



Merry Edwards Winery  
RUSSIAN RIVER VALLEY

## LOUIS ROEDERER PURSUES ITS AMERICAN LOVE STORY IN RUSSIAN RIVER VALLEY AND SONOMA COAST

### *Frédéric Rouzaud Wins the Heart of Merry Edwards: Louis Roederer to Acquire Merry Edwards Winery*

The story of Louis Roederer’s pursuit of the Merry Edwards Winery is the stuff of a Henry James novel. Merry Edwards, one of the first women winemakers in California, has had to overcome personal challenges and adversities to build her winery. She is tough, fearless and independent. Humble yet ambitious, Frédéric Rouzaud is the great-grandson of Madame Camille Olry Roederer. He was born into an established French Champagne house and has continued to grow his family business into one of the most prestigious wine companies in the world.



What may seem like an attraction of opposites, however, belies the many similarities that drew Merry and Frédéric together. Both were born entrepreneurs, willing to take risks to build their companies while adhering to their core values: producing wines emblematic of their distinct *terroirs*, all the while pushing the boundaries of land stewardship.

“Over the years, we have had opportunities to look at renowned wineries in Northern California but it is not until I met Merry Edwards that I felt my heart beating. Her personality, her story, her wines won me over. I knew it was the right moment. Going forward it is our mission to ensure continuity as we have done with our other acquisitions since 1990,” says Frédéric Rouzaud.

“In Frédéric, I have found a true soulmate to pass on the company to which I have devoted my life these past 21 years. I know my legacy is in good hands for the years to come as a member of the Maison Louis Roederer family” says Merry Edwards.

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**Maison Louis Roederer**

Originally founded in 1776, Champagne Louis Roederer continues as one of the very rare Champagne houses to remain firmly in the hands of the same family, since 1832. For three centuries, seven successive generations have been responsible for building a reputation for unparalleled quality and continuity. Its focus on meticulous viticulture, best demonstrated with an ongoing conversion to organic and biodynamic vineyards, as well as precise winemaking, account for the House's enduring excellence and success.

Since 1990, **Maison Louis Roederer** has strategically acquired esteemed family-owned wineries with an approach centered around identical core values, long-term vision and continuity.

Ramos Pinto (1990), Champagne Deutz and Delas Frères (1993), Château de Pez (1995), Domaines Ott (2004), Scharffenberger Cellars (2004), and Château Pichon Longueville Comtesse de Lalande (2007). Roederer has also established new ventures: Roederer Estate (1982) and Domaine Anderson (2012).

**Merry Edwards Winery**

In 1997, family and friends joined Merry to found **Merry Edwards Winery**, with a focus on producing pinot noirs, sauvignon blancs and chardonnays with a sense of place from Russian River Valley and Sonoma Coast. In 2008, she and her husband, Ken Coopersmith, completed their winery, where tastings are hosted to educate visitors about Merry's handcrafted wines and site-specific viticulture. In addition to this property, their estate vineyards include Meredith Estate, Coopersmith, Georganne, Warrens' Hill and Richaven. Merry and Ken have also partnered with several trusted growers to supplement this estate production.

**International Wine Associates** worked with Merry Edwards Winery in this transaction.

For more information:

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