The finesse and the pleasure of a Great Wine

At 45 kilometers from Bordeaux, in front of the Medoc appellation, the vineyard of Blaye extends along the right bank of the Gironde estuary. It’s sometimes hilly with fields and forest, sometimes on the riverside. The heart of the appellation is clearly delimited between Blaye, with the Citadel designed by Vauban, and a short border with the appellation of Bourg Côtes de Bordeaux in the south. That’s exactly at this location that Chateau Magdeleine-Bouhou is sited, in the town of Cars, at the east of Blaye.

The vineyard of 42 acres is planted on clays and limestone soil. One of the best terroir for the Merlot, which represents 65% of the grape varieties. We also find 5% of Cabernet Franc and 5% of Cabernet Sauvignon. The remaining 25% are dedicated for the Malbec, a historic grape variety in Blaye and always present at Magdeleine-Bouhou.

The vines of Chateau Magdeleine-Bouhou are cultivated by the principle of sustainable viniculture. It combines a biological, physical and cultural process in the respect of the ground’s flora, and banned chemical weed control.

The vinification by plot, made in concrete tank with thermoregulation, preserves the expression of the fruit and the characteristic features of this terroir.

A new chapter with Stephane Derenoncourt

Since 2004, Muriel Rousseau-Revaire manages the property. Faithful to the familial spirit, she always registered her approach under the sign of quality. She rapidly understands that a new step needs to be crossed. She decides to team up with Stephane Derenoncourt.

She is convinced by his global approach integrating the property, the vines and the vinification, whose the guideline is to stay as close as possible from the grape and the wine. Simon, associated in Derenoncourt Consultant, started the counseling assisted by Romain Bocchio.

A new chapter with Stephane Derenoncourt

The first trace of Chateau Magdeleine-Bouhou, date back to the 18th century, with the evocation of « domain Bouhou » in a register. « Bouhou », Bouhar in local language, means blow. A name inspire by the strong wind generated by the estuary. So strong, that it could blow the “boha”, the local bagpipe, by themself.

In the 19th century, Arnaut and Jeantet, two negociants from Bordeaux buys the estate. The wife of the first one and the daughter of the second, are both called Madeleine, and they were women’s with character. Hyphen between these two families, the property took the name Magdeleine-Bouhou.

Early in 1868, Chateau Magdeleine-Bouhou had been classified Premier Cru Bourgeois in the second edition of “Bordeaux and his wine”, referent guide of Ch. Cocks & Ed. Féret.

In 1908, Jean Chaumet bought the property with his savings, but he dies prematurely in 1922. His son Roger stops his study and succeeded to his father. As a visionary, he decides in 1930, to sell in bottle, the mythic vintage of 1929. First car driver of the town, he will provide the notaries of Blaye and he will travel around Bordeaux to sell his wine.

In 1954, Mireille, his daughter, married Guy Rousseau, winemaker also. Musician, really implicated in the local life, he became the mayor-elected of Cars in 1992. Dynamic and enterprising, he will make a lot of development work for the property, until the succession of his daughter, Muriel, in 2004.
Chateau Magdeleine-Bouhou belongs to the same family since 1908. One of the qualities and a distinctive signs of this family, is the entrepreneurial spirit. Jean Chaumet had the audacity to buy the property with just his savings. Roger, book lovers, was a visionary by selling the wine in bottle directly at the property. Guy Rousseau brought modernity and functionality in the cellar. Muriel married a winegrower, the work of the vine and the wine, she knows that by heart.

When she took the head of the estate in 2004, she wishes follow the spirit of the domain which lasts for three generations. Under her direction, the property has known significant improvement works. But her requirement pushes her even further. That's the reason why in 2010, she appeals to Stephane Derenoncourt, to assist her in this desire to raise the property at the highest level of the appellation Blaye Côtes de Bordeaux. For Derenoncourt Consultant, the wine quality is inseparable from the quality of the ecosystem. Everything starts in the vine and in the soil to reach the wine. Muriel is quickly convinced by this approach as smart than pragmatic. Today Muriel has federated the whole team of Chateau Magdeleine-Bouhou, and the recent vintages already expresses the renewal of the property.

Production: Culturevin
Photographer: Christophe Goussard

The finesse and the charm

The flagship wine of the property is made with the utmost care from a high quality plot selection. Merlot (90%), historic grape variety in Bordeaux is blended with Malbec (10%), typical grape variety in Blaye and historic at Chateau Magdeleine-Bouhou. The wine displays a style full of finesse and freshness, well balanced between the greedy fruit and his structure with crispy tannins. It has a strong aging potential.

The pleasure and the suppleness

Elaborate in the filiation of the “Grand Vin” Boha is made with a blend of Merlot (80%), Cabernet Sauvignon (10%) and Cabernet Franc (10%). It benefits from the same care in the vine than in the cellar. It expresses roundness and freshness. His crispy fruit give a supple wine with an immediate pleasure. Easy drinkable young, he keeps a good aging potential.

The typicality and the tenderness

La Petite Madeleine was imagined thinking to the history of the domain, and the sensations of fresh fruit that can remember those we enjoyed in the childhood. Proust’s text on the label, back us to our own “Petite Madeleine”. This wine is composed with 100% of Malbec, typical grape variety from Blaye and always planted at the property. Good to drink even a little cool, this nice rare wine, light, smooth and really fond is made to enjoy with friends or for an unannounced visit.

The press speaks about Chateau Magdeleine Bouhou Grand Vin

What a texture with this wine with dark chocolate, mineral and loads of fruit. So impressive. Loads going on. Big surprise. New wine for me.

Very dark. Attractive lifted perfume. Sweet start and not too exaggerated. Still with quite concentrated tannins. But some fruit is discernible.


La Petite Madeleine, Wine of France

La Petite Madeleine was imagined thinking to the history of the domain, and the sensations of fresh fruit that can remember those we enjoyed in the childhood. Proust’s text on the label, back us to our own “Petite Madeleine”. This wine is composed with 100% of Malbec, typical grape variety from Blaye and always planted at the property. Good to drink even a little cool, this nice rare wine, light, smooth and really fond is made to enjoy with friends or for an unannounced visit.

The press speaks about Chateau Magdeleine Bouhou Grand Vin

What a texture with this wine with dark chocolate, mineral and loads of fruit. So impressive. Loads going on. Big surprise. New wine for me.

Very dark. Attractive lifted perfume. Sweet start and not too exaggerated. Still with quite concentrated tannins. But some fruit is discernible.