

## Wine talk: video B

The Pourra Estate, near Gigondas is in the south of France. Jean-Christian Mayordome has been the owner of this estate for the last 7 years. He has two professions with little in common: Jean-Christian is a doctor and a winegrower.

Nathalie: "How did you come to be involved with wine? What made you want to become a winegrower?"

Jean-Christian: "Quite simply, on my 35th birthday I was given a bottle of 35 year old wine. It was friends of my parents who were moving and did not know what to do with all the wine they had, so they gave me and my brother bottles of wine that were the same age as us. And when I tasted this wine for the first time, I was bowled over. And I wanted to taste that again. And that is how I got into wine because I hadn't liked wine at all... not at all."

Nathalie: "Making a good wine, what does that mean?"

Jean-Christian: "When you manage to make things simply by paring them down you create something good... very often... that is almost... perfection... When you make things over-sophisticated, the more you alter things and overburden them, the less close they are to what is genuine."

Nathalie: "Marketing, labelling, is that important also?"

Jean-Christian: "Today you can't do your work without marketing. You cannot work without having a good image because you need to gain people's attention... but I think... I think it would be better if people went for what is inside the bottle. What you drink firstly is the wine, that is what you are drinking. Perhaps we should be doing it the other way around, expecting a quality product first instead of wanting a nice-looking bottle or nice-looking label."

Nathalie: "Tell me, is wine good for your health?"

Jean-Christian: "One of my bosses in medicine said 'You can never know everything about what is good for your health. The challenge [for me] is living well because we will all inevitably die. So when you are balanced about what you have - be it water, wine or beer... having everything in moderation means you have equilibrium and then all is well!'"

Nathalie: "A glass of wine a day?"

Jean-Christian: "You should adapt how much you consume with your own particular needs but no going to excess! So always in moderation!"