



Hervé Deschamps “The Seventh Perrier-Jouët cellar master in two centuries”

PASSING ON THE SECRETS OF AN ART

Born in 1956 to a Champagne family, Hervé Deschamps studied agricultural engineering and œnology in Dijon and holds degrees in both.

His training was rounded off by studies in food and nutrition. He then joined Perrier-Jouët in 1983, as oenologist in charge of the fermentation tanks and maturation of the wines during their stay in the cellars.

He quickly advanced to the position of assistant cellar master and spent ten years working with André Baveret, who was guardian of the House style for almost 30 years. During these intense years of training, Hervé Deschamps learnt about the art of blending, in much the same way as craftsmen who jealously pass on the secret of their art from father and son.

He discovered all about the subtleties of the wines, and how to retain Perrier-Jouët’s “floral, elegant, diamond-cut” signature style for its wines.

CREATING WINE LIKE A WORK OF ART

Hervé Deschamps approaches the moment of blending like a creative exercise.

Perrier-Jouët’s winery contains a high proportion of smaller vats, enabling Hervé Deschamps to work on each cru that goes into the making of his creation individually, plot by plot. Hervé stands apart from his peers by not using the pré-assemblage or “prior blending method”. He sketches the broad outlines of his work and then moves straight to the final result in a burst of creativity.

As such he fashions, crafts and polishes every one of the growths used to create his blends, tasting them, testing them again and again, until he has isolated those that will become part of the unique work of each cuvée, embodying the charm, elegance and finesse that characterize the Perrier-Jouët style.

An approach that is not far so far removed from that of an artist, combined with the skill of a craftsman. This is why Perrier-Jouët will always be a House where rarity is acceptable. Each Cuvée is treated like a new collection to be created.

“I throw my body and soul into my blending project, guided by my intuition, sensitivity and expertise, like an artist.”