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**GRATIEN & MEYER**

**HOSPITALITY OFFER 2024**

**GRATIEN & MEYER : A TASTE FOR ENCOUNTERS**

G&M Hospitality – December 2023



# OUR MISSION

TO CREATE SHARED MOMENTS



GRATIEN & MEYER

« Since 1864 Gratien & Meyer has been perpetuating the refined tradition of sparkling elegance. Long months of patience and constant attention to details result in wines of the highest quality and fidelity, produced on an exceptional environment. »



GRATIEN & MEYER, SPARKLING MOMENTS



# GRATIEN & MEYER KEY SELLING POINTS

## IN A NUTSHELL



THE COMMON HISTORY  
WITH CAG SINCE  
ALMOST 160 YEARS



METICULOUS GRAPES  
SELECTION



PERFECT CONDITIONS  
IN TUSA CELLARS FOR  
AGEING



MORE THAN 120  
MEDALS & AWARDS  
SINCE THE PAST FIVE  
YEARS



IN THE HEART OF  
LOIRE TERROIR



SUSTAINABILITY  
DEVELOPMENT



OENOTOURISM  
& EVENTS



# A MULTI-PURPOSE VENUE

## A PRIVILEGED DESTINATION



Shop



Tours



Seminar room



Amazing view



Park



Restaurant



# HOSPITALITY PRESENTATION



- **Shop & hospitality service** open 7 days a week in high season, all year long  
Low season : January close on Saturday and Monday  
February close on Monday

- **Permanent offers & exclusive workshops**

- **6 guided cellar tours** per day during the season : FR / EN

English tour every day at 2pm or audio guide at anytime

- **Tour circuit** : Tuffeau cellars visit, focus on the traditional method & commented tastings
- **Tailor-made reception** sister companies, BtoB...
- **Team** : Claire Burdet as the Hospitality Manager, Sylvie Kolb as Administrative Manager, Sabrina Ragou in charge of wine tourism and seasonal workers.

## FOR GROUPS

- A large space for tastings
- Tour for 50 peoples per group
- Bus Parking
- Tailor made offer





# THE OFFERS

## PERMANENT OFFERS

- ✓ | Cellar tours & wine tastings
- ✓ | Torchlight tour
- ✓ | Events all year
- ✓ | Audio guide in 3 languages (German, English, French)
- ✓ | BtoB offers



## TEAM BUILDING

- ✓ | Food and wine pairing
- ✓ | Production tour
- ✓ | Gyroway Tour
- ✓ | Boat trip and winery tour
- ✓ | Day in the vineyard





# PERMANENT OFFERS

## TOURS & TASTINGS

- **« Cellar visit »** - 5,00€ per person  
Visit followed by a personalised **tasting of our emblematic cuvees**  
at 10:00AM, 11:00AM, 2:00PM (English) 3:00 PM, 4:00PM and 5:00PM
- **« Torchlight tour »** - 7,00€ per person  
Visit followed by a **personalised tasting**
- **« Audio guide tour »** - 3,00€ per person  
Visit with an interactive audiopen followed by a personalised **tasting of our emblematic cuvees** (FR/EN/DE)
- **Commented tastings**  
(free)
- **Tourism certifications** (detail next page)





# OUR TOURISM'S CERTIFICATIONS

## NATIONAL & LOCAL



### Qualité Tourisme :

A guarantee of quality for consumers and recognition of the commitment of tourism professionals to improving the quality of hospitality in France.



### Vignoble et découvertes :

This label is awarded to a wine destination for a period of 3 years, to reward the quality of its offer.



### Trophées Terre de Vin :

An annual competition that rewards wineries for the excellence of their wine tourism service and highlights their favorite wines.



### La Loire à vélo :

A guarantee of welcome, quality services, visibility and opportunities for establishments located along this itinerary.



### Caves touristiques d'excellence :

Certification of a quality approach to welcoming visitors to wine cellars, for Loire winegrowing establishments only.



# PROFESSIONAL OFFER AND WORKSHOP

## BALCON SUR LOIRE

A reception room fully **renovated** with a unique view on the Loire Valley.

Fully **equipped** with an overhead projector, a sound system, an air-conditioning system and a wi-fi network.

- **Cocktails Events** up to 120 persons
- **Professional Event**, up to 25 persons in u-tables and up to 100 persons in conference shape
- Private tour & tasting of the full « classic » range.
- Half a day or all-day seminary option
- A complete catering offer



25  
personnes



50  
personnes



100  
personnes



130  
personnes



# PROFESSIONAL OFFER AND WORKSHOP

## COCKTAILS ON TERRACE

Rent our terrace equipped with a new equipment arbors, tables and chairs : all with an exceptional view

- Space of 700m<sup>2</sup> with 100 m<sup>2</sup> covered with tents.
- Professional Events or Wedding toast.
- Cocktails up to 300 persons.
- Buffet up to 200 persons.

### INFORMATION :

- Reception from Monday to Saturday, on appointment
- Tailor-made service
- High-quality catering
- Not available for evening





# PROFESSIONAL OFFER AND WORKSHOP

## BALCON SUR LOIRE AND THE TERRACE

**Adaptable room space**  
Conferences and meetings



**Catering offer**  
Coffee break, cocktails, lunch...



**Eye catching view**  
from the terrace





# EVENTS ALL YEAR

Every season, Gratien & Meyer presents special activities and unusual experiences.

## - Night & Bulles

- Week-end en or :
  - Easter
  - Halloween
  - Christmas



Food and wine paring, cocktails masterclass, sensory tour, promotion

- Heritage day : An exceptionnal tour to see the secrets of sparkling wine process
- Company visit day





# PERMANENT OFFERS

## FOCUS « NIGHT & BULLES »



Every year between July and August our terrace becomes a place where **music** and **meetings** are the key words : The Night and Bulles.

*Rendez-vous on Friday evenings for having a wonderful musical time with a **different theme every evening** : Jazz, Blues, Rock, Pop... There will be something for every taste and every generation.*

### Useful information :

- 10€ per person including two glasses
- 7€ appetizer plate (cheese and delicatessen or vegetarian)
- 320 peoples per event

**VIP guests will enjoy the concert from the terrace of Balcon Sur Loire**





# VIP MEMBER PROGRAM

## FOR VIP GUESTS

To fully live the Gratién & Meyer experience, the VIP offer provides the opportunity to discover food and wine pairing in a bucolic place between nature, luxury and cellar.

At the discovery of **the Gratién & Meyer history**, our tour introduces the traditional method in the 19th century and how we produce our wines today. The experience ends at the restaurant with a gastronomic lunch at La Table du Château Gratién

- **Visit and unusual tasting** in the parc or in the private vault
- **Gastronomic Lunch** with seasonal products at **La Table du Château Gratién**
- **On booking only**



\* Independent restaurant and chef

# TAYLOR MADE

DO YOU HAVE AN IDEA OF RECEPTION ?



*Please tell us more !*



# GRATIEN & MEYER HOSPITALITY SERVICE

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