4 years now, and, as always with Catherine and Laurent, that path is extremely well thought out - it is the result of a strong, well-constructed vision, for their company and their teams. That is the hallmark of Badet Clément: moving forward serenely towards success, as a group. Efficiency and discretion are the qualities that Catherine and Laurent’s approach is based on, an approach that is always punctuated with a great deal of good taste. I am convinced that this new phase represents another step towards the success and growth of the company. It fits in with the continuity of their commitment and their open-mindedness. It also symbolizes, and this is important, their talent for innovation, and I don’t doubt for a moment that with this new tool, they will move forward on new, highly promising paths.

Today, I want to say to Catherine and Laurent: “Continue moving forward with determination. You can count on your friends. And most of all, regale us with your new projects and with your delicious cuvées!”

**Hugues Gauthier**  
President - Philippe Dandurand Wines (Canada)

**Authentic Partners, a Unique Approach**

Philippe Dandurand Wines is particularly selective and demanding with its partners. We seek out authentic people, true professionals.

From the first time we met Catherine and Laurent, we were extremely impressed by their long-term vision, by their passion and by their story. We discovered straight away that they shared the same family and humanitarian values as we do, in all aspects. We have been working together for over 4 years now and we are convinced that with Badet Clément & Co, we have the best partner possible in the Languedoc. They are exceptionally good listeners and their development strategy corresponds perfectly to the expectations of Canada’s wine industry.

I don’t think there is any limit to what they can do; we have a remarkable partnership and I know we will continue to work together for a very long time.

**Jean-Luc Bourrel**  
Director Alliance Minervois

**An Exceptionally High-Quality Level of Communication and Listening**

We have supplied the House of Badet Clément since its creation. We are happy to have been able to follow its progress from the very beginning and it has been an enormous success to say the least!

What we most appreciate from the teams at Badet Clément is the quality of the discussions we have on all levels. We talk a lot about the products, about needs, and for us that is particularly precious and interesting.

The possibility of having direct client feedback is especially enriching in our day-to-day work.

I remember when, in the beginning, they would come to my place to take photos for their sales brochures; they have always had that practical, on-the-field approach. Badet Clément is a huge success, not only from an entrepreneurial point of view, but also in terms of management. Internally as well as with clients and suppliers, they are particularly good listeners, and it is not by chance that these Burgundians were able to succeed in the Languedoc. They knew how to listen; they knew how to find out what the client wanted. We applaud them wholeheartedly for their great success!

**Denis Bonnet**  
National Director, Wines - France Boissons

**Pugnacity, Pertinence and Readiness: that is what Badet Clément IS ALL ABOUT**

What I especially appreciate at Badet Clément is their teams’ pugnacity, particularly that of the sales teams with whom we are in close contact. This is what makes their approach truly different. Pugnacity, but also pertinence and real readiness: they know how to defend their point of view and how to convince.

This is a company that is run in a healthy, lasting way and that is particularly important for us. Their recent investments bear witness to this reasonable, realistic and successful approach: it is progression that is constant, regular and measured.

Today, on the occasion of their anniversary, I would like to thank you, on behalf of France Boissons, for the many years of collaboration we have shared, to reaffirm our satisfaction with the work we have done together and to reaffirm our confidence in you.
Laurent and Catherine Delaunay demonstrate a great deal of professionalism, seriousness and benevolence. This shows through clearly in the quality of their wines. They are honourable and courteous, and their approach, their attitudes, fully correspond to the image and philosophy of the partners with whom we work.

These skills are perfectly expressed in the Les Jamelles brand, for example, a product of excellent quality: fresh, fruity and modern with remarkable packaging. Les Jamelles is the combination of a quality wine, an original label and an elegant bottle, a unique concept. The brand carries a typically French image that suggests a certain reminiscence of days gone by. All of these characteristics contribute to the uniqueness of the product and make it a success.

This kind of coherence between all of the product’s characteristics is the hallmark of Catherine and Laurent Delaunay. Restraint, constancy, hard work - that is what Badet Clément is all about.

Vincent Dubernet
Supplier of wines/grapes to Badet Clément since 2001

95% technique, 5% communication: that’s the hallmark of Badet Clément’s products!

We have been developing a real partnership with Badet Clément since 2001. Working with the teams whether in Burgundy or Monze has always been excellent. Everything is open and clear between us and there is a good spirit of conviviality. We are not necessarily in direct contact with Laurent and Catherine, nevertheless we are aware of, we feel their expertise behind every decision, every tasting. We have always had very clear, sustained feedback; their advice allows us to have a very accurate view of our products, and that is very valuable.

I take my hat off to them for having developed a brand such as Les Jamelles, which was so well conceived of, built on solid foundations and respecting the wines’ profiles. The range has been managed remarkably well. When you compare their approach with that of other negociants, you can see the difference immediately. Where Catherine and Laurent invest 95% in technique, others invest 95% in communication: that is what changes everything. There is real know-how, a real imprint. They have become Languedoc specialists with their Les Jamelles brand which proudly represents the region and that is a real pleasure to see.

The winery that they have recently acquired is further proof of their sensitivity to and knowledge of the market. Such a project holds a lot of promise for the next 20 years!

Pierre Enjalbert
Purchasing Manager - HAWESKO (Germany)

Restraint, constancy, hard work: that is what Badet Clément is all about

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René Jeanjean
Wine broker/trader
Supplier of wines to Badet Clément since 1996

BADET CLÉMENT IS A FAMILY

Catherine and Laurent Delaunay, that’s a long story for me. A meaningful story, because I have worked with them since I went into business. Badet Clément is a family and I have seen it grow, having always had a trusting relationship with them. Quality and service are at the heart of their approach. They know what it means to give someone your word, what it is to be humane. This company has a soul and it is one of the only companies with which I work that I can speak about in such terms.

This is a family of winegrowers with great sensitivity, for wines as much for people: it is anything but an industry. The wines I provide them with must correspond to their expectations, a market, a predetermined level of quality; it is not just about price. The guarantee of quality is there, it is strong and it is enduring. Catherine really knows how to taste wine, in a particularly professional manner; she is the nose of Badet Clément and I have rarely seen people taste wine like she knows how to, with confident, precise judgement. We never have any worries with her when we present her with quality products.

Laurent and Catherine have helped me grow because they trusted me. I know that the future holds another thousand and one successes for them.

Importer of Les Jamelles since 2000

95% technique, 5% communication: that’s the hallmark of Badet Clément’s products!
Images and words

Know-how

Team

Encounters

Open-mindedness

Audacity

Burgundy

Brands

Entrepreneurs

Ambition

Passion

Burgundy

Languedoc

www.badet-clement.com