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## Born-Again Banker Makes Winning Châteauneuf-du-Pape



Isabel Ferrando. Photo Nick Passmore

Two years of agricultural college and she was ready to buy. When her husband asked her where? there was only one answer: "Châteauneuf-du-Pape."

A woman of personality, wines of personality.

Isabel Ferrando grew up in the heart of Provence, the town of Carpentras a few kilometers north-east of Avignon. She spent ten years as a banker but after her daughter was born ennu set in and she decided a change in direction was called for – she became a winemaker.

"I just wanted to have a new life with a farm with the vines, and a dream to do good wines."

"For Provençal people Châteauneuf-du-Pape is a mythic appellation, and for me too. In my dream to do wine in Châteauneuf was the best I could dream."

This was easier dreamt than done – land, yet alone fully functioning wineries, are not often advertised in CduP – things tend to happen on an altogether more informal level. But by luck, and through personal connections, in 2002 she was able to buy the small Domaine Saint Préfert.

From the beginning her wines have had garlands heaped converts were Eric Beaumard, famed sommelier at Hotel and Jamie Ritchie, CEO of Sotheby's Wine in New York.