

Tastings | conference | masterclass | vineyard visits



6th – 9th July 2025

Loire valley, France

Angers, Fontevraud, Vouvray

PROGRAM

www.chenincelebration.com



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An event organized by :



VINS DE
Loire



CHENIN CELEBRATION 2025 : AN UNIQUE MEETING IN THEAT THE HEART OF THE LOIRE VALLEY VINEYARDS

It is with great excitement that we welcome you to a new edition of Chenin Blanc Celebration, a **truly exceptional international event dedicated to the diversity and richness of this iconic grape variety**. From July 6 to 8, 2025, nearly 300 professionals, including winemakers, buyers, influencers, journalists, and scientists, will gather in the Loire Valley to celebrate Chenin Blanc in all its expressions.

Through captivating conferences, exclusive masterclasses, tastings of Chenins Blanc from around the world, and immersive vineyard tours, this event is much more than just a wine gathering. It is a true think tank, a space for exchange and discovery, where tradition and innovation come together to shape the future of viticulture.

We are proud to showcase the unique diversity offered by Chenin Blanc : from crisp dry wines to enchanting sweet wines, and remarkably refined sparkling wines. Each bottle tells a story—a story of terroir, craftsmanship, and passion.

The Loire Valley, the birthplace of this extraordinary grape variety, is honored to host you once again. Together, we will celebrate the world's viticultural heritage and discuss crucial issues such as adaptability to climate change and the promotion of terroirs.

We invite you to experience an unforgettable event, forge meaningful connections, and share your love of Chenin Blanc with enthusiasts from around the globe. Get ready to be amazed by the universality of this grape, capable of reflecting both the most authentic terroirs and the most innovative viticultural practices.

We look forward to seeing you in this extraordinary oenological and human adventure. Get ready to explore, taste, and celebrate Chenin Blanc like never before.



Philippe Porché : Domaine de Rocheville, Parnay
President of #FANDECHENIN





SATURDAY 5TH JULY

Welcome Cocktail in Angers



6:00 PM : Welcome at Angers city hall

18h30-20h : Cocktail

Welcome cocktail offered by the City of Angers

Free evening



Moderator



Andrew Jefford : wine critique, journalist and writer, he has an expert knowledge of French wines. He shares his expertise through his writings and in-depth analyses.

Speakers



Gabriel Lepousez : Neurobiologist specialized in sensory perception and brain plasticity, he studies how context can influence our perception of odors.

Sam Schrock :

Viticultural Terroir
Cartographer at the
French Institute of
Vine and Wine



Philippe Porché :
president of
#FANDECHENIN



Ken Forrester : Ken
Forrester Wines/
President of the Chenin
blanc association in
South Africa



SUNDAY 6TH JULY



8:00-8:30 AM : Welcome and registration

Ecole Supérieure des Agricultures – 55 rue
Rabelais in Angers

8:30-9:00 AM : Welcome coffee

**9:00-9:20 AM : Opening of the Chenin Blanc
International Celebration – A Tribute to
Evelyne de Pontbriand**

9:30-10:45 AM : The Taste of Origins: Delving into the Geology of Terroirs

Discover what lies beneath your feet, where everything begins for exceptional wines! This session invites you on a captivating journey **into the soils that shape the unique character of Chenin Blanc**. With a focus on the metamorphic and sedimentary soils of the Loire vineyard, you will understand **how geology influences the typicity of the wines**. **Experts will also unveil the concept of natural terroir units, an innovative approach to refining viticultural practices** and revealing the subtleties of each plot.

The experience will conclude with a carefully selected tasting of dry Loire wines to savor the intimate relationship between terroir and flavor.

10:45–11:15 AM : Break

11:15–12:30 AM : The Taste of the Future: Cultivating Responsible Viticulture

In this opening session, accompanied by a selection of Chenin Blanc wines from around the world, **speakers will explore the crucial challenges that Chenin Blanc faces in the context of global climate change.** The adaptability of this grape variety to environmental changes will be at the heart of discussions, along with the search for innovative agricultural practices that respect ecosystems. **An essential conversation for imagining the future of viticulture through the lens of collective commitment and resilience.**

12:30–2:00 PM : Lunch at ESA

2:00–3:30 PM : Departure for the Abbaye de Fontevraud

Moderator



Michelle Bouffard : WSET educator certify, DipWSET, sommelier certify, Founder of the Tasting Climate Change. Writer, journalist, speaker, instructor, consultant.

Speakers



Etienne Neethling : Teacher and researcher of viticulture and oenology



Rosa Kruger : Founder of the South African 'Old Vines Project'

Alain Malard : Vitivinicultural Consultant, Agroecology and Permaculture Specialist



Speaker



Fanny Gautier : Manager of the economy and research department at InterLoire, the interprofessional organization for Loire wines.

Speaker



Franck Thomas : Best Sommelier of Europe, Best Sommelier of France, and Meilleur Ouvrier de France – Director of Franck Thomas Formation

3:45 – 4:30 PM : Launch of the Global Chenin Blanc Observatory – French

4:45 – 5:30 PM : Launch of the Global Chenin Blanc Observatory – English

Don't miss this historic moment for Chenin Blanc ! **Interloire, the interprofessional organization of Loire Wines, will exclusively unveil the results of the Global Chenin Blanc Observatory.** This observatory offers a comprehensive analysis of key data: production, consumption, trends, and future opportunities. Immerse yourself in a unique **global vision that will redefine your understanding of Chenin Blanc and its role on the international stage**

3:45 – 4:30 PM : Geosensory Tasting Masterclass – English– 40 people

4:45 – 5:30 PM : Geosensory Tasting Masterclass – French– 40 people

This masterclass, led by Franck Thomas from the Franck Thomas Formation school, **offers a sensory exploration of Chenin, focusing on its unique tactile sensations on the palate.** Participants will learn to **distinguish the influence of different terroirs on these wines through a guided tasting.**



5:30–7:00 PM : Free Tasting of Chenin Blanc wines from around the World

In this historically rich location, a UNESCO World Heritage treasure, you are invited to **participate to a unique free tasting experience. Explore nearly 300 Chenin Blanc wines from around the world, showcasing the richness and diversity of this iconic grape variety: dry, sweet, and sparkling wines.** Discover exceptional terroirs and the craftsmanship of winemakers, all within the timeless and majestic atmosphere of this millennium-old abbey. A magical meeting between heritage and wine!

During this afternoon, we also offer guided tours of the Abbaye de Fontevraud (1-hour tour – Registration required when booking tickets) : Let yourself be guided through one of Europe's largest monastic complexes, a place full of mystery and beauty, where heritage, architecture, and legends converge.



7:00–10:00 PM: Great Evening of Chenin Blanc

This friendly and joyful evening celebrates Chenin in all its forms, with music and flavors from international gastronomy. Discover how this exceptional grape enhances cuisines from around the world and enjoy a moment of sharing and discovery that promises to be unforgettable. A unique opportunity to celebrate Chenin Blanc in a festive and warm atmosphere!

Wine professionals and enthusiasts : if you don't participate at the all international Celebration of Chenin Blanc event you can attend one of the exceptional evenings by booking your ticketing at a special rate for a unique event.

Moderator



Alder Yarrow : American blogger specializing in wine and gastronomy, Alder Yarrow is the editor of Vinography, one of the most popular wine blogs on the Internet

Speakers



Patrice This : A researcher at the Agap Institute, he leads a team focused on the diversity, adaptation, and improvement of grapevines.



Rosa Kruger : Fonder of the South Africa projet « Old vine Project »

Chris Alheit winemaker of Chenin Blanc from South Africa and **Pierre Ménard** French winemaker in Anjou

MONDAY 7TH JULY



8:30–9:00 AM: Welcome Coffee at ESA –
Ecole Supérieure des Agricultures – 55 rue Rabelais in Angers

9:00–10:30 AM: The Taste of Heritage: Exploring Genetic Richness

This masterclass will **reveal the incredible genetic diversity of grape varieties, with a particular focus on the clonal variation of Chenin Blanc**. Discussions will highlight the importance of old vines, not only as living witnesses of a unique epigenetic memory but also as a response to growing environmental challenges.

The South African initiative for old vines will be showcased, illustrating how the selection of heritage clones can help strengthen vineyard resilience against climate pressures. The economic aspects of old vines will also be explored, offering perspectives for winemakers to protect and value this rare genetic heritage. The session will conclude with an inspiring **tasting of South African and french wines.**

10:30–11:00 AM: Coffee Break

11:00 AM–12:30 PM: The Taste of balance: The subtle art of oenology

Dive into the delicate **art of winemaking** with our exclusive masterclass, where every decision helps shape the soul of the wine. **Discover how the winemaker, like an artist, preserves primary aromas while developing secondary flavours, resulting in wines of captivating complexity.** Explore the crucial role of cellar choices — from the precise harvest moment to the meticulous selection of aging vessels — in unlocking the exceptional potential of Chenin.

Through the tasting of four carefully chosen cuvées, you'll perceive the subtle yet decisive impact of different aging containers on the wine's final expression. Don't miss this unique opportunity to refine your palate and deepen your understanding of the mysteries of oenology.

OR / Choice

11:00 AM–12:30 PM – Masterclass: The Taste of the Vegetable World: Pairing Chenins with Plant-Based Cuisine

Explore the harmony between Chenin Blanc wines and plant-based cuisine during a unique masterclass in Angers, the city of plants! **In an open-air kitchen, discover how the aromas and textures of Chenin Blanc wines pair perfectly with refined vegetable dishes.** Taste surprising pairings that reveal the diversity of the grape variety and the richness of plant-based gastronomy. This unmissable tasting experience is a must for wine lovers and enthusiasts of plant-based cuisine.

This Masterclass will be hosted by Pascal Favre d'Anne, a Michelin-starred chef from Angers. Limited to 40 people. Additional price of €24. Only in French.

Moderator



Jamie Goode : Journalist and author, widely recognized for sharing his passion and wine expertise through his publications

Speakers

Maret Du Toit : university of Stellenbosh

Corlea Fourie : Bosman wines – Afrique du Sud

Nathalie Brown : winemaker in Californie

Thibaud Boudignon : winemaker in Savennières

Speaker



Pascal Favre d'Anne : Chef étoilé angevin, reconnu pour sa cuisine raffinée et créative, alliant tradition et modernité.

12:30–2:00 PM: Lunch at ESA

2:00 PM: Departures for Vineyard Visits in Anjou–Saumur

Explore the richness of the Anjou–Saumur terroirs through immersive tours! **Enjoy one of the five thematic visits, each designed to help you discover the diversity of the region's vineyard terroirs.** Each tour invites you to deepen your knowledge through on-site visits and unique tastings.

Visit 1: The Secrets of Aging

Step into the heart of Anjou wineries to **explore different aging techniques and how they influence the character and aromas of Chenin.** This immersive visit will introduce you to various methods, experimented both in France and abroad. The afternoon will conclude with a tasting comparing Chenin Blanc wines from different aging processes, offering a unique sensory experience. Information about the visited wineries will be provided soon.

Visit 2: Old Vines in the Heart of Saumur Vineyard



Be amazed by **the Clos d'Entre les Murs at Château de Parnay.** Explore a **one-of-a-kind site with its exceptional architecture** blending Chenin Blanc grapes and Tuffeau stone. Continue the journey at **Domaine de Rocheville, where Virginie Gondrain will reveal the treasures of the Global Chenin Blanc Conservatory** in Montreuil-Bellay, a guardian of invaluable viticultural heritage. **Conclude this experience with an exclusive tasting of Chenin Blanc from old vines,** on the majestic terrace of the estate.

Visit 3: A Journey Through Time with Sweet Chenin Blanc wines

Embark on a unique visit **dedicated to sweet wines, where you will learn how the climate shapes these liquid treasures.** Explore the specifics of their production while tasting old vintages, accompanied by insights into the weather conditions of their era. An unprecedented experience blending history, terroir, and exceptional flavors!

Information about the visited wineries will be provided soon

Visit 4: The Taste of Terroirs in Savennières and the Layon Valley

Head to Tessa Laroche's estate in the heart of the Savennières appellation to discover the exceptional characteristics of the Roche aux Moines, a unique terroir in the Loire. Learn how these terroirs influence wine production, before continuing the tour in the Layon Valley with an enriching meeting with Fabrice Redois, a geologist, to deepen your understanding of this exceptional terroir. A sensory immersion in one of the region's most beautiful vineyards!



Visit 5: The Sparkling World of Loire's Fine Bubbles !

Embark on an unmissable visit to one of the legendary places of Crémant de Loire production. **Several meters underground, explore the troglodyte cellars of one of the great producers of Crémant de Loire,** where you'll discover the fascinating process behind the creation of Loire's sparkling wines. **Participate in a disgorging workshop for an authentic experience, before concluding the visit with an exclusive tasting of the finest wines with producers and historic "Maisons".**

A bubbly and convivial immersion not to be missed !



5:30–6:00 PM Transfer to Vouvray by train (included in the 3-day pass)

Free evening

Moderator



Gillian Handelman : Directrice de la communication et de l'enseignement pour le domaine Jackson Family Wines, elle conçoit des programmes d'enseignement sur l'œnologie.

intervenantes



Nathalie Spielmann : Founder and director of the MSc Wine & Gastronomy à NEOMA Business School, Reims. And Master of Wine.

Stephanie Bolton :
Director of Grower Communications & Sustainable Winegrowing at the Lodi Winegrape Commission, California



Sarah Hwang :
President of
Domaine Huet,
Vouvray

TUESDAY 8TH JULY



8:30–9:00 am: Welcome coffee and registration at Domaine Hôtel-Noble in Vernou Sur Brenne

9:00–10:30 am: The Taste of Singularity: Revealing the Identity of Chenin

Why does Chenin Blanc captivate wine lovers around the world? **This session celebrates the richness and diversity of this versatile grape, capable of shining in dry, sparkling, or sweet forms.** A true ambassador of the terroirs where it is grown, Chenin Blanc offers a wide range of expressions that position it as a leading contender for conquering international markets. **Discussions will explore collective marketing strategies aimed at amplifying its global presence, while highlighting the importance of local identity in promoting the grape variety.** A carefully selected tasting will accompany this reflection, showcasing the many facets of Chenin Blanc and offering insights into better communicating its uniqueness to consumers and professionals.

10:30–11:00 am: Coffee Break

11:00 am–12:30 pm: History and Masterclass
on Vouvray

Philippe Brisebarre, winemaker from Vouvray and president of the INAO (National Institute of Origin and Quality), will open this **tasting by presenting the history of the appellation. Then, a masterclass will showcase the four facets of Vouvray wines**, highlighting the different styles of Chenin Blanc wines (sparkling, dry, demi-sec, and sweet)..

12:30 pm–2:00 pm: Lunch Break at Domaine
Hôtel-Noble

2:00–5:30 pm: Departure for Optional Visits

Moderator



Christine Marsiglio : Master of Wine and Awarded the Bollinger Medal. She is known for her excellence in tasting and wine production knowledge

Speakers



Philippe Brisebarre : winemaker from Vouvray and president of the INAO (National Institute of Origin and Quality)

**And other winemakers
from Vouvray**

Visit 1 : Château de Valmer



Step into the heart of the Château de Valmer, perched on a rocky promontory overlooking the Brenne valley, in the Vouvray AOC region. **This 300-hectare estate unveils an exceptional vineyard, Renaissance terraced gardens, cultivated lands, and forests with centuries-old trees.** Enjoy a hot air balloon ride to admire these breathtaking landscapes from above. A unique experience blending history, nature, and flavors, not to be missed !

Visit 2 : Château de Montcontour

Experience something special at Château Montcontour! **Admire the breathtaking view of Tours and the Loire from its terraces**, discover the vaulted wine cellar like a cathedral, and **explore the troglodyte museum housing over 3,000 ancient objects.** Conclude with a tasting of the best cuvées, guided by the sommeliers. A perfect immersion into history, wine, and panorama!



Visit 3 : Domaine Brédif

Embark on a unique experience at Maison Brédif! Discover the history of this estate founded in 1893 by **visiting its ancient troglodyte cellars, among the largest in the region, housing rare vintages.** Extend the wonder with a **tasting of Vouvray (both sparkling and still) aboard a traditional boat on the Loire River.** A full immersion into heritage, nature, and exceptional flavors



Visit 4 : Domaine Huet

Dive into the heart of the **prestigious Domaine Huet, a pioneer of biodynamics in France**. Explore its cellars and learn about its 30 hectares of Chenin Blanc grapes spread across **three legendary plots: Haut-Lieu, Mont, and Clos du Bourg**. A tasting will allow you to appreciate authentic wines, revealing the richness and uniqueness of Vouvray's terroirs. An experience blending craftsmanship, nature, and passion !

Visit 5: Touraine Amboise, Chenin at the Heart of the Valley of the Kings

The winemakers of the AOC Touraine Amboise invite you to a unique immersion in their vineyards. **After a visit to the syndicate vines to discover the terroir and viticulture practices, head to the prestigious Château d'Amboise**. In this historic setting, enjoy a tasting of the wines of the AOC Touraine Amboise with the winemakers, who will share their expertise and the richness of their cuvées. A meeting of heritage, terroir, and passion.



7:00 pm – 11:00 PM: Closing Event at Domaine Hôtel-Noble

Join us for a final evening of conviviality at the beautiful Domaine Hôtel-Noble in Vernou-sur-Brenne. **Enjoy a delicious barbecue and discover exceptional Chenin Blanc wines from around the world. A warm and festive atmosphere, perfect to wrap up the event on a high note before we bid farewell.**

Wine professionals or enthusiasts: if you are not participating in the full Chenin Blanc International Celebration event, you can still join this exceptional evening by reserving your place, offered at a special rate for an unforgettable experience.

WEDNESDAY 9TH JULY

Extend the experience with additional visits to other iconic Chenin Blanc vineyards in the Loire Valley. A unique opportunity to explore even more terroirs and flavors.

Visit 1 – Chenin in Red Wine Territory

Because the world of wine will never cease to surprise us, **come and discover Chenin Blanc new expression in terroirs traditionally dominated by red wines.** Between exceptional terroirs and the passion of winemakers, we will traverse landscapes shaped by the Loire, Vienne, and Indre rivers, true markers of typicity.

The discovery?

Tasting Chenin Blanc in appellations that are far more renowned for their reds.

Have you ever tasted a Chinon Blanc?

Everything will be revealed about the birth and rebirth of Chenin Blanc appellations in Touraine!

The journey will begin in **Chinon**, where history and wine heritage meet, with a session hosted by Leslie Brochot @maitresdaccords. We will discuss Chenin Blanc from every angle: why we love it, how it expresses itself on the terroirs of Touraine, and much more. **You will taste the appellation wines of Chinon and Azay-le-Rideau, as well as the future Bourgueil appellation** (currently under recognition by the INAO).

What's next?

A bucolic lunch around a "four à fouées" (a traditional Touraine dish) in the remarkable vineyards of Azay-le-Rideau, alongside the winemakers.

In short, we look forward to welcoming you for a day full of exploration, to experience the full diversity and authenticity of Chenin Blanc in Touraine!



Visit 2 – Discovering Chenin Blanc in the Loir Valley: Terroir, Forest, and Underground Heritage

Immerse yourself in the **hidden vineyards of Jasnières and Coteaux du Loir appellations during a day dedicated to Chenin Blanc** and its unique environment.

The visit will begin at the brand new **Maison du Tourisme et du Vignoble**, where winemakers will share their passion for these exceptional terroirs. A guided tasting will showcase the diverse expressions of Chenin Blanc on these Loire soils.

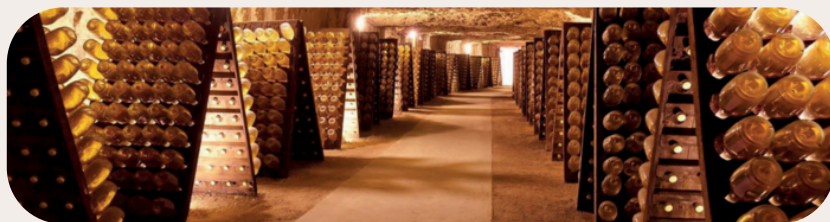
Next, we will **explore the Bercé Forest at Carnuta, the House of Man and the Forest, an immersive tourist site dedicated to the world of the forest**. A mediator and a winemaker will reveal the influence of these ancient oaks, whose wood shapes some of the barrels used for aging local wines. A tasting of wines aged in Bercé oak barrels will illustrate this unique connection between the forest and the vineyard.

After a countryside lunch in the heart of the forest, we will discover an iconic site: the Bacchus cellar at Domaine Lelais. Dug into a 16th-century former quarry, this troglodyte cellar tells the winemaking history of the Loir Valley. A magical place where **underground galleries bear witness to craftsmanship passed down through generations.**

A sensory and historical journey not to be missed for all Chenin Blanc and terroir enthusiasts.



Visit 3 – Dive into Chenin Blanc through the sparkling wines of Saumur



Discover sparkling Chenin Blanc through an exclusive tour of the great Maisons of Saumur. An exciting immersion in the heart of Crémant de Loire and Saumur appellations, where tradition, terroir, and expertise come together to reveal the elegance and diversity of this iconic grape variety.

Program:

Morning:

Visit to the Maison Louis de Grenelle: A family-owned and independent Maison founded in 1859, Louis de Grenelle is a jewel of Saumur's heritage, specializing in the production of sparkling wines using the traditional method. Immerse yourself in history by exploring its spectacular cellars, dug in the 15th century 12 meters underground, where more than 4 million bottles age in tuffeau stone.

Lunch at Ackerman: Enjoy a convivial moment in an exceptional location! Founded in 1811, Maison Ackerman, a pioneer of Loire's sparkling wines, invites you to an immersive wine tourism experience in the heart of its impressive troglodytic cellars. Discover its interactive "Voyage to the Center of the Bubble" for a unique sensory exploration.






Afternoon:

Visit to the great sparkling wines Maisons of Saumur:
Langlois-Chateau
Bouvet Ladubay
Veuve Amiot

Let yourself be charmed by the elegance and diversity of Chenin Blanc sparkling wines in these iconic Maisons. A sparkling journey that promises discoveries as enriching as they are delightful!



Why should you join ?

-  Dive into the terroir with experts in tasting, geology, and climate
-  Explore Chenin Blanc from around the world with more than 300 wines to taste
-  Expand your knowledge through exclusive masterclasses
-  Meet winemakers, researchers, and renowned wine professionals
-  Join festive evenings blending music, gastronomy, and discovery

Still need a reason?

This is the must-attend event if you want to level up your expertise, expand your cellar (or your wine list!), and experience an unforgettable human and sensory adventure.



An event organized by :

