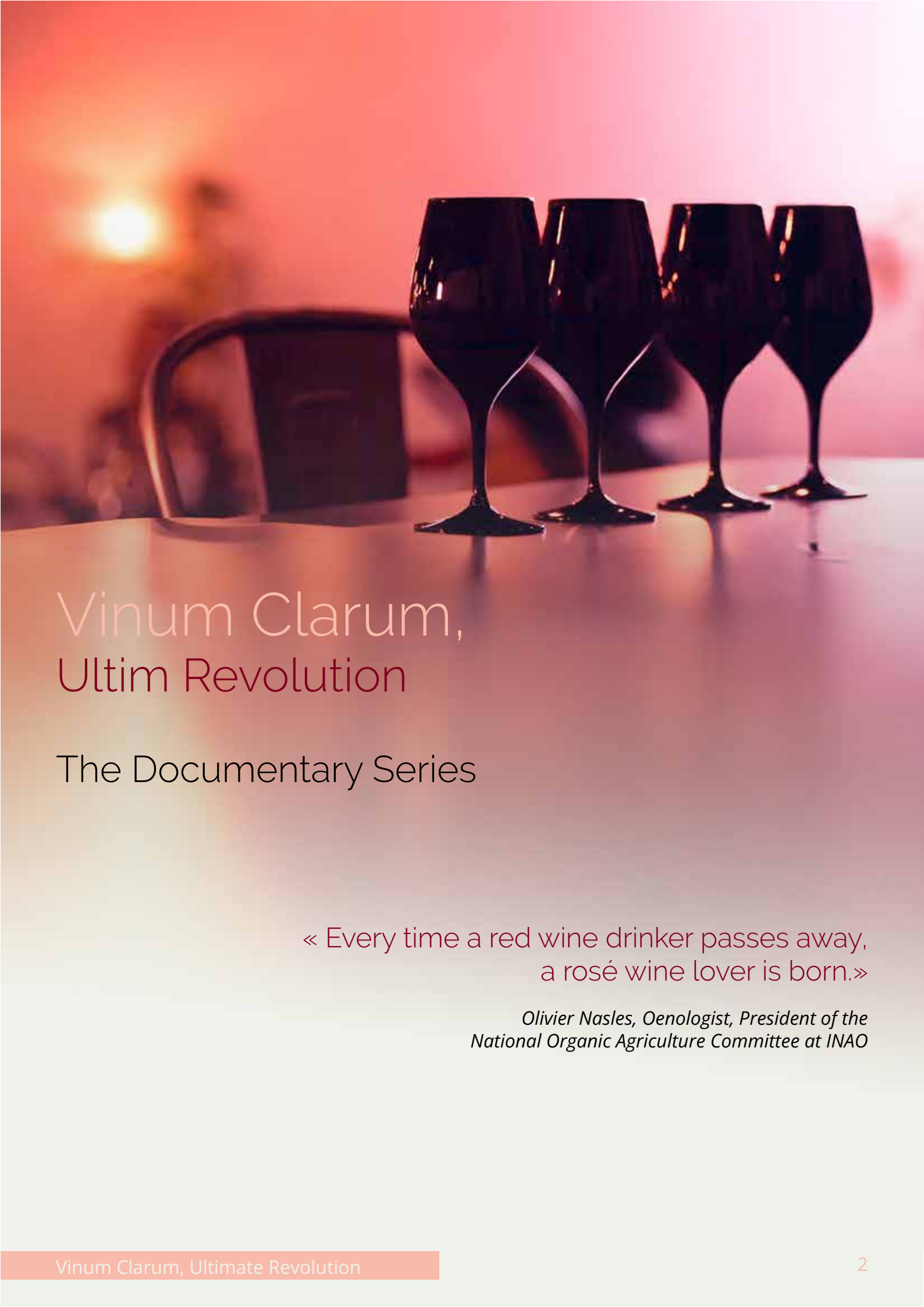


Vinum Clarum, Ultim Revolution

Le Rosé de Provence,
A Journey Through Terroir and Passion

A Documentary Series by Damien Mandouze

A photograph of four dark wine glasses lined up on a light-colored table. In the background, a warm sunset or sunrise is visible through a window, with a chair partially seen. The overall mood is serene and elegant.

Vinum Clarum, Ultim Revolution

The Documentary Series

« Every time a red wine drinker passes away,
a rosé wine lover is born.»

*Olivier Nasles, Oenologist, President of the
National Organic Agriculture Committee at INAO*

A close-up, low-angle shot of a man with a beard and dark hair, wearing a white shirt, looking down and smelling a dark glass of wine. The background is blurred with warm, bokeh light spots.

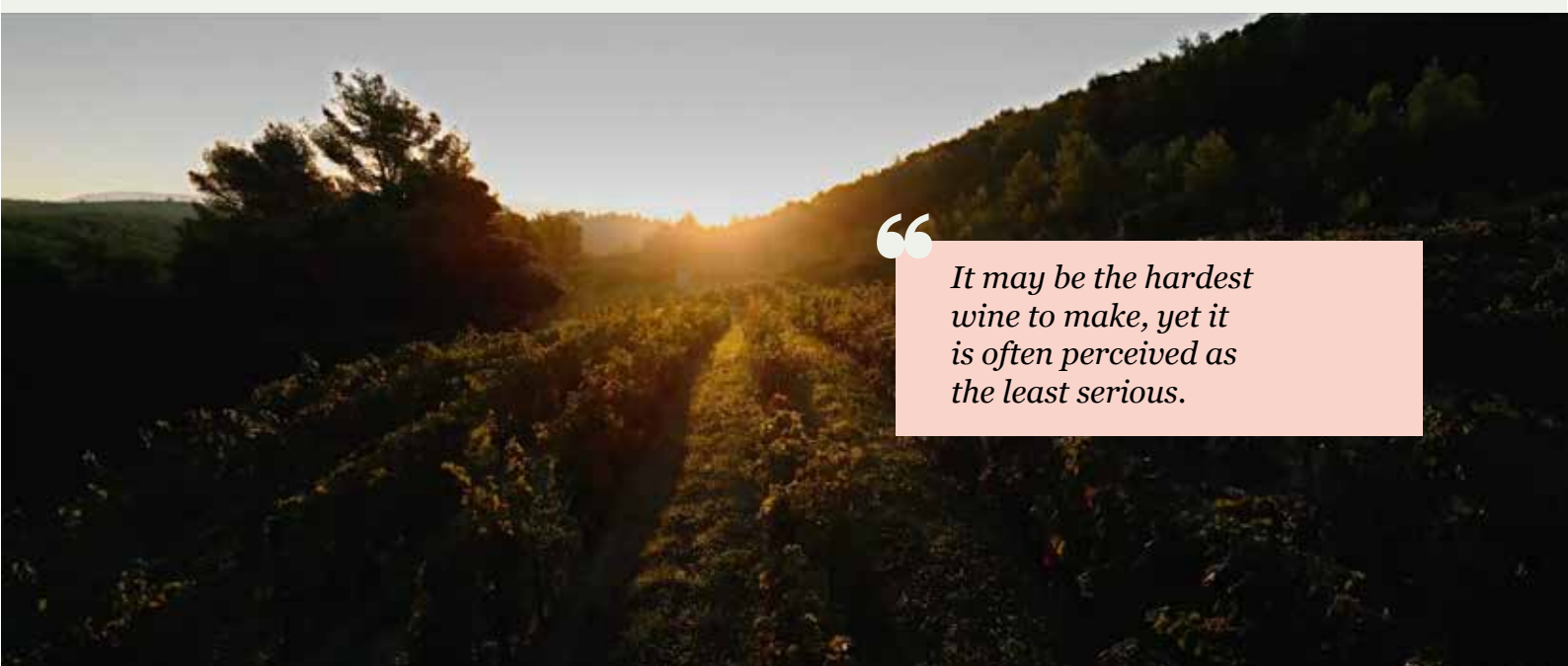
Rosé, A Global Revolution

Over the past fifteen years, rosé wine has been transforming the wine industry, appearing on both the most prestigious tables and the humblest counters.

Far from the ceremonial tastings of classified grand crus, **rosé is breaking the rules of oenology**, winning fans across **Western Europe and the United States** alike.

With a spectacular global growth of over 500% in the last decade, rosé consumption is **redrawing the history of winemaking and highlighting new terroirs**.

In **Provence**, the quintessential land of rosé, the unique climate, terroir, and expertise attract many investors. These investors acquire prestigious vineyards and estates, transforming the region into **a new haven for wine lovers and producers**.

A wide-angle shot of a vineyard at sunset. The sun is low on the horizon, casting a warm, golden glow over the rows of grapevines. The sky is a mix of orange and blue, and the trees in the background are silhouetted against the light.

“

It may be the hardest wine to make, yet it is often perceived as the least serious.

Introduction

A Series at the Heart of Provence's Terroir

Vinum Clarum, Ultim Revolution is an immersive and poetic documentary series about viticulture in the heart of Provence's terroir.

Each episode offers a deep dive into the universe of rosé, with an intimate look at a winemaker and their estate.

The series emphasizes the profound relationship between the men and women who work with nature, the vines, and the expression of this harmony in exceptional wines.



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There is an intimate connection between the vine and the region where it grows. This connection creates a true identity, shaped by humanity.

Concept

Journey with a Wine Merchant: Discovery and Sharing

Vinum Clarum, Ultim Revolution provides viewers with a sensory and cultural experience, **guided by the passion and expertise of Hugues, a renowned wine merchant from Marseille.**

A curious traveler and lover of terroir, Hugues takes us on a journey to explore the land, its history, and the stories of men and women driven by a shared passion for taste and nature.

Blends, grape varieties, soils, climates: **the series gradually reveals the symbiosis that makes winemaking possible,** shedding light on the secrets of Provence's rich and varied viticultural tradition.



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*This is not just about wine,
but about encounters,
stories, and terroir.*

*Hugues Noël, Passionate Wine Merchant,
Host of the Vinum Clarum Series*



Between nature and culture

Through his encounters, Hugues adopts **an accessible and educational approach** rooted in **sharing and exchange**.

Beyond the vineyard, he expands his exploration to various players connected to the wine world:

Michelin-starred chefs, farmers, fish farmers, biodiversity experts. Each speaks with passion and warmth about their commitment and the challenges of their craft.

From one meeting to the next, Hugues unveils a sunlit world, **narrating the pleasures of gastronomy and oenology**: celebrated chefs and winemakers collaborate to create culinary masterpieces, with their preparation and presentation followed in detail.

Together, they highlight the **importance of biodiversity** in Provence's vineyards, discussing its fragile but essential balance for crafting great wines and haute cuisine



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*Enhancing nature to
bring out its best.*

Proposal

Travelogue

at the Heart of Provence's Rosé

Love Notes in Postcards

Vinum Clarum, Ultim Revolution uses the documentary series format to take the time to explore various regions of Provence, from Haut Var to the Camargue.

Across **six 30- to 40-minute episodes**, we immerse ourselves in the history, culture, and innovations shaping this wine deeply tied to its land.

Each episode is designed as a **travel diary**, full of encounters and discoveries set to the accents of Provence.

Special attention is given to the visuals, showcasing the **exceptional diversity of landscapes and locations**: the Provençal light, the clarity of the wine, aerial views alternating with inserts that punctuate interviews and reflections.



“

I've traveled across France and Europe to uncover the finest gems.



An Immersive Format to Inform and Inspire

Each episode is built around broad narrative lines, allowing flexibility to adapt to the richness of the filmed material.

This flexibility highlights the story of each estate and its protagonists, ensuring authentic encounters and revealing the diversity of Provençal rosé, its terroirs, and biodiversity.



- **Introduction:** Hugues presents the episode's theme and takes viewers to a specific Provençal region where the exploration begins.
- **Portrait:** A spotlight on a vineyard and its winemaker. Personal stories, family traditions, challenges, and passions reveal the soul behind each bottle.
- **Visit:** An immersive look at daily life in the vineyard and cellar, accompanied by discussions between Hugues and the winemaker.
- **Creative Interviews:** Expert testimonies (sommeliers, Michelin-starred chefs, oenologists, beekeepers, or analysts) and culinary creations enrich the narrative with reflections on the episode's theme.



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Making wine is something noble, sensual, and deeply engaging. It's an experience and a commitment.

Vincent Bouyer, Domaine La Bégude



A Diverse Cast, and Global Vision

The series' participants come from diverse backgrounds, each bringing their unique perspective:

- **Winemakers**

Guardians of terroirs and artisans of exceptional wines, tackling the challenges of an ever-changing environment.

- **Sommeliers and Michelin-starred chefs**

Explorers of taste, advocating for rosé's place on the finest tables.

- **Oenologists and analysts**

Experts in trends, innovation, and the future of rosé

- **Farmers, beekeepers, and market gardeners**

Offering insights into biodiversity and sustainability around vineyards.



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Between the history of wine and our own, a galaxy of cultural elements has developed. We can talk about a 'Civilization of Wine..





Exploring Rosé's Many Episodes

Rosé on Michelin-starred tables:

"The last will be first, and the first will be last." This parable from the Gospel of Matthew perfectly encapsulates the journey of a once-overlooked wine. Once dismissed as too modest to stand beside the great crus, rosé is now carving out its place on the world's finest tables. In a country where it's on the verge of overtaking red wine in popularity, it's no wonder that rosé now holds a permanent seat on the menus of celebrated chefs across France—and beyond.

Rosé with the world's top sommeliers:

What exactly is a parcel-based rosé? Is it a marketing ploy or a genuine expression of terroir? This episode delves into the niche world of single-parcel rosés—a realm where craftsmanship, intuition, and passion converge. Here, making wine becomes a story of devotion, of people who treat each plot of land like a love letter written in grapes.

Parcel-based rosés:

We won't subject rosé to another "Judgment of Paris"—but perhaps it's time it stood among the greats. This episode pays tribute to the 1976 tasting that shook the wine world, and poses a new challenge: how does rosé fare when tasted blind by the most discerning palates on the planet? In the hands of master sommeliers, can this "ultimate revolution" claim its rightful place?

Rosé in all its forms:

Who would have imagined that a once-insignificant wine would become a global symbol of joy and celebration? From pétanque games in the Provençal sun to late-night guinguettes and seaside cafés, from Cassis to the yachts between Porquerolles and Bandol, and all the way to the beaches of Ramatuelle—rosé travels far. And when it lands in New York, it's welcomed like a rock star, before heading west for an endless happy hour somewhere between the Pacific and Beverly Hills.

Age-worthy rosés:

Most rosés are meant to be enjoyed young—but not all. Some are crafted to age gracefully for three years or more. In this episode, we explore those rare bottles that defy expectations and reward patience. These are the rosés that challenge conventions, and we'll discover them with just enough mystery left in the glass.

The grand history and future of rosé:

From Mesopotamia to Dionysus, from Greek symposiums to the hills of Marseille, rosé has always been there. This episode travels through time—from the 14th-century writings of Jofroi of Waterford (the first to use the term "rosé wine") to France's paid vacation revolution and today's fast-paced transformations. The future? A region on the brink of "champagnization," the gig economy reshaping the winemaker's craft, and a warming climate pushing both limits and innovation.



A High-Potential Project

Vinum Clarum, Ultim Revolution goes beyond telling the story of a wine; it immerses viewers in a world where terroir, craftsmanship, daily challenges, and passion converge.

By combining **storytelling, discovery, and expertise**, this series promises to captivate enthusiasts, connoisseurs, and professionals worldwide, while also intriguing and charming curious travelers and food lovers.

With its accessible format, culinary and ecological themes, and a focus on an iconic region, this series offers investors and broadcasters the opportunity to associate with **a production in the tradition of gastronomic and travel documentaries.**

Vinum Clarum, Ultim Revolution capitalizes on public enthusiasm for the culinary world while celebrating a universal heritage: **Provence's rosé wine.**



Vinum Clarum, Ultim Revolution

*A documentary series at the heart of
Provençal viticulture, to be savored like
the finest culinary tales*

Production Team

Director: Damien Mandouze
Executive Producer: Stéphane Taurel
Host: Hugues Noël

Contact

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