

Résonance Winery Website - Resonance.com

I wrote the complete website for Résonance winery, Maison Louis Jadot's first winery outside of Burgundy. The challenge was to embody the intuitive, emotional winemaking of the high-profile, multigenerational Burgundian vintners behind the project.

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Our Story

Résonance

It was a crisp spring day in April 2013 when Thibault Gagey and Jacques Lardière set out to survey a well-established vineyard named Résonance. Jacques had just retired after leading winemaking at Maison Louis Jadot for 42 years, and Thibault, whose family has operated Maison Louis Jadot since 1962, was ready to enter the business with a bold new project. They immediately felt a deep connection with the place, and after tasting through dozens of wines made with the vineyard's fruit, Jacques sat back and said, "Perfect." Pierre-Henry Gagey, the President of Maison Louis Jadot and Thibault's father, agreed. They decided to keep the vineyard's title, and they also named their new winery—Maison Louis Jadot's first outside of Burgundy—in its honor. With the same meaning in English and French, Résonance evokes many great things to come. They added the tiny but all-important accent mark to represent this small but special connection between Oregon and France.

Maison Louis Jadot - Kopf Family

Maison Louis Jadot was founded by the Jadot Family in 1859—the same year as the State of Oregon. Nurturing premier and grand cru vineyards in Burgundy, Maison Louis Jadot earned a reputation for world-class wines made in small lots, capturing the attention of Rudy Kopf, an importer for Kobrand Wine & Spirits and the founder of the wine and spirits division of Macy's department store in New York. In 1945, Rudy made a pilgrimage to visit Maison Louis Jadot, and the long-standing relationship between the Kopf and Jadot Families commenced. Rudy soon began importing Maison Louis Jadot wines to the U.S., and the partnership continued to blossom through shared investments and appreciation for the next four decades. In 1992, Madam Jadot transferred ownership of the historic wine estate to the Kopf Family.

The relationship between the Gagey Family and Maison Louis Jadot also goes back to the mid-19th Century, when Louis Auguste Jadot invited a young winemaker named André Gagey to join his team of vintners in 1954. Andre was bestowed the title of President of Maison Louis Jadot when Louis Auguste Jadot passed away in 1962, and, with winemaking traditions going back generations on both sides of his family, he worked closely with the Jadot and Kopf Families to build Maison Louis Jadot into the world-class global wine brand it is today. In 1985, Pierre-Henry, André's son, took over the role of President, and he launched the search for Maison Louis Jadot's first winery in the New World in the early 2000s. [...]