



For immediate
release

September, 2009

THE LEGENDARY CELLARS OF LA TOUR D'ARGENT
PIASA to Offer a Choice Selection
from One of France's Most Acclaimed Wine Collections

**Les Vins de La Tour d'Argent - Vente unique et d'exception
December 7 & 8 2009 - Salons Hoche, Paris, France**



« Un soir, l'âme du vin chantait
[dans les bouteilles
Homme, vers toi je pousse,
ô cher déshérité,
Sous ma prison de verre
[et mes cires vermeilles,
Un chant plein de lumière
[et de fraternité ! »
L'Âme du vin, Charles Baudelaire
in *Les Fleurs du Mal*

“Tradition is a pedestal for innovation, and a core ingredient of any meaningful attempt at progress. Today, La Tour d'Argent still shines like a beacon, and its strong presence is reassuring on many levels, but within we sense a powerful thrust forward, initiated by the energy of the teams and an inherent dynamic which, over centuries, has kept La Tour d'Argent in the spotlight. That is where we belong and that is where we have every intention to remain.”

André Terrail, owner of La Tour d'Argent.

AUCTION

Vins de la Tour d'Argent - Vente unique et d'exception

December, 7 & 8 2009

PARIS

The French auctioneer PIASA will offer a glimpse into one of the richest wine cellars of France when on December 7 and 8, 2009, an exceptional selection of wines from the highly acclaimed caves of La Tour d'Argent, one of France's most revered restaurants, will be presented to the public, in a prestigious evening sale and four day sale sessions. The selection of 18,000 bottles from the 450,000-bottle-strong cellar, carefully chosen by Head Sommelier David Ridgway, not only celebrates the unparalleled breadth of the legendary La Tour d'Argent wine cellar, it also pays homage to France's profoundly diversified and rich wine tradition as bottles from the most famous Châteaux will be offered alongside wines from excellent but far less well known origins. Acquired directly from the Châteaux or producers and all carrying the La Tour d'Argent stamp, none of these bottles have ever been offered to the market in any other form than being part of the distinguished wine list of La Tour d'Argent. As such, the sale presents a unique opportunity to purchase wines from a cellar which is immaculate in every sense as provenance and quality of the offered bottles is second to none. Estimates vary from several hundred to several thousand Euros per lot with a total sale estimate in the region of one million Euros.

For André Terrail, this sale presents an opportunity to share the unique vision of La Tour d'Argent with a new generation of connoisseurs.

THE SALE

From the 450,000 bottles which are currently housed in the cellars of La Tour d'Argent, Head Sommelier David Ridgway has assembled a selection of 18,000 bottles which in a way represent the perfect cellar. Fully reflecting the most distinguished characteristics of the La Tour d'Argent cellars, the sale will offer fine vintages from every single wine region of France and as such will provide a perfect guide in taste and wine appreciation. Household name or not, every single wine offered is a prime example of its region and discoveries are certain to be made. Among the Bordeaux highlights of the sale feature Château Latour (1975, 1982, 1985, 1988, 1989, 1990, 1994); Château Lafite Rothschild (1970, 1982, 1997); Château Cheval Blanc (1928, 1949, 1966); Château Margaux (1970, 1990). From the Burgundy region, the sale offers Meursault Clos de la Barre Lafon (2004); Puligny Montrachet Referts Sauzet (1992); Volnay Santenots Leroy (1969); Vosne Romanée Mayer (1988). Loire wines include Pouilly Fumé Silex Dagueneau (2005); Montlouis Remus Taille aux Loups (1997); Vouvray Haut Lieu Huet (1919) and Chinon Coteau de Noire Alliet (1999). The spirits section offers Bas Armagnac Jouanda (1934); Rhum Bally (1947); Grande Fine Champagne Monnet (1858); and the oldest bottle in the sale, Fine Champagne Clos du Griffier (1788), with a provenance which goes back to the Café Anglais and whose proceeds will go to charitable institutions. Head Sommelier of La Tour d'Argent, David Ridgway commented; *"Every vine needs to be pruned in order for it to grow stronger. That is the simple comparison with presenting this selection for sale from the cellars of La Tour d'Argent to the public. It will enable us to strengthen the business and further flourish."*

DECEMBER 7

- 10 a.m.
- 2 p.m.
- 9 p.m.

DECEMBER 8

- 10 a.m.
- 2 p.m.

Venue :
Salons Hoche
9, avenue Hoche
Paris 75008

FOR MEDIA ENQUIRIES,
PLEASE CONTACT :

BRUNSWICK ARTS

Amy
Drillsma-Milgrom
adrillsma-milgrom@
brunswickgroup.com
+33 (0)1 53 96 83 91

LA TOUR D'ARGENT

Virginie Guyonnet
virginie_guyonnet@
latourdargent.com
+33 (0)1 43 54 10 08

PIASA

Isabelle de Puysegur
i.puysegur@wanadoo.fr
+33(0)1 45 49 17 97

NOTES TO THE EDITORS :

CONTACT AND INFORMATION FOR THE PUBLIC :

PIASA
5, rue Drouot
75009 Paris - France
Tel: +33(0)1 53 34 10 10
Fax: +33(0)1 53 34 10
contact@piasa.fr
www.piasa-latourdargent.fr

EXPERTS :

Aymeric & Alex de Clouet
35 rue des Morillons
75015 Paris - France
Tél: + 33 (0)6 15 67 03 73
Fax: + 33 (0)1 43 54 39 10
aymeric@de-clouet.fr

THE CELLAR

David Ridway is the “auteur” of the fabled cave of La Tour d’Argent, which in its current stature holds around 450,000 bottles, representing over 15,000 different wines. When Ridway started his career as Head Sommelier with La Tour d’Argent in 1981 the cave was roughly half this size. Under his patronage, it blossomed and more than ever lived up to its reputation of representing one of France’s most prestigious and exquisite wine collections. Its reasons for being an epitome of wine collecting are manifold: the wines have impeccable provenance as they were bought directly from the Châteaux or producers; they adhere to the highest quality standards as only the best vintages were acquired and the wines matured in perfect circumstances in the cellars of La Tour d’Argent; and every bottle carries the La Tour d’Argent stamp, which is a sign of approval from the Head Sommelier and an additional quality endorsement guaranteeing their direct entrance into the legendary cellars. A myriad of historical bottles is still resting in the catacombs of La Tour d’Argent. Despite the superlative presence of wines from the Bordeaux region, the pride and joy of the cellars of La Tour d’Argent is Burgundy, and illustrious bottles are plentiful.

LA TOUR D'ARGENT

La Tour d’Argent opened in 1582, an elegant building between the Seine and the Bernardins monastery erected in the typical stone from Champagne which gave it its silvery reflection and hence its name. Frequented by the high and mighty from its early beginnings, La Tour d’Argent became a household name in the circles of those who wrote history including Louis XIV; Mme de Sévigné; Philippe d’Orleans; and the Duke of Richelieu. In 1910 the restaurant was bought by André Terrail which started an entirely new epoch and a new chapter in the life of La Tour d’Argent, not in the least by marrying the daughter of Claudius Burdel, owner of the Café Anglais, easily 19th century Paris’s most prominent restaurant. André Terrail describes how at that time, the union was seen “as the marriage between the quais and the boulevards”. The arrival of the new Mme Terrail also added the recipes of Adolphe Dugléré, the chef of the Café Anglais as well as their fabulous wine cellar to the La Tour d’Argent legend. Prominent guests of the refurbished Tour included Tsar Nicolas II; the Prince of Bismarck; and later Thomas Rockefeller; Randolph Hearst and Franklin D. Roosevelt. In 1947 André Terrail handed over the reins of La Tour d’Argent to his son Claude who continued to extend and solidify its worldwide renown and luster. Under Claude Terrail’s leadership, La Tour d’Argent opened a second restaurant in Tokyo’s New Otani hotel, La Tour d’Argent in Paris celebrated its 400th birthday in 1982, and many more gastronomic and hotellerie additions came under Terrail patronage. In 2005, Claude Terrail received the insignia of the Grand Officier de l’Ordre National du Merite. He passed away in 2006 and was succeeded by his son André Terrail whose leadership initiates a new chapter in the illustrious history of La Tour d’Argent. A fine-tuning process which aims at aligning La Tour d’Argent with the new culinary and lifestyle tastes of today’s generation is the credo to which André Terrail, Chef Stéphane Haissant and Head Sommelier David Ridway adhere. It is under his leadership that the Japanese branch of La Tour d’Argent will celebrate its 25th anniversary this year.

PIASA

PIASA is one of the leading French auction houses which specializes in offering its clientele a superlative service, characterized by the great expertise and in-depth market knowledge of its associated specialists. Annually, PIASA organizes around eighty sales which present a wide array of art objects and collectibles, next to highly acclaimed single-owner sales which have become one of the hallmarks of the auction house, including property from the Rothschild family, Dora Maar, Viollet-le-Duc, Louis Jouvét and Paul Poiret.

ANDRE TERRAIL

Andre Terrail is the President of La Tour d'Argent, a position he assumed in 2006, when his father Claude Terrail passed away. In his current role, M. Terrail steers and oversees the activities of the La Tour d'Argent restaurant in Paris. Surrounded by a team of 90 people, M. Terrail continuously and ardently fine-tunes the restaurant to the needs of an ever evolving clientele, a task he performs in close collaboration with his core associates Head Sommelier David Ridgway and Chef Stephane Haissant. M. Terrail's professional career at La Tour d'Argent started in 2004, when he took on the position of Managing Director. Before joining the family company, he was active at LVMH in New York, several gastronomic destinations in France including LeNôtre in Paris and the Savoy Hotel in London where we worked in 1998. Andre Terrail holds a Bachelor of Science in Business Management from Wellesley, US (2002). He lives in Paris.

DAVID RIDGWAY

David Ridgway is the Head Sommelier of La Tour d'Argent and has been instrumental in shaping the wine cellars of this fabled restaurant into one of the finest and richest in the whole of France. In his role Mr. Ridgway not only 'creates' the cellars by determining their focus, breadth and depth, it is also his unparalleled expertise which ensures the international and demanding clientele of Tour d'Argent a culinary experience of the highest level. Before joining La Tour d'Argent in 1981, Mr. Ridgway worked as a sommelier and maître d'hôtel in restaurants both in England and Germany. During his illustrious career, David Ridgway published several books on wine including Le Grand Atlas du Vin/Edition Atlas; Guide des Sommeliers Fleurus; and Amateur de Champagne as well as being the recipient of awards including the Trophée Spirit (2004); Sommelier de l'Année 1998 guide Le PUDLO Paris; and Maître Sommelier de France. Mr. Ridgway is a founding member of Les Dégustations du Grand Jury as well as a Professor of Oenology at Asforest in Paris. He studied at the Wine and Spirit Trust in London and the Westminster Hotel School. David Ridgway is married, has two children and lives in Paris.

STEPHANE HAISSANT

Stephane Haissant was appointed Chef of La Tour d'Argent in 2006. In this capacity he leads a team of 45 people and is responsible for the culinary creations of one of France's most reputed restaurants. His professional career at La Tour d'Argent started in 1996 when he entered the fabled kitchens for the first time. Prior to La Tour d'Argent, Mr Haissant worked at Gaston Lenôtre (Paris) and Le Lion d'Or (Janzé). He participated in several concours and won the First Prize Jean-Jacques Mathou in 2003. Mr Haissant studied in France and currently lives in Paris.

www.piasa-latourdargent.fr