

Atelier Guibert, the little brother of Mas de Daumas Gassac is born



Roman, Basile and Samuel in their new wine cellar.

The siblings unveil the exclusive details of their new wine estate, located in the historic birthplace of Mas Daumas Gassac in Aniane (Hérault).

One estate can hide another. The proof is in Aniane, where the famous Mas Daumas Gassac now has a little brother. Its name: Atelier Guibert. Several years in the making, it is now a reality for Samuel, Roman, Gaël, Basile and Amélien. The five brothers kept their initiative a secret for a long time. With a second vintage soon to be bottled, they are finally lifting the veil in an exclusive interview with *Midi Libre*.

‘We wanted to make something different’.

Guardians of the Daumas Gassac temple since 2010, the brothers have brilliantly taken up the torch, building on the work of their parents Véronique and Aimé Guibert. Between the historic Mas de Daumas Gassac estate and the Moulin de Gassac, they shared the same desire to free themselves and give free rein to their creativity, *‘without being prisoners of a particular style. We wanted to make something different. This is a place of freedom’*, explains Samuel, the eldest.

After talking about *‘countless sites’*, it was finally in the Gassac valley, where they grew up and spent most of their lives, that they decided to create their own wine. Atelier Guibert's vines touch those of the historic estate.

Paradoxical? No, it's logical. The Gassac valley, sometimes called the First Growth of the Languedoc, is a terroir that they cherish. *'Everything starts with the soil. It's the terroir that dictates the direction we take,'* explain Roman and Basile, who are both in charge of vinification.



All the brothers share the same attachment to the Gassac valley.

14 hectares between Gignac and Aniane

They began by buying a couple of hectares. Today, the estate covers 14 hectares, straddling the border between Aniane and Gignac, fully owned and leased. All in organic conversion. Discussions drag on before the first stone is laid for the new winery... for fear of disfiguring the landscape. Over the last fifteen years, the valley has attracted a dozen or so newcomers whose farm buildings sometimes blend inconspicuously into the landscape. *'The first architect played the role of shrink, the second ran away. Finally, the third followed us',* laughs Basile today. The cellar, a sober, long building, was built in a basin. It is therefore invisible from the narrow road that winds up to Daumas Gassac. It is within these walls, whipped up by the north wind, that the fruit of their imagination takes shape. A veritable laboratory that gives them *'the ability to think about things very differently'*.

An explosion of fruit and lace-like finesse

The first, a 100% Syrah, 2020 vintage, has been released in small batches. A second cuvée, called Genesis, is also off the beaten track. *'This blend of Syrah, Carignan and Cinsault is part of the world of infusion wines,'* explains Samuel. *'It's a red with an explosion of fruit and lace-like finesse'*. It's a disruptive approach that the siblings have fully embraced, and it shows on the label too: a luscious, bright red mouthfeel with a generous tongue full of fruit.



A 100% Syrah and a blend have already been bottled.

Syrah at €18

Between now and the end of the year, Atelier Guibert will be producing five vintages of IGP Saint-Guilhem-le-Désert. Like their father Aimé, who was free of the appellations, the brothers have chosen not to follow any specifications. Instead, they have chosen to follow a certain philosophy. Firstly, in the vineyard, under Gaël's supervision, with as little intervention as possible. In the cellar, with as few inputs as possible. In the marketing too. *'For the Anglo-Saxons, the highest quality is 'value for money','* says Samuel. In fact, their Syrah is sold for €18, while GÉNÉSIS costs €14. A positioning where the competition is tough.



A 'living laboratory' to create a wine that reflects their image.

Hand-crafted wines

A relative risk-taker, since the brothers rely on the Mas de Daumas Gassac teams. But the adventure is putting their egos to the test. Will the page they are writing meet the same fate as their parents' success story? In their perpetual quest for consensus within the family, they don't necessarily seek unanimity. Their hand-crafted wines have already won over friends, wine merchants and sommeliers. Atelier Guibert is ready to make a name for itself.

A legendary estate in a few dates

1972 Véronique and Aimé Guibert fell in love with the Vallée du Gassac. They bought a dilapidated farmhouse surrounded by a few acres of Aramon. She, an ethnologist, and he, a glove-maker, wanted to create their own estate. They decided to plant Cabernet Sauvignon on the advice of Émile Peyneau, the leading oenologist in the Médoc. The couple toured the Mediterranean in search of old, non-cloned grape varieties. The adventure began.

1992 Faced with demand from foreign customers for a more affordable wine in larger quantities, Aimé Guibert set out to find a terroir with similar characteristics to Aniane. He set his sights on Villeveyrac. He signed an agreement with the cooperative winery to vinify what was to become 'Le Moulin de Gassac'. *'People are asking me for a little brother, I'd like to do it with you'*, he told the Annual board. The brand sold over two million bottles.

2025 'Atelier Guibert' is the latest addition. The brainchild of five brothers, this new estate covers 14 hectares straddling Aniane and Gignac. Atelier Guibert wines are on sale at Domaine Mas Daumas Gassac in Aniane and at several good wine merchants in Montpellier.