

VERDEVIN®

By Jérôme Choblet Winegrower




DOMAINE
DES
HERBAUGES
Jérôme Choblet Winegrower

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DOMAINE DES HERBAUGES

JÉRÔME CHOBLET

Winegrower

OUR VISION



In the ocean-influenced part of the Loire Valley, our vineyard is dedicated to crafting fresh, approachable white wines designed for pure enjoyment. Rooted in a philosophy of pleasure and accessibility, we focus on wines that are easy to drink, expressive, and made to be shared.

Driven by evolving consumption habits, we have expanded our range to include naturally low-alcohol wines, offering a lighter way to enjoy wine without compromising on character. In the same spirit of freedom and simplicity, we have also developed a collection of wines in cans, perfectly suited for on-the-go moments and modern lifestyles.

**Enjoy the moment,
wherever you are**

JÉRÔME CHOBLET IS MADE UP OF QUALITY WINEMAKERS FROM THE LOIRE VALLEY REGION. WE SPECIALIZE IN THE PRODUCTION OF READY-TO-DRINK WHITE WINES. WE DISTRIBUTE WORLDWIDE AND HAVE AN IN-DEPTH KNOWLEDGE OF THE SPECIFIC TASTES OF EACH DESTINATION.

"I AM NOT ONLY A WINEMAKER, BUT ALSO A WINEMAKER WHO CREATES EMOTIONS. WINE MUST BE A PLEASURE, IT IS UP TO ME TO TRANSMIT IT. THROUGH TASTING, WE CAN HAVE A UNIVERSAL LANGUAGE, PROVOKE SENSATIONS, IN FRANCE AS WELL AS ABROAD DURING MY TRAVELS."

JEROME CHOBLET, DANS SOMMELIER INTERNATIONAL PRESS

THERE IS NO SECRET RECIPE : IT TAKES KNOW-HOW AND PASSION TO MAKE GREAT WINES. OUR GOAL IS TO MAKE WINES TO SHARE AND CREATE MOMENTS OF PLEASURE TO SHARE



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OUR KNOW-HOW IS OUR STRENGTH



As the fourth generation of our family dedicated to viticulture, we have continued a longstanding commitment to carefully selecting and cultivating the finest vineyard plots in the Loire Valley, ensuring the purest expression of our terroir.

winegrower and harvester Jérôme Choblet owns **Domaine Herbauges, Château de La Pierre, Fief Guérin, and Domaine Les 5 Chemins.**

“Jérôme Choblet “ range also collaborates with local winemakers to broaden his range of Loire wines, producing wines under the brands “**JC Sélection**”, “**Château La Salle**”, “**Herbauges**” and “**Jérôme Choblet Loire Réserve**”

All our estates are certified (**IFS and TERRA VITIS**) to guarantee our customers high-quality, sustainable wines. We employ the latest technologies, and all processes are handled in-house. Jérôme Choblet is a certified exporter and has obtained export approval



VERDEVIN®



Wine in a Can : A New Era for an Ancient Tradition

Wine in a can is not intended to replace the glass bottle—that sacred format of shared meals and rituals. Instead, it complements it. Think of a day at sea, a picnic in the forest, or a quiet evening on a balcony. These are moments where opening a full bottle is not always the right fit.

It is a format designed for flexibility: one or two glasses without waste, spontaneous enjoyment, and more mobile consumption. Like craft beer before it, wine can also adapt to everyday life without losing its essence or quality.

A New Way to Enjoy Wine

Wine has always evolved with its time—from clay amphorae and oak barrels to glass bottles and Bag-in-Box. Each transformation was driven not by trend, but by necessity and progress. Today, at Domaine des Herbauges, we continue this story with a bold yet thoughtful innovation: wine in a can.

But why this approach? It is neither a passing trend nor a marketing gimmick. It is a response to modern consumption habits, designed to offer a practical, more sustainable alternative without compromising quality or the identity of the wine.

A Step Toward a Lighter Carbon Footprint

Glass bottles account for a significant share of the wine industry's carbon footprint, representing nearly 70 % of emissions associated with production and distribution.

A full 750 ml glass bottle weighs approximately 1.25 kg, while three 250 ml cans weigh around 750 g. This lighter format reduces transportation emissions and packaging impact. In addition, aluminum benefits from highly efficient recycling systems, allowing materials to be reused quickly and effectively.

A Step Toward a Lighter Carbon Footprint

To support this vision, Domaine des Herbauges has invested in a state-of-the-art pilot canning line: the GAI 3621 FE CAN, the first of its kind in France. This technology allows us to package wine directly on-site while preserving its purity, balance, and aromatic integrity.

It represents a precise combination of innovation, technical control, and respect for the wine—ensuring that the final product remains true to its origin, regardless of its format.

A Step Toward a Lighter Carbon Footprint

To support this vision, Domaine des Herbauges has invested in the GAI 3621 FE CAN, the first canning line of its kind in France. This technology enables on-site packaging while preserving the wine's balance, freshness, and aromatic integrity. Wine in a can is an invitation to embrace new ways of enjoying wine—combining tradition, innovation, and responsibility in a format adapted to today's lifestyle.



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AOP MUSCADET

Grape Variety: 100% Melon de B

Winemaking: Cold fermentation to preserve the aromas of the must, then ageing on the lees for 8 to 14 months with regular stirring of the lees, to amplify the aromatic and gustatory qualities of the grapes.

Tasting Notes: Beautiful golden-white color, fresh and intense bouquet reminiscent of white- fleshed fruits. Soft and well-balanced with great liveliness. A true pleasure.



PREMIUM Wine in Can Winemaking
by Jérôme CHOBLET – Winegower



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IGP VAL DE LOIRE NATURALLY LOW ALCOHOL 8.5%

Grape Variety: Grolleau Gris and blend of disease-resistant grape

Naturally low alcohol wine WITHOUT dealcoholization or deacidification. The choice of grape variety is important because Grolleau Gris allows : a naturally low alcohol content.

Winemaking: At low temperature preserving the aromas of the must, then aging on lees for 8 to 14 months with regular stirring. Everything is done to amplify the aromatic and gourmet side of the grape variety (WITHOUT dealcoholization or deacidification)

Tasting Notes: The result is incredible! A very fruity wine, with intense aromas of juicy white fruits. Notes of citrus, pineapple, peach, tropical fruits come together. The tasting is very balanced, and it is hard to believe that this wine is only 8.5% Vol.



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IGP VAL DE LOIRE

Grape Variety: 100% Chardonnay

Winemaking : Fermentation takes place in temperature-controlled underground vats, ensuring precise thermal regulation and optimal aromatic expression. Aged on fine lees for 8 to 14 months, this process brings structure and roundness while enhancing the wine's aromatic complexity.

Tasting Notes : This Chardonnay stands out for its natural freshness and vibrant fruit character, carefully preserved through respectful winemaking practices. The palate is round, smooth, and expressive, with notes of white-fleshed fruits and a subtle floral hint.



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IGP VAL DE LOIRE ROSÉ NATURALLY LOW ALCOHOL 8.5%

Grape Variety : Grolleau Gris 8.5 % Vol

Winemaking : Rapid cold pressing: Cold settling (4-5°C) for 2 weeks with stirring of the lees every 6 hours, 24/7, to suspend the lees in the juice and enrich as well as concentrate the aromatic potential.

Fermentation at very low temperature (starting at 6°C, ending at 11°C) with regular micro-oxygenation to limit all reducing factors, thus allowing the aromas of the grape variety to express themselves with intensity.

Racking immediately after fermentation and ageing under micro-oxygenation.

Tasting Notes : A very fruity wine, with intense aromas of juicy white fruits. Notes of citrus, pineapple, The tasting is very well balanced, and it's hard to believe that this wine is only 8,5% Vo... A wine to discover and taste, with passion and gourmandise !



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WINE OF FRANCE RED

Grape Variety: Syrah - Greanche

Winemaking : Syrah and Grenache are fermented separately at controlled temperatures (24–28°C) with short to moderate maceration to balance color extraction and soft tannin structure, using gentle cap management. After alcoholic and malolactic fermentations, the wines are blended to combine Syrah's structure with Grenache's fruit-driven roundness for a supple, easy-drinking profile.

Tasting Notes : The wine shows an aromatic profile of ripe red berries, black cherry and subtle plum, lifted by Syrah-driven spice, pepper and light floral notes. On the palate it is supple and fruit-forward, with soft, well-integrated tannins, moderate structure, and a smooth, balanced finish designed for immediate drinkability.



PREMIUM Wine in Can Selected by
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WHITE SPARKLING BRUT

Variety : Grolleau Gris, Chardonnay, Melon B, Floréal

Winemaking : Vinification on cold lees with cold fermentation. Alcoholic fermentation takes place cold (between 14 and 16°C) using selected yeasts, to encourage the release of fruity and floral aromas. Once stabilised, the wine is carbonated by the injunction of carbon dioxide produced at the estate, with a fine effervescence to bring freshness and liveliness to the palate.

Tasting Notes : Powerful and aromatic nose. The harmonious and elegant mouth reveals floral and fruity aromas. Very fresh, rich but tangy mouth with notes of green apples, exotic fruits with hints of coffee... all perfectly balanced and long. Incredible!

Food Paring : Ideal for evenings with friends. As well as on oysters.



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VERDEVIN®

ROSÉ SPARKLING BRUT

Variety :

Grolleau Gris, Gamay

Winemaking : Elaborated by direct cold pressing, to preserves the aromatic integrity of the grapes. We harvested at optimum ripeness, gently pressed at low temperature to extract a clear, fragrant must. A short maceration on the skins is carried out under strict temperature control to obtain a subtle pink tint, while limiting the extraction of tannins. Selected yeasts, to encourage the release of fruity and floral aromas. Once stabilised, the wine is carbonated by the injunction of carbon dioxide produced at the estate with a fine effervescence to bring freshness and liveliness to the palate. This precise process gives our rosé a light texture and pure aromatic expression, enhancing every sip.

Tasting Notes : With its pale pink colour, this sparkling rosé seduces with its aromas of strawberry, raspberry and white flowers. Its fine effervescence brings freshness and lightness, while a soft roundness on the palate prolongs its gourmet finish.

Food Paring : Ideal for moments of relaxation and celebration.



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WHY CHOOSE WINE IN A CAN ?



A trend that is here to stay :

Wine cans are rapidly gaining ground, particularly in fast-casual dining and takeout. They meet a very concrete need: enjoying a quality wine without the constraints of a bottle, no corkscrew, no glass to carry, just a single serving ready to drink.

A format built for today's drinking habits :

More and more consumers are looking for lower-alcohol wines to pair with their meals. Our wine, at 8.5% ABV, delivers a rich tasting experience while fitting neatly into this growing trend toward moderate consumption.

Practicality and logistics :

Lightweight, stackable and more compact than bottles, cans simplify inventory management and cut transport costs, for the business serving them and for the customer taking them along.

The carbon case : at the heart of our approach :

Choosing cans isn't just about convenience. It's first and foremost an environmental choice, and the facts back it up.

Glass is not infinitely recyclable :

Recycled glass, known as cullet, can only make up 40 to 50% of a bottle's composition at most. It requires extensive sorting, and the remainder still has to come from virgin raw material.

Aluminium, on the other hand, is infinitely recyclable :

Our cans, like all cans produced in France, are made from a minimum of 89% recycled aluminium.

Packaging weight, and the energy needed to produce it, makes a real difference :

A glass bottle requires between 420 and 800 grams of material melted at 1450°C. An aluminium can requires just 11 grams melted at 600°C, a carbon saving of 65 to 85% on this energy item alone.

That weight also shows up in transport :

When loading 25 tonnes onto a truck, packaging alone accounts for at least 10.8 tonnes if it's glass bottles, compared with just 586 kilos for cans. The saving applies to both empty and full packaging in transit.

Our numbers :

For more than six years, Domaine des Herbauges has been actively working to reduce its carbon footprint. Today we hold one of the lowest carbon footprints in French winegrowing: 713g of CO₂ per bottle of wine, against a 2.8kg industry average (source: WinePilot, Carbone4). A single can accounts for 43g of CO₂. Even allowing for the fact that three 25cl cans are needed to match one 75cl bottle, the gap remains striking : 713g of CO₂ per 75cl in bottle, against 129g of CO₂ per 75cl in cans.

A long-term commitment :

By choosing our winery, you partner with a responsible winegrowing estate, certified IFS, Terra Vitis and HVE4, a concrete answer to the growing demand for environmentally responsible products.

A format for every occasion :

A quick lunch break, an aperitif with friends, a relaxed evening: our canned wines fit every occasion. They appeal equally to wine lovers looking for convenience and to those seeking a lighter alternative.

Our next challenge :

By 2028, Domaine des Herbauges aims to produce the first carbon-neutral French wines.

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