



Brochure for journalists 

Le Faiseur de vin®



*"I'm not an oenologist, I'm more of a craftsman,
a Faiseur de vin®"*

This is how wine consultant Olivier Dauga likes to describe his work. This approach is characterized by a certain simplicity: a desire to make the activity more accessible, more intelligible, by "calling things what they are".

«Le Faiseur de vin®» was founded by Olivier, a man with a somewhat unusual career path and personality, who has worked for more than twenty years as a wine consultant, offering wine properties a comprehensive range of services to help them grow and achieve their goals.

The basic mission of the Faiseur de Vin® is to advise, manage, develop, and ultimately optimise each vineyard, from the grape to the bottle, from the local market to international export.

Profile

Olivier Dauga was born in Libourne in 1964, a vine in one hand and a bunch of grapes in the other. Coming from a family of winegrowers (of which he proudly represents the seventh generation) with a close relationship to the land, his passion for the world of wine emerged very early in his career.

Largely self-taught, he gained experience as a young man on various Bordeaux estates, including Sociando-Mallet, La Tour Carnet and Rollan de By.

It was during his time spent in Australia that his philosophy really crystallized, and he adopted the all-encompassing, aggressively inventive approach typical of New World winemakers. He created his wine consulting company in 2000.

Olivier Dauga now devotes himself full-time to helping winegrowers in France and abroad. A former semi-professional rugby player, he applies the values of a sport to which he remains devoted: humility, efficiency, team spirit and a "sharing" approach.





Skills

Audit



Production

The goal here is to observe, analyse and understand the nature of the land and the management techniques already in place (mapping, soil, climate and biotope analyses, identification of the vineyard and the vinification process).

Distribution and marketing

It is also necessary to understand the product's market positioning, through production visibility from the consumer's point of view (tasting, marketing, branding, packaging, distribution, and pricing).

Work in the vineyard and the winery



Production

We go into the technical aspects of vineyard management, in particular through the identification of plots, guidelines and planning of work, treatments and harvests, adapted to the surrounding biotope, and determining the wines to be produced.

Blending

This branch corresponds to the work carried out after production, including choices related to the ageing, evolution and selection of wines (through tastings).

Marketing



Positioning

This aspect is taken into account very early in the process, the objective is to create product range(s) that complement potential distribution and the nature of the production.

Communication

At the same time, with a view to developing the product's reputation, we advise on how to establish a communication strategy (through tastings, online presence, the creation of sales support material, etc.) enabling national and international promotion.

Packaging

Since the product is entering an existing, competitive market, it is essential to make it visually unique, in particular through the choice of bottle, its colour, cap, label and any other packaging features, all of which are influential elements for consumers.

Sales and distribution



Sales

The aim is to position the product by defining its main targets and optimising existing markets while also developing new ones to meet demand as effectively as possible.

Distribution

On a more precise basis, following the identification of consumer segments, it is essential to determine the best distribution networks and establish a commercial strategy.

Environmental conversions



In parallel to all the work supporting the production process, it is highly recommended to integrate an environmental component into the management strategy. This additional component responds not only to growing consumer demand, but also to the necessity for a more environmentally-friendly approach to managing vineyards, which for a long time have been heavily treated with a detrimental effect on the soil.

Specific audit

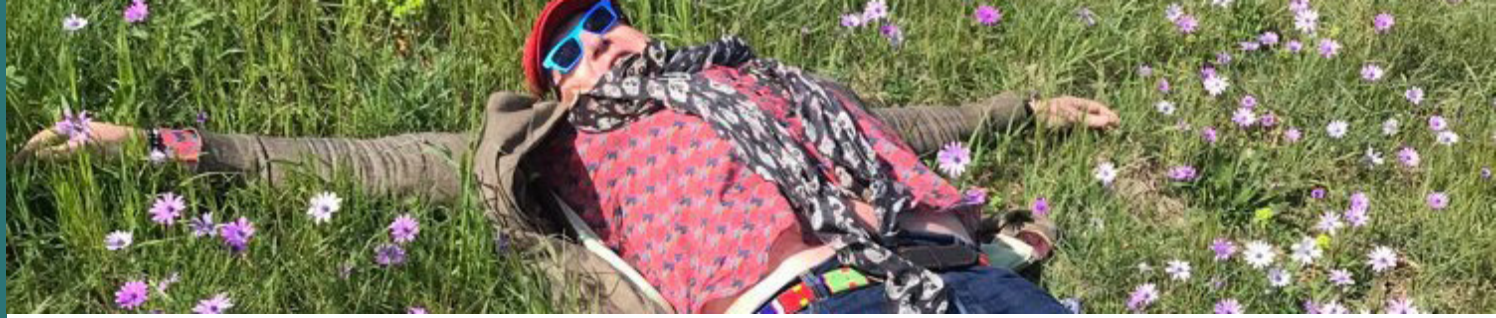
This process begins with an exploration of the vineyard as a whole, notably through the study of the climate, environment and soil, and the analysis of the strengths and weaknesses of the terroir.

Action Plan

Every vineyard is different in terms of its history, past actions and objectives. It is therefore necessary to review and develop the production approach together (sustainable, organic, biodynamic and natural methods).



Values



Nature as a partner

Given the environmental pollution that has been, and still is, caused by wine production, wine-growers need to rise to the challenge of using more environmentally-friendly methods. Past production methods have had a negative impact on the biological fertility of the soil, and have contributed to the pollution of surface and

groundwater.

Our aim is to restore life in vineyards and raise awareness of all the flora and fauna that actively participate in the making of a wine and are essential to the preservation of our environment.

Ecology

Respecting the environment in the winemaking process. When we work in the wine industry, our most important partner is nature: the soil, the weather, the living ecosystem... It is therefore vital to integrate these into our approach, to take care of them and to value them, because we are totally dependent on them.

Protecting nature as a whole. In addition to respecting it, we must preserve our environment by reducing the impacts of human activity. We have made a lot of mistakes over the years, and our mission now and in the future is to take care of the flora and fauna directly impacted by our actions.

Passing on a legacy to future generations. We won't be the last generation of winegrowers, and the next generation is already in the vineyard! We have a duty to engage in the transition towards sustainable, environmentally-friendly agriculture so we can pass on values, history and a legacy to our successors and future generations!

Understanding demand in today's market. New trends are emerging for «pur-rer» consumption, as illustrated by the rise of organic food, which is no longer just a fashion. This reflects a demand for naturally produced products, and the widespread adoption of environmental ethics by consumers.



«We're nothing without a team,
it's the team that creates
strength and success!»

«Be serious in your work without ta-
king yourself seriously!»

Human

Discussing issues with the winegrowers at each property. Cooperation is our guiding principle. This makes it possible to develop a client relationship based on trust and to implement the best possible solutions to produce and promote wines that genuinely reflect the winegrower. This approach takes into account the entire work ecosystem in the project.

Sharing our enthusiasm with all the parties involved. With his creative drive and tireless curiosity, Olivier takes great pleasure in his work that allows him to visit different regions, meet people and hear their stories, and not to limit himself purely to the wine sector. Sharing develops around values, projects and dreams, regardless of age, social background or sector of activity!

Understanding the ins and outs of each project. While all projects are based on the idea of developing a property, each has its own complexities and risks. For Olivier, it is therefore essential, in order to provide assistance in any undertaking, to really understand the objectives, constraints, resources and budget for each project. The services proposed are then tailor-made for each client, so as to fully meet their requirements in every respect.

Openness and imagination

Olivier Dauga has a rather unusual approach to the wine world: all too often it's boring! Diversity is the key to success: diversity is enriching and creates potential! And the wine world is not open enough to this: we find the same aromas, the same tastes, the same characters! Wine is such a living and evolving product, and yet so many aspects of its production seem to be frozen in time.

Monoculture = monotony!

Olivier is a big fan of variety - in his life and in his wine! His goal is to work with winegrowers to make wines that reflect them, to avoid standardised products, and to create as many different wines as there are winegrowers! He wants wines that awaken the palate, rather than offering a bland experience, wine should be a blend of flavours that stimulate the senses and the imagination.



Success stories

2000 - 2020



Creating value with an organic approach at **Château Grand Boise** (CÔTES DE PROVENCE)

Challenge

How to switch to organic production (required by the investor) taking into account the risk of damage from wild boar, the climate and the terrain (mountainous, making operation difficult)?

Solution

- By converting the vineyard to organic agriculture and creating a range of 5 wines.
- By opening a shop dedicated to the sale of regional products and the property's wines.
- By introducing a herd of 200 sheep and 10 black pigs to maintain the hillside.
- By developing communication with the local, national and international press.

Result

- Production and the average selling price of the wines has increased.
- The site has been revitalized with an appropriate environmental protection strategy.
- There is no longer a threat to the harvests from wild boar.
- Two endangered species have returned (golden eagle and Bonelli's eagle).
- New jobs have been created.



Recreating value at Château Les Guyonnets (CADILLAC CÔTES DE BORDEAUX)

Challenge

How to keep the vineyard operating when production had become stagnant and there was no possibility of the wine evolving?

Solution

- By adapting the winemaking methods, enabling the creation of a targeted wine without increasing structural overheads.
- By identifying and enhancing the real potential of the terroir.
- By developing a structured, organized distribution strategy.

Result

- The quality of the product enabled a more than 50% increase in its market value.
- The wine has won gold medals at several competitions and also received a Parker score (exceptional for this type of wine).



Developing the potential of Château Levieux Vignerons (BORDEAUX / BORDEAUX SUPERIEUR)

Challenge

How to stay with the grape variety (Cabernet Franc) despite its unsatisfactory quality and turn a weakness into a strength?

Solution

- By implementing a specific vinification method allowing this grape variety to fully express itself, while also respecting its aromatic potential through appropriate ageing.

Result

- The plot has been preserved and its value has increased.
- The Cuvée DAMNATION 2015 (85% Cabernet Franc) was recognized as «Best Cabernet Franc in the World» at the 2017 Concours des Cabernets.
- The product's image has been improved, especially on export markets, resulting in increased sales.



Bringing out the best in the terroir at the Kolonist winery (UKRAINE)

Challenge

How to improve and regulate the vineyard's production (low planting density on very fertile soil) in order to meet European quality standards?

Solution

- By training staff in modern production techniques.
- By drawing up quality specifications for managing the vineyard and the winemaking process.
- By creating a range of about ten wines (red, white, sparkling), including some with high added value.

Result

- The winery has an excellent reputation in the Ukraine not only due to its wines but also the management of its vineyard and its international expansion.
- Export trade has developed, especially to France, the UK and Canada.
- A high-end range has been created with prices going from €30 to €100 a bottle.
- The wines enjoy national and international media recognition.



Customers

Update - 04/2020

BORDEAUX

- Château **Cantinot** (BLAYE COTES DE BORDEAUX)
- Château de **Crain** (BORDEAUX /BORDEAUX SUPERIEUR/ENTRE DEUX MERS)
- Château **Gros Caillou** (SAINT-EMILION GRAND CRU)
- Château **La Pirouette** (MEDOC CRU BOURGEOIS)
- Château **Le Relais de la Poste** (BOURG COTES DE BORDEAUX)
- Château **Levieux Vignerons** (Les 3 Châteaux) (BORDEAUX / BORDEAUX SUPERIEUR)
- Château **Les Guyonnets** (CADILLAC COTES DE BORDEAUX)
- Château **Marzin** (BLAYE COTES DE BORDEAUX)
- Château **Piote** (BORDEAUX / BORDEAUX SUPERIEUR)
- Château **Rivereau** (BOURG COTES DE BORDEAUX)
- **Univitis** (BORDEAUX / BORDEAUX SUPERIEUR)
- Domaine **Yves Courpon** – Mairie de Cavignac (BLAYE COTES DE BORDEAUX)

ROUSSILLON

- **Arnaud de Villeneuve** - ADV (COTES DU ROUSSILLON et COTES DU ROUSSILLON VILLAGES)
- **Vignerons catalans** (COTES DU ROUSSILLON et COTES DU ROUSSILLON VILLAGES)

LANGUEDOC MINERVOIS CORBIERES FITOU

- **Vendeole** (LANGUEDOC – MALEPERE)
- **Vinadeis** (MINERVOIS – CORBIERES – FITOU – LANGUEDOC)

PROVENCE

- **Breban SA** (COTES DE PROVENCE)
- Château **Cavalier** – Domaine Castel (COTES DE PROVENCE)
- Domaine **Ile des Embiez** - Six Fours Les Plages – Ricard SAS (COTES DE PROVENCE)
- Domaine de la **Navarre** (COTES DE PROVENCE)
- **Mistral Provence** (COTES DE PROVENCE)

CHAMPAGNE

- Maison **Paul Louis Martin** (CHAMPAGNE)

CHAIN STORES

- **Monoprix** (= UNE NOTE DE / MA CAVE EN VILLE / GAMME BIO+)

INTERNATIONAL

- **Wine Kolonist** (Ukraine)
 - **Trubetskoy** (Ukraine)
- **Manning Fine Wines** (Australia)
- Domaine de **La Zouina** (Morocco)
 - **Castillo de Monjardin** (Spain)





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