



MY  INY

The groundbreaking platform for crafting your  
own wine experience

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*Share our secrets to create your own cuvée*





MyVINNY, innovative app to craft your wine  
Sharing our secrets to shape your own cuvée



**D 620**

**ROUSSET LES  
VIGNES**



**4**



*Hello everyone,*

*I'm delighted to introduce MyVINY, an app that unlocks the door to our vineyard in Rousset-les-Vignes, nestled in the heart of the Drôme Provençale region: the Domaine de la Bouvaude. Here, you'll uncover the age-old secrets of wine-growing and wine-making. Our vineyard becomes yours...*



*The region's winemaking tradition has been deeply rooted for over 2,500 years. Our vines have weathered many seasons, and to ensure their well-being, we have embraced organic farming—a respectful choice for both the environment and people.*

*As for MyVINY, it's born out of three of my passions: computer science, geology and, above all, wine. Throughout my career, I've aimed to create interpretation tools for better understanding our world; today, my goal is to facilitate the discovery and sharing of the winemaker's life! Smartphones and computers are fantastic tools that open up the world to us with just one click.*

*But rest assured, MyVINY is far from virtual: the actions are tangible, both in the vineyard and on the wine you will create.*

*What's MyVINY all about? To enable you to discover, understand, and actively participate in the creation of your own wine!*

*Best Regards,*

*Alain Blachon*



MY...INY

### **Explore...**

For us, everyone deserves to experience the art of winemaking, regardless of their place of residence or level of knowledge.

### **Understand...**

With MyVINY, you now have access to a real vineyard and the guidance of professionals.

### **Act...**

Our all-in-one platform combines the best of the virtual and real worlds, ensuring you an unforgettable journey from the vine to the glass.

# ABOUT THE APP

## 01

**This application is designed for those of you** who have numerous questions about the secrets of wine production and the reasons that can make it so different based on its origin and culture. For those who will discover that responsible and environmentally-conscious agriculture exists.

## 02

**How does the application work?** MyVINY pioneers remote winemaking. Control your vineyard equipped with sensors and webcams, communicate with winemakers, make informed decisions to create your own wine, no matter where you are!





## 03

**You are now a member of MyVINY community.** It's time to choose your plot and become a member of a guild. Over 18 months, you'll be making your own wine. It's a real immersion into the world of wine and a social network connected to reality.

## 04

**Wine in the Making.** In addition to crafting your own wine, your goal is to maximize respect for nature and the environment. After 18 months, we will determine the best wine based on quality, taste, and environmentally-friendly practices.





# TRANSPARENCY IS OUR CORE VALUE

Through our discussions, videos and photos, you'll be able to transparently grasp the subtleties of an age-old knowledge.

You have complete control over the vineyard and make decisions for each stage of grape cultivation until it is bottled.

No need to worry, the winemakers are here to guide you and address all your questions!

How to cultivate the vine?

What is terroir?

How to create a wine?

How to age and blend this wine?

How to adapt to the hazards of nature and seasons?







MY...INY

FROM YOUR PHONE TO...





## PROVENCE



Julie, our Cellar Master at Domaine de la Bouvaude, holds a NDO (national diploma in oenology). She will be available to provide you with the best advice regarding the management of your plot. You will also have the opportunity to meet her during our virtual tasting sessions.

# THE DIFFERENT STAGES OF YOUR WINEMAKER JOURNEY



## **Selecting a Plot**

Choose the plot that suits you best, with all the necessary information at your disposal. Once your plot is selected, congratulations! You become a member of the guild associated with that plot, and your task is to successfully cultivate the vine and create your own wine.



## **Monitoring the Cultivation of Your Plot**

Having chosen your plot allows you to select a square of approximately 12 square meters. You are the "owner" of this square throughout the campaign. However, as it's not practical to manage the cultivation of a single square, decisions will be made within your guild for the entire plot.



## Engaging with Guild Members and the Domain Team

This allows you to vote for the right decision. Your decisions will be implemented on the plot, and you can manage them remotely.



## Consulting with Experts

You can discuss with specialists from the domain team or seek external opinions. However, the most crucial aspect is making the right decision.



## Voting

The winemaking campaign lasts approximately 18 months, during which you'll have to make a minimum of 2 decisions each month. The choices will be proposed by the vineyard manager or the cellar master. These actions will influence your cultivation, winemaking, and ultimately, your final product. The final decision is made based on the votes of all guild members.

# THE DIFFERENT STAGES OF YOUR WINEMAKER JOURNEY



## **Maintaining the Vineyard**

Your primary mission is to maintain the health of the vine and its fruits, reacting to all the uncertainties of nature: attacks by pests or sudden frosts, as well as fertilization. The vineyard manager's mission is to preserve the vines. None of the choices presented to you jeopardize your plot. However, the quality of the wine depends on a series of good choices throughout the year...



## **Controlling Carbon Footprint and Our Impact on the Planet**

Sustainable viticulture is a key value of your mission. All your actions will have an impact. Our mission is to try to create the best wine possible while minimizing our impact on nature.





## Creating your Wine

After the harvest, you'll need to prepare the grapes for fermentation, select and set up vats for aging, and choose – if you and your guild wish – grape varieties for blending. The process is complex, but here are two pieces of good news: the plots are on an exceptional terroir, and the cellar master won't let you jeopardize your wine. However, you hold the keys. At the end of the campaign, a blind tasting by professionals will determine the best wine.



## Personalising your Bottles

Once your wine is created, it needs to be bottled and styled to become a complete product. The labels for your 6 bottles need to be created. They will then be printed and stuck onto your bottles. The back label with legal mentions will be handled by the Domain.



## Managing the Domain

You own a square within a plot managed by your guild. However, these plots, together with others, form a Domain that pools the necessary infrastructure for cultivation and winemaking. At regular intervals, all guilds will be consulted to determine decisions impacting the entire Domain.

# THE DIFFERENT STAGES OF YOUR WINEMAKER JOURNEY



## Learning

Throughout the entire process from the vine to the glass, you will learn. About cultivation, winemaking, and TASTING!



## Tasting

Before your wine is ready, you will receive a set of 6 bottles (75cl) from the Domain, accompanied by samples (37cl) of the same cuvées. These samples will allow you to participate in tasting sessions focused on the wines you have received.



## Undertaking

Making your wine will lead you to understand the different operating steps occurring throughout the campaign. Among these stages, you will participate in managing the estate and, if you feel inclined, you can begin to explore the wine market by promoting your plots or even marketing your own wine.



## Participating

The app enables you to remotely manage a domain, but don't forget, the domain is real, your plot is real, your square is real, your vine plants are real. If you want to touch your vines, handle the tools, work, or simply feel the wind on your skin in the middle of the Domain, you are at home!

You will have the opportunity to share your wine, a symbol of your efforts, with your friends in the heart of your vineyard. These vines that you have cared for and preserved will give you in return just the rustling of leaves...









# THE PARTICIPANTS

## **You**

The aspiring winemaker who has access for 18 months to all operations in a real vineyard.

## **Your Guild**

The members of your guild with whom you decide on the actions to be taken and the tools to be used.

## **The Vineyard Owner**

Present from the beginning to the end of your adventure to provide you with the information and advice necessary for using the app's features and carrying out actions.

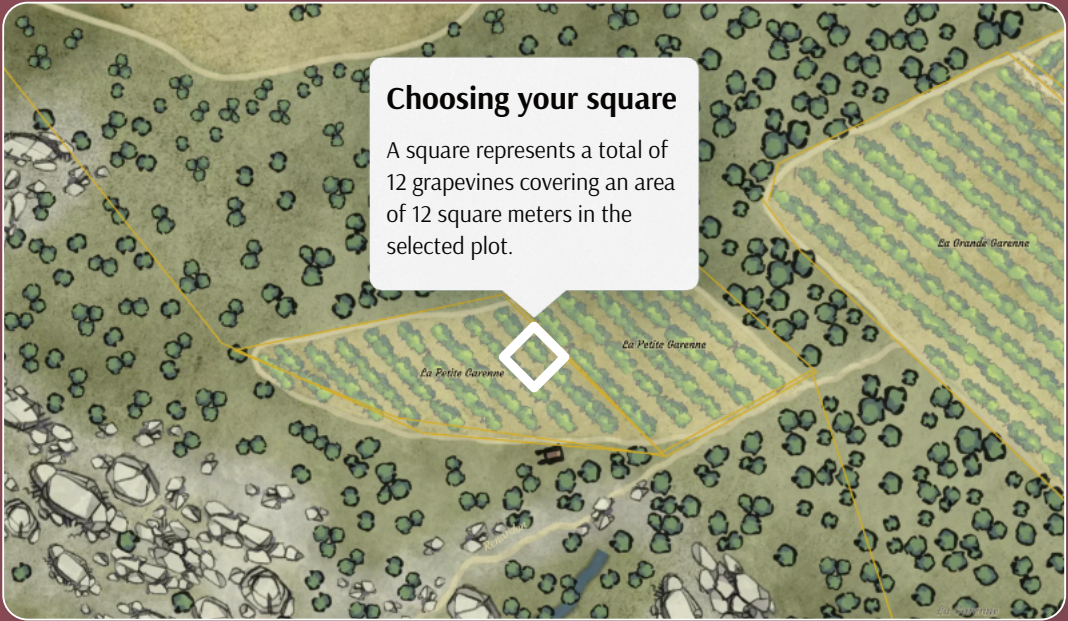
## **Wine Experts**

Professional oenologists and sommeliers who will taste your wine at the end of the aging process.

## **The Vineyard Manager**

Collaborators may also be called upon to perform certain manual actions, such as pruning the vines.





## Choosing your square

A square represents a total of 12 grapevines covering an area of 12 square meters in the selected plot.

## 2ND STEP : Choose your square

You have chosen a square in the Syrah plot!  
Let your winegrowing adventure begin with the members of MyVINY community!





La Bouvaude  
Vins de France  
Fruitionise  
Cotes du Rhône

# CONCLUSION...

01

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*Choose  
your plot*

02

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*Choose  
your square*

03

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*Join the  
community*

04

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*Create your  
own wine*

The primary objective is to create your wine! By using the fewest inputs possible, reducing carbon footprint, and producing an organic and ethical wine. You will work as a team in the real world, all from your smartphone, with the pleasure of discovering wine.

And the ultimate winners will be...

Our planet! And, of course, you!

Your wine will be assessed by international tasters, and the team producing a quality wine that meets the specified criteria will receive the highest score.



DOMAINE DE LA BOUVAUDE



Rousset-les-Vignes



# THE BASICS

## What is Wine?

Its definition is simple and precise: "*Wine is an alcoholic beverage resulting from the fermentation of grapes.*" Wine can only be called "wine" if – and only if – there has been fermentation of the grapes...

## Winemaking

Transformation of grape juice into wine involving: destemming and crushing, maceration with extraction of compounds (punching down and pumping over), alcoholic and malolactic fermentation, racking and pressing, aging...

## Grape Varieties

Each grape variety has its own identity. In France, names like Grenache, Syrah, Merlot, Cabernet Sauvignon, Chardonnay, Viognier, or Sauvignon Blanc might sound familiar to you.

## Blending

Wine can be crafted from a single grape variety or a blend. A single grape variety imparts its identity. Blending grape varieties allows for a balance of flavors (tannins, acidity...).



## Vine

There are over sixty species of vines worldwide, but few of them are used for viticulture. The main species used is native to Eurasia, known as *Vitis Vinifera*. Like all plants, the grapevine absorbs CO<sub>2</sub>. It requires light, water, warmth and nutrients. Its anatomy is made up of roots, shoots (or branches) with buds and leaves, tendrils, flowers that become berries...

## Vineyard Management

To yield quality fruits, the vigneron must control the vine's growth but also the soil and the sustainability of the vineyard as a whole. The environment is crucial!

## Vine Cycle

The vine experiences two cycles: the vegetative cycle (March to mid-November) and the reproductive cycle (April to October). Bleeding, budbreak, leafing, flowering, fruit set, veraison, ripening, harvest, dormancy... the vine has a busy schedule!

## Terroir

The interaction between soil, climate, and cultural practices create the terroir. The vine draws water and nutrients from the soil to produce quality grapes. Light produces grape sugar. Sun and soil combine for the warmth effect. Soil nutrients have a direct influence on the grapevine.





## Organic Farming

We do not use pesticides, synthetic herbicides, or chemical fertilizers. Instead, natural methods such as organic compost and the planting of cover crops are preferred to maintain vine health.

During the winemaking process, the use of inputs is minimized. Natural yeasts are used for fermentation, and we aim to minimize the addition of sulfites, which are used to protect the wines.

To achieve organic certification, our vineyard must adhere to strict standards set by regulatory bodies. This usually involves regular inspections to ensure that all farming and winemaking practices meet established organic criteria.

*The donkey Bacchus often pays us a visit at Domaine de la Bouvaude.*

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