



# CADUS

TONNELLERIE - FRANCE

## PRESS KIT

2024







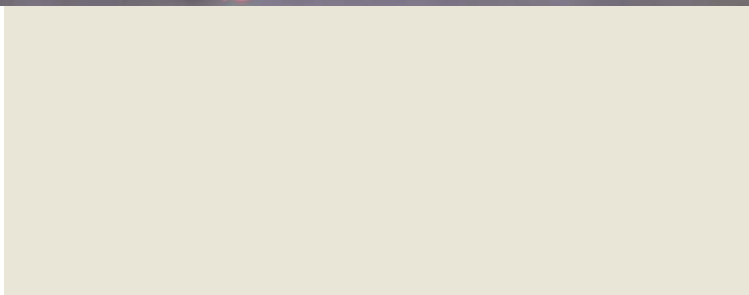
**CADUS**

TONNELLERIE - FRANCE

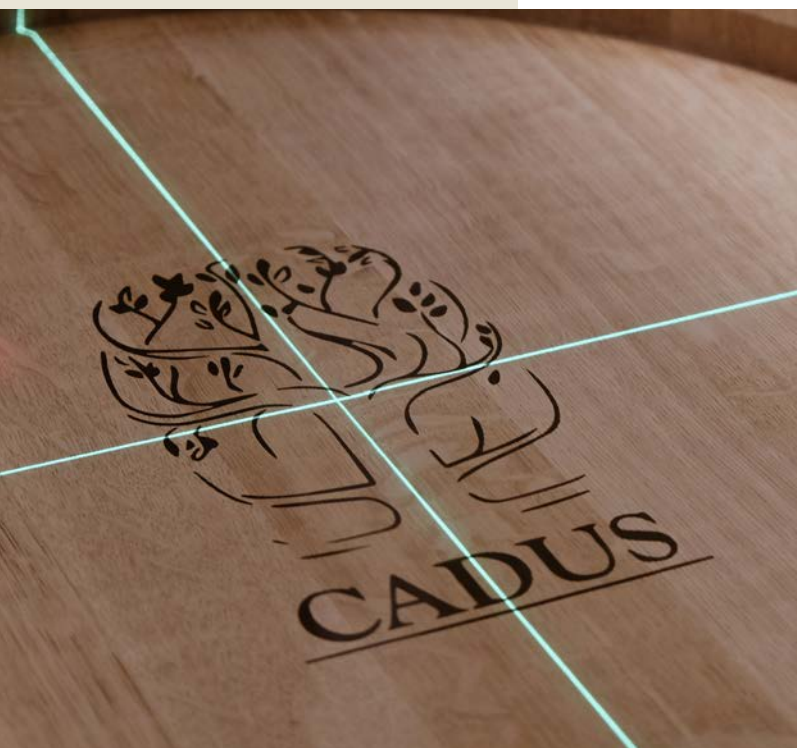
## THE PRECISION OF OAK FOR THE ELEVATION OF WINE

Beyond defending traditional French know-how, Tonnellerie Cadus draws its strength from its organizational structure. On one hand, the Canadell stave mill secures the qualitative and regular supplies of French oak and on the other hand, it closely shares the oenological expertise of Maison Louis Jadot in Burgundy.

Tonnellerie Cadus benefits from human and passionate partnerships to precisely shape barrels to best serve wine.







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# I. CONSTRUCTION

## THE STORY

**1996**

Tonnellerie Cadus is established in Ladoix-Serrigny in the heart of the Burgundy Climats. It is born of a privileged partnership with Maison Louis Jadot, which wanted to control its supply of barrels. Upon its creation, its CEO, François “ Paquito ” Barbier, establishes the signature of Tonnellerie Cadus : the quest for excellence by combining the traditional know-how of the cooper with modernity.

**2013**

The Canadell stave mill, one of the most important wood buyers in France with the ONF (Office National des Forêts), takes a stake in the young Tonnellerie Cadus, which finds its place in the cellars of vignerons in Burgundy and abroad. This union strengthens its capital structure and notably secures its supply of quality staves.

**2016**

Antoine de Thoury succeeds François “ Paquito ” Barbier as Chief Executive Officer. He continues to develop the influence of Tonnellerie Cadus. The barrels are distributed in more than 22 countries, including an office in the United States with a sales team on site.

Tonnellerie Cadus takes a proactive and responsible role in addressing the ecological challenges of the business sector of tomorrow. In this dynamic, the pioneering program “ 1 barrel bought, 1 tree planted ” was launched in partnership with the Pépinière Naudet. In 2022, this participation has enabled the planting of more than 70,000 trees in various French regions.

**2024**

Benjamin Le Berre holds the position of Chief Executive Officer. Like a bridge between the world of wine and management, he ensures the sustainability of the company and its influence in France and around the world.

## SOME NUMBERS

39

employees,  
including 27 coopers

22

countries on  
5 continents

6

sales managers with 1 office  
in the United States

18000 to 20000

barrels shaped each year

## THE SENSES AWAKENED

There are many parallels between the professions of the winegrower and the cooper. The transformation of oak into barrel parallels that of grapes into wine, stimulating our senses and appealing to our emotions.

" FROM THE LOVE  
OF THE FOREST  
AND THE WOOD,  
TO THE LOVE  
OF THE VINE  
AND THE WINE,  
THERE IS ONLY  
ONE STEP. "

### The View

The cooper observes and reads the grain of the wood to select the rough staves with perfect lines. At Tonnellerie Cadus, around 600,000 rough staves are scrutinized each year by the coopers. These textures are accompanied by the colors of the wood, which evolve : The light brown color of the rough staves on arrival will darken over the course of 30 months of seasoning in the park. The staves then regain their light shades with the first machining. The intensity of the toasting will color inside of the barrel walls to different degrees. In the workshop, the visitor observes a finely orchestrated ballet : with the rolling barrels, the regular mechanics of the machines, or even the precise repetitive gestures of the coopers.

### The Aromas

When you arrive at the cooperage, the smell of wood is omnipresent. The aromas of the freshly split rough staves mingle with the delicate aromas of spice and pastry notes coming from the freshly-toasted barrels.

### The Touch

Rough before machining, the stave becomes thinner during planing. After sanding, its surface becomes velvety to the fingertips. Between each step in the process, the staves pass through the hands of the coopers, whose skilled touch in the inspection process is as important as their visual scrutiny.

### The Sound

The musicality of the workshop with its concert of percussion instruments is ubiquitous. The blows of the hammers, the whirr of the sanding machines, the clunk of the clashing staves, the whoosh of the dust extraction... The coopers live their day in a bubble where all the sounds are attenuated by protective ear plugs, while the visitor of a few minutes experiences this symphony intensely.

### The Taste

The flavor of the oak barrel is appreciated and assessed above all through the wine tasting. Tannin, sweetness, and a multitude of toast characteristics harmonize with the winemakers' viticultural and oenological practices, culminating in the ideal frame for the wine at the final bottling.

## THE TEAM



**BENJAMIN LE BERRE**  
CEO OF TONNELLERIE CADUS

A true link between the passion for wine and managerial expertise, Benjamin has chosen to leverage his expertise for the benefit of Tonnellerie Cadus. Trained as an oenologist, he explored vineyards in California and Australia before taking the helm at Maison Carod in Drôme. His commitment led him to enhance his skills with an Executive MBA at BSB in Dijon, paving the way for leadership roles at prestigious sites such as Maison du Vigneron in Jura and Maison François Martenot in Burgundy. In 2024, he assumed the leadership of Tonnellerie Cadus.

*"Tonnellerie Cadus produces exceptionally high-quality barrels, serving the finest vineyards and wine estates in France and around the world. Working in the service of wine within a company endowed with precision craftsmanship related to terroirs and our French forests is a genuine privilege."*



**JULIEN TONNEAU**  
PRODUCTION DIRECTOR

Trained as an arts & crafts engineer in Cluny with a wood specialty, he actually began his career in the concrete sector abroad in Egypt and Tunisia for major infrastructure projects (metro, power stations, etc.). After two revolutions and years of traveling, the desire to return to Burgundy won out.

His arrival at the cooperage was a happy coincidence, even if his name certainly predestined him ! (Tonneau means barrel in French.) With his wife just settling in as a winegrower in the Mâconnais, Julien is immersed in the world of wine every day.

*"I discovered the beautiful profession of cooperage, where the notions of craftsmanship and large-scale production coexist alongside the world of wine and its contradictions. I'm a guitar and music lover. Woodworking has always been a passion, and if it can be used to enhance wine...what a pleasure !"*



**EMMANUELLE LETOURNEAU**  
BURGUNDY SALES MANAGER AND  
FRANCE OUTSIDE BORDEAUX

With a solid background in viticulture and oenology, Emmanuelle is a winegrowers' confidante, finding the alchemy between the toast, the grain and the type of wine, delighting in meeting winegrowers' expectations. Beyond the precision and know-how that cooperage inspires, her exchanges with oenologists and technical directors were one of her main motivations when she joined the Cadus team.

*"My best tasting memory was during a simple work visit to a winegrower. The meeting turned into a vertical tasting lasting more than 4 hours...a privileged moment around so many bottles but a single passion : the pleasure of tasting !"*



**JEAN-STÉPHANE CANTERO**  
SALES DIRECTOR BORDEAUX  
AND EXPORT AMBASSADOR

Wine has always been, beyond a journey of taste, an element strongly associated with sharing and conviviality. Unifying notions are anchored in its values. After several years in the commercial development of companies, he joined the team in the spring of 2022. After only a few months at Tonnellerie Cadus, Jean-Stéphane successfully obtained his WSET 2 certification.

*"Much more than a sacred liquid, it's the whole industry that fascinates me. Tonnellerie Cadus with its craftsmanship, which I easily assimilate to watchmaking, fascinates me with its high standards, its nobility and its precision."*



**LAURE TOSI**  
BORDEAUX SALES MANAGER

During my long experience in the events sector as a sales manager, the exchange with professionals from very diverse fields such as wine has always fascinated me.

The opportunity to join the CADUS cooperage team is a new challenge.

After visiting the cooperage and discovering the goldsmith's work carried out in its workshop in Burgundy, the whole of the benevolent team, the responsible approaches and the values, I am very proud to be able to represent the Tonnellerie Cadus and its know-how with all Bordeaux winegrowers.



## THE CADUS NORTH AMERICA TEAM



**GINA SHAY**  
MIDWEST & EASTERN UNITED STATES,  
WASHINGTON & CANADA

### ***A memorable tasting moment ?***

I love when I taste barrels with my customers and I can sense the potential of a wine at the early stages - it's invigorating ! They can probably tell from the way my eyes and face light up that I think we're tasting something special.

### ***A favorite grape variety ?***

It's impossible to choose. I can only generalize by saying I love well-made wines. As long as all of the components of the wine are in balance and harmony, I will probably enjoy it, whether it's a long-time favorite or an exciting new discovery.



**TOMMY GENTRY**  
CALIFORNIA, CENTRAL COAST, MONTEREY  
& SOUTHERN CALIFORNIA

### ***A memorable tasting moment ?***

I was blown away during a cask tasting with an excellent winemaker from Paso Robles by his blend of his syrah from Santa Barbara County with that of Paso Robles.

### ***A favorite grape variety ?***

Syrah is my favorite grape variety. I admire the versatility of this variety and its ability to adapt to both hot and cool climates. Syrah offers a wide spectrum of incredible flavors.



**GRETCHEN BRAKESMAN**  
NAPA, LAKE CO, SIERRA FOOTHILLS & MEXICO

### ***A memorable tasting moment ?***

The winemaker places the wine thief in your glass and an exquisite 2015 Howell Mountain Cabernet Sauvignon. The cabernet dances with notes of dark berries, cedar, big tannins and a hint of vanilla. To this day, that wine from the barrel changed how I look at wine.

### ***A favorite grape variety ?***

Picking a favorite grape in wine is like choosing a favorite flavor of ice cream—it's just too hard! It's all about enjoying the variety and having fun with each glass.



**LINDSEY OTIS**  
SONOMA, MENDOCINO & OREGON

### ***A memorable tasting moment ?***

I had my first " wahoo " wine moment during a vertical tasting of the wines of Domaine Henri Gouges in Nuits-Saint-Georges at the World of Pinot Noir in Oregon. An amazing memory !

### ***A favorite grape variety ?***

I like to discover and taste all types of wines and grape varieties. I always have a preference for wines that highlight the unique imprints of the terroir and the vintage.

## COOPERS, SALES ADMINISTRATION AND ACCOUNTING

The precision work at Tonnellerie Cadus is possible because of the synergy of our worldwide team : Twenty-seven coopers together with our sales administration, accounting, sales team, agents, and management.



## 2. CONSOLIDATION

### AN INTERNATIONAL REACH

Since its creation in 1996, Tonnellerie Cadus has been internationally oriented to meet the needs of its geographically diverse clientele. In 2014, the Cadus North America subsidiary was created to ensure commercial development and a consistent presence, allowing Cadus to be a strong partner for winegrowers in the United States, Canada and Mexico. The team in North America is made up of four sales managers and one person in charge of logistics and sales administration.

*Tonnellerie Cadus is present and distributed in the USA, Canada, Mexico, Germany, South Africa, Argentina, Australia, Austria, Brazil, Bulgaria, Chile, China, Spain, Israel, Italy, Japan, New Zealand, Portugal, Czech Republic, Romania, and Switzerland.*

Tonnellerie Cadus exports its barrels to more than 22 countries thanks to a solid network of agents and importer-distributors. This international presence gives Cadus global visibility plus a year-round production schedule, fulfilling the demand for French oak during different harvest times around the world.

### AT THE HEART OF THE WORKSHOP

#### Modernity at the service of precision

The coopering profession is based on traditional know-how, and the manual process and tools used have been the same for decades. However, at Tonnellerie Cadus, modernity and artisan skill join together in our quest for excellence.

10

In the workshop, machines and technology perfect the execution of the different barrel manufacturing steps :

- Precision, thanks to highly accurate automated equipment
- Ergonomic and safe manual production steps for the coopers, designed for efficiency and comfort
- Raw material optimization
- Streamlining productivity in the workshop

### TOMORROW'S CHALLENGES

The wood sector is going through a difficult period due to inflation in the prices of raw materials, which are at the heart of our activity. This context reinforces Tonnellerie Cadus' desire to affirm even more our quest for excellence since the cooperage was created in 1996.

Today, the team strives to consolidate the relationships of trust it has built with its partners, combining attentive listening with anticipating and recommending appropriate solutions. This commitment is based on our daily tenets at Tonnellerie Cadus :

- Improving processes in the workshop and in management tools to gain precision and responsiveness
- The training and awareness of coopers from the tree in the forest to the use of the barrel in the winemaker's cellar
- Give the time and the technical tools to the teams to listen, understand and build a partnership of trust over the long term

" OUR AMBITION IS TO ACHIEVE THE EXCELLENCE OF CERTAIN FRENCH SADDLERS. OUR OBJECTIVES ARE MORE QUALITATIVE THAN QUANTITATIVE. THEY ARE BASED ON THE WORK OF THE MATERIAL, THE KNOW-HOW OF OUR TEAM, AND THE PASSION FOR WINE. "





Burgundy Wines, The Wines of Burgundy -  
Laurent Gotti & Sylvain Pitiot - Pierre Poupon Collection  
[www.collection-pierre Poupon.com](http://www.collection-pierre Poupon.com)



The Tonnellerie Cadus seasoning park at the foot  
of the Butte de Corton in Ladoix-Serrigny



# 3. COMMITMENTS TO SUSTAINABILITY

*Plant today and for tomorrow*

## 1 BARREL PURCHASED, 1 TREE PLANTED

The tree makes the barrel, the barrel replants the tree : for each barrel delivered, Tonnellerie CADUS is committed to planting a tree in France !

In partnership with Naudet plant nursery in Burgundy, Tonnellerie CADUS replants sessile oaks and pedunculate oaks in several regions in France. What could be more natural than planting the raw material that makes the barrel ?

The first oaks were planted in early 2016 near Épernay (Champagne Ardenne). Thanks to this operation, the milestone mark of 10,000 trees planted was reached barely 6 months later. For each barrel sold, Tonnellerie

Cadus finances part of the purchase and planting of an oak seedling, and the nursery takes care of the young oaks. A long-term agreement has been signed in order to perpetuate the ecological impact of this unique operation. In addition, an independent organization verifies the viability and maintenance of the trees to ensure the growth of the future forest.

The benefits of these plantations :

- Storing CO2 to combat climate change
- Hydrating the soil to stop desertification
- Preserving biodiversity and its ecological contributions
- Promoting the economic development of the territories

## 12 PACKAGING OF BARRELS

In 2022, the cooperage conducted a reflection on the packaging of barrels with the aim of providing solutions to winegrowers for managing waste related to the transport of Cadus barrels, thus reducing the environmental impact.

The packaging of Cadus barrels was already 100% recyclable. In 2022, it was improved with a compostable and biodegradable part, **hemp canvas**, while guaranteeing the protection and integrity of the barrels during transport and storage. This novelty was possible thanks to the development of this resistant and reusable canvas by the company Géochanvre in Burgundy.



**Cardboard** : recyclable, it protects the heads.

**Stretch film** : recyclable, it guarantees the protection and integrity of the drum during transport.

**The hemp fiber canvas** : biodegradable and compostable, it protects the barrel during transport.

**Bubble wrap** : replaced by hemp fiber canvas.





## THE ADVANTAGES OF HEMP

At the end of its life, the fabric does not constitute waste for the winegrower. On the contrary, it enriches the soil by degrading, which is especially interesting for certified organic vineyards.

French natural fibers  
Biodegradable  
Biocompostable



# 4. BARRELS

## THE SPECIFICATIONS

### WOOD

Cadus barrels benefit from high quality rough staves selected by our “ merrandier ” partner, Canadell. This consistent supply from the most beautiful oak groves in France guarantees constant quality in our raw materials for the production of Cadus barrels.

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### SORTING AND OPEN-AIR SEASONING

The rough staves are sorted as soon as they are received and classified according to their origin and date of placing in the seasoning park. Optimal open-air seasoning takes place at Tonnellerie Cadus in the heart of Burgundy.

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### SHAPING

The shaping of the barrels is based on the traditional French expertise of the cooper's trade. The gestures are precise, sequenced, and are the subject of great care.

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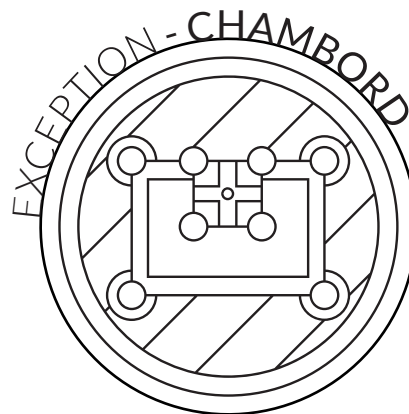
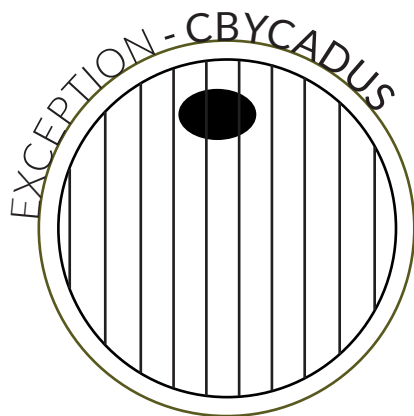
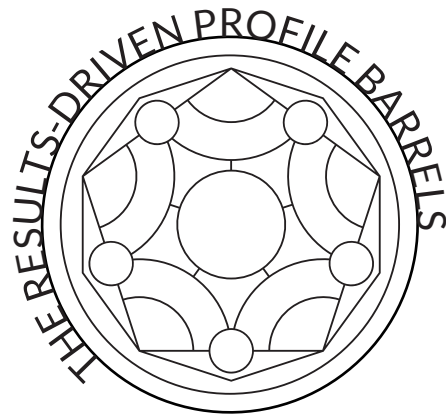
### TOASTING

The toasting of Cadus barrels follows a precise protocol with time and temperature control by laser to release the aromatic expression of the oak according to the desired intensity.

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# THECADUS RANGE





# THE TAILOR-MADE BARREL

## ORIGINE<sup>®</sup>

### TOASTING • ORIGIN • GRAIN

You choose the content, the toasting level and either wood origin or a grain quality

CONTENT CHOICES: 225 to 500L

WOOD ORIGINS CHOICES:

EXCEPTIONAL FRENCH FORESTS:

Jupilles, Bertranges or Tronçais... limited allocation

REGIONAL FRENCH FORESTS: Allier, Nièvre or Vosges...

MIX OF FRENCH FORESTS

GRAIN QUALITY CHOICE WITH A MIX OF DIFFERENT FRENCH FORESTS ORIGINS:

GRAIN QUALITY: extra-fine, fine

TOASTING CHOICES:

Tailor-made from C70 = M- / C90 = M / C110 = M+ / C120 = M++



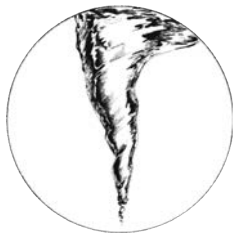


# THE RESULT-DRIVEN PROFILE BARRELS

## SENSORIEL<sup>®</sup>

### Result of a technical itinerary

It consists of three barrels selected from French oak, for which the toasting is adjusted to meet a specific tasting profile.



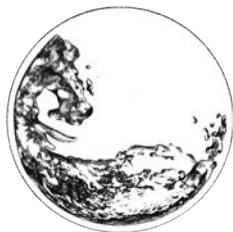
### EQUILIBRE<sup>®</sup>

Preserves tension  
and freshness  
Toasting : C90



### VOLUME<sup>®</sup>

Brings smoothness in the mid  
palate and silky tannins  
Toasting : C110



### INTENSE<sup>®</sup>

Reveals the aromatic character  
of the oak and structured tannins  
Toasting : C120



# EXCEPTION CBYCADUS

## CbyCadus®

DESIGNED FOR EXCEPTIONAL TERROIRS

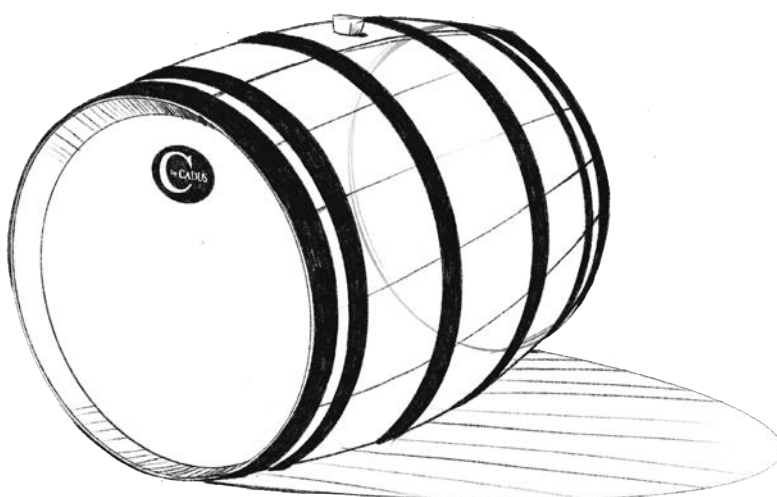
WOOD ORIGIN: selection of ultra-premium wood from the most beautiful forests in France with a high quality of grain`

TOASTING: tailor-made from C70, C90, C110 to C120

CONTENT: 225L, 228L and 300L

Black hoops and special tag on the bottom

Limited quantities







# EXCEPTION CHAMBORD

## CHAMBORD

### A GRAND CRU OAK

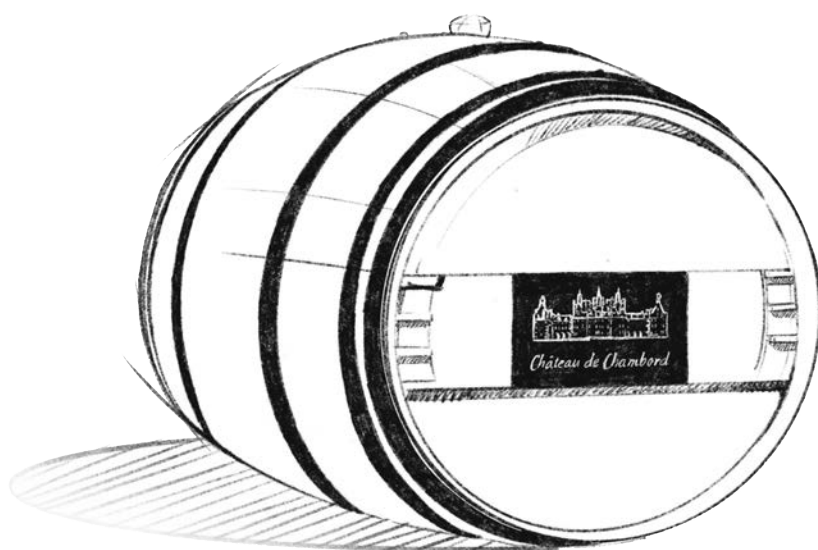
WOOD ORIGIN: exceptional oak from the forest of the National Domain of Chambord in the Loire Valley. This historic oak grove surrounds the castle, an architectural masterpiece commissioned by François I in the 16th century.

TOASTING: tailor-made from C70, C90, C110 to C120

CONTENT: 225L and 228L

MENTION : "Aged in Chambord oak barrel" attests to the special character and relays the history associated with this very special barrel.

Very limited quantities









# CADUS

TONNELLERIE - FRANCE

Benjamin Le Berre  
Président Directeur Général

T +33 3 80 26 49 49

M +33 6 52 54 84 64

[bleberre@tonnelleriecadus.com](mailto:bleberre@tonnelleriecadus.com)

Tonnellerie Cadus - 2024

10 rue des 3 Noyers - « Les Lauchères » - 21550 Ladoix Serrigny / Tel. +33 (0)3 80 26 49 49

[contact@tonnelleriecadus.com](mailto:contact@tonnelleriecadus.com) - [tonnellerie-cadus.com](http://tonnellerie-cadus.com)



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