

Last of the Jayer wine goes on sale in Geneva

June 17 2018, by Agnès Pedrero



The wines to be auctioned include Cros-Parantoux Vosne-Romanee Premier Cru, which ranks among the world's priciest, and a host of others top notch Burgundies

The last batch of late legendary winemaker Henri Jayer's Burgundies—which include some of the world's most expensive wines—went on sale in Geneva Sunday expected to rake in up to \$13

million.

In all, 1,064 [bottles](#) are going under the hammer at the Baghera Wines auction at a gourmet restaurant in Geneva.

They include Cros-Parantoux Vosne-Romanee Premier Cru, which ranks among the world's priciest wines.

The 855 standard bottles and 209 magnums, dating from between 1970 and 2001, are from the personal wine cellar of the man broadly considered the king of the Pinot Noir variety of grape.

"These bottles and magnums from his personal reserve were a bit like his laboratory... A way to see his vintage wines age over the years," his daughters Lydie and Dominique Mayer, wrote to AFP in an email.

"It was natural for us, since we could not drink all of these bottles, to offer them up for sale so that wine lovers ... could buy them and drink them, in his honour," they said.

The daughters will be present at the auction.

'Emblem of the Burgundy'

Frenchman Henri Mayer, who died in 2006 at the age of 84, established a name for himself in the 1970s, when specialised wine reviews ranked his wines among the best in the world.

Over the years, he became "the emblem of the Burgundy in the eyes of the public", Swiss wine critic Jacques Perrin, who knew Mayer personally, told AFP.

A Henri Mayer wine has "all the grace of the Pinot, the slenderness, the

structure, the aromatic finesse. He did everything to preserve that", he said.



Michael Ganne, executive director of Baghera Wines, expects 'fairly well-known collectors' from across the world to snap up the last bottles

Baghera Wines chief Michael Ganne agreed.

"The great force of the Henri Mayer wines, when you have the chance to taste such wine, is really the fruit, (which) has just an incredible elegance and finesse," he told AFP.

It is this quality that has made Mayer's wines some of the most sought

after in the wine world—and brought them their sometimes astronomical price tags.

The most expensive lot at the auction—a series of 15 magnums of Vosne-Romanee Cros-Parantoux dating from 1978 to 2001—has been valued at between 280,000 and 480,000 Swiss francs (\$282,000-\$484,000, 237,000-406,000 euros).

The entire auction is expected to pull in between 6.7 and 13 million francs—an amount that has raised eyebrows in the business.

"I'm not sure it is really worth the price," Perrin said.

He said the price reflected "the speculation effect, which is undeniable", but also "the collector effect", spurred by an eagerness to acquire "this last vestige of a heritage, almost a relic".

Ganne meanwhile explained that "buyers of this kind of wine are generally fairly well-known collectors", predicting that a number of Asian, American and some European wine auction regulars would show up.

Each bottle is equipped with a seal that guarantees its traceability and authenticity.

Jayer's daughters meanwhile hope the bottles' new owners will not just leave them in their cellars to gather dust and value.

"We hope they will go into the cellars of wine lovers who know how to open and drink these wines," they said.

"Let's not forget that [wine](#) is synonymous with sharing, and these wines were above all made to be drunk and enjoyed."

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Citation: Last of the Jayer wine goes on sale in Geneva (2018, June 17) retrieved 5 July 2024 from <https://phys.org/news/2018-06-jayer-wine-sale-geneva.html>

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