



Press Kit
2022



THE CONCEPT

Nestled in the heart of the Luberon Valley in an idyllic village just 45 minutes from Avignon, Coquillade Provence Resort & Spa epitomizes the quintessential tranquility of a Provençal retreat. The charming Relais & Châteaux affiliated property is located on a 100-acre estate studded

with historical vineyards, cypress tree alleys and 300-year-old olive groves. The restored 11-century hamlet encompasses 63 spacious rooms and suites, a six-bedroom villa, three restaurants, two bars, a cycling center, and a luxury spa.

HISTORY

The oldest walls date back to the 11th century and according to the legend, the small village was founded by Cistercian monks of the Sénanque Abbey. Two centuries later, the vines were born in what is today our Aureto Vineyard.



HOST

Originally from Switzerland, Alain Bachmann established his roots in the Luberon 3 years ago. It is here that he puts his heart and energy into Coquillade to offer guests the most beautiful experiences.



THE PROJECT

It was a love affair for Provence that pushed Andreas Rihs to invest in the future of Coquillade. In 2006, this Swiss entrepreneur (†2018), known for his passion for wine and cycling, bought the old village built over the centuries on a hill surrounded by vineyards and has set itself the ambition to make it the most beautiful place for wine tourism in Provence. His sons Oliver and Tobias Rihs are now continuing this beautiful adventure.

THE OPENING

After its opening in 2008, Coquillade Provence Resort & Spa was rewarded for its hard work by obtaining its 5th star in 2011.



TODAY

The establishment took on a new dimension in 2015 with the expansion of 35 new rooms and suites, a 2000m² Spa and 400m² of event space. In 2020, Coquillade underwent a complete renovation furthering the property's unique and timeless charm. In 2022, five connecting luxury pool suites will be added offering 340m² of combined space accommodating 10-12 guests with a private entrance and private access to the spa. This place of life is a unique offer in Provence.





HERMANN HESS

*A cultural and
artistic heritage*

This year, La Coquillade becomes the setting for a part of the works of Mr. Hermann Hess. His great-grandsons have decided to share this priceless cultural and artistic heritage with their guests.

Herman Hesse,

A word from the great-grandchildren

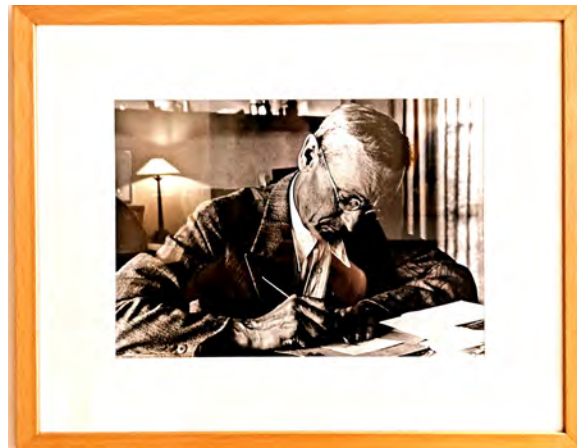
"Our great-grandfather, Hermann Hesse (1877-1962), novelist, poet, painter and winner of the Nobel Prize for Literature, was a great nature lover. His long walks were a source of inspiration for him. Here, in the heart of the Luberon Park, we are happy to share with you some of his most beautiful writings.

His work, full of humanism, is today part of the heritage of universal literature. His favorite themes such as the protection of nature and the quest for a higher purpose of existence than that of consumption remain great subjects of concern.

We hope that his words and thoughts will resonate with you and nourish your stay in La Coquillade.

Happy reading."

Tobias and Oliver RIHS
Great-grandchildren of Hermann Hesse
Owners of Coquillade Provence Resort & Spa



The literary works of Hermann Hess



Environmentally Friendly *Luxury*

Since its creation in 2008, Coquillade Provence Resort & Spa has always valued the land it inhabits. La Coquillade offers its guests exclusive hospitality in a privileged setting. This choice is part of a global concept, architectural and ecological, resulting from the owner's personal commitment to minimize the impact on the environment.

La Coquillade obtained the European Ecolabel (AFNOR) in 2012. Since then, the property has been implementing a broad environmental policy, through concrete daily actions.

In 2021, Coquillade Provence Resort & Spa will become a member of "Now Sustainability". This formidable tool aids in redefining the codes of the luxury hotel industry with the current environmental concerns at the forefront.

A HIGH QUALITY APPROACH TO ENVIRONMENTAL & SOCIAL RESPONSIBILITY

The resort and spa recently joined forces with NOW; a platform with a mission to boldly advance sustainability and transform the impact and future of travel to be a force for good, for people and for our planet. The property is also certified by EarthCheck, the world's leading scientific benchmarking, certification and advisory group for travel and tourism.



EARTHCHECK



Some examples of our actions...



Supporting the fight against cancer

For 4 consecutive years, La Coquillade has supported Pink October by donating 5€ for each room booked in October and offers a spa morning for the patients and caregivers of the Hospital of Apt and the St. Catherine Institute, in order to bring well-being to increase the chances of success.

In 2021, La Coquillade decided to sponsor a team of triathletes "La Grosse Team Triathlon Canal+" resulting in the creation of the Paris-Coquillade Challenge: a 710 km bike ride to support the Pink October event.

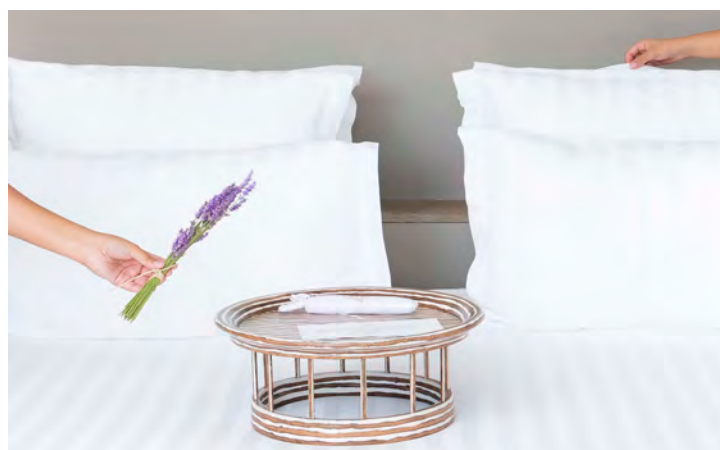


Presence of *beehives* on the estate

In a commitment to sustainable development, La Coquillade maintains six beehives on property, contributing to the pollination of surrounding vegetation, essential for the reproduction and survival of several thousands of bees. Thanks to them, the gardens of the domain and the Regional Natural Park of Luberon are pollinated.

Homemade artisanal *organic bread*

Pastries and bread are prepared daily by our baker Paul, using a strong old-fashioned know-how. He incorporates organic agriculture such as natural leaven and flour



'Only for your head'

For an added touch of health and safety meets luxury, each guest staying at Coquillade will be gifted a personal deluxe goose feather down pillow from Provence to take home or donate it to our charity partner Emmaus.

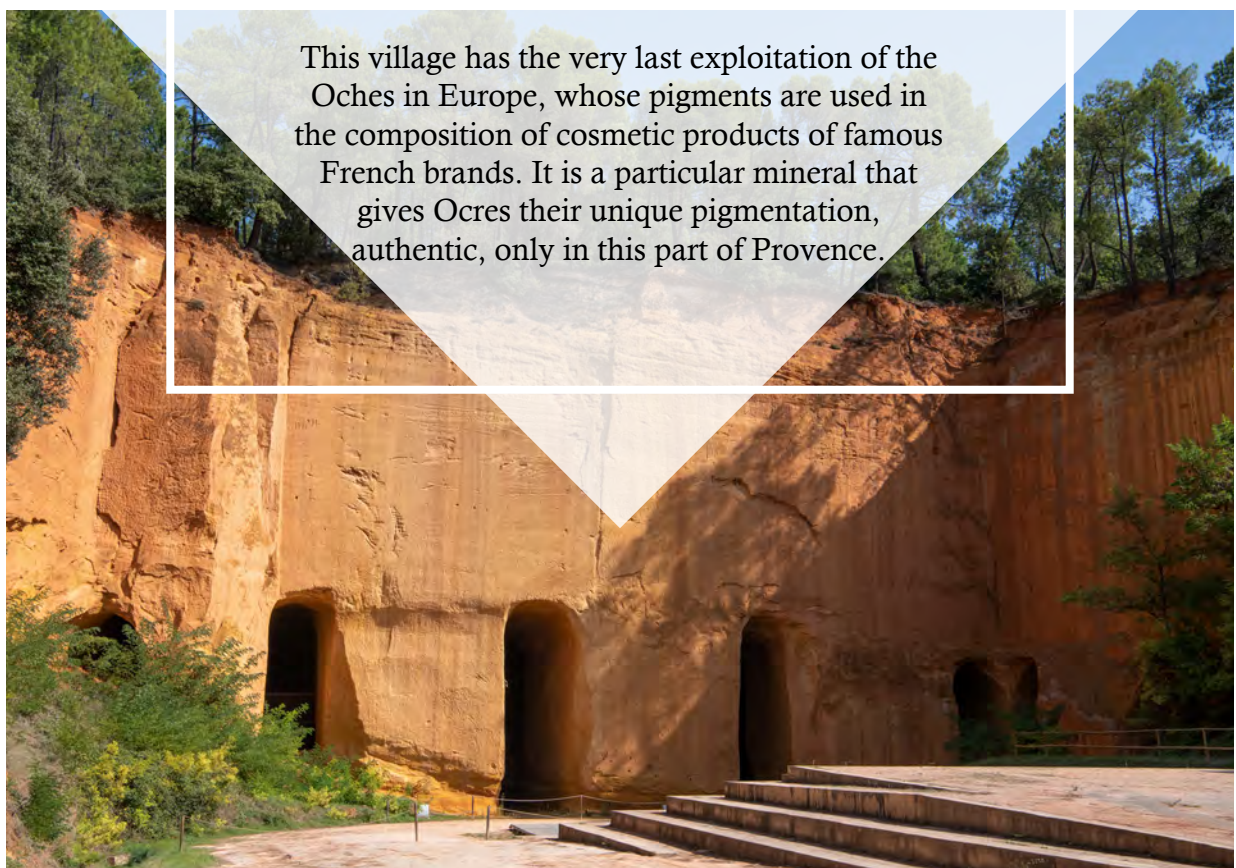


ROUTE DES OCRES

Unforgettable Experiences

Coquillade Provence Resort & Spa is located on the Ocres Road, in Gargas, near Rousillon.

This village has the very last exploitation of the Ocres in Europe, whose pigments are used in the composition of cosmetic products of famous French brands. It is a particular mineral that gives Ocres their unique pigmentation, authentic, only in this part of Provence.



THE LUBERON, *The Best of Provence*

Provence and the Luberon are teeming with treasures just waiting to be uncovered. Coquillade's central location allows for easy access to discover all the region has to offer.

Crisscross the wide-open spaces, meander down cobblestone roads leading to magnificent castles, and explore the hillside vegetation of blossoming lavender and fragrant olive trees. The most beautiful villages of France follow one another, showing the richness of the Provencal heritage.

The proud residences of Ménerbes, the mineral harmony of Gordes, the castle of Lourmarin, the antiques of L'Isles sur la Sorgue by car, bicycle or hot air balloon, it is all the charm of Provence that unfolds before your eyes.



Village de Lacoste



Abbaye de Sénanque



Village de Gordes

A scenic view from a balcony with a large white diamond overlay containing text. The background shows a clear blue sky with scattered white clouds, distant green hills, and a balcony railing. In the foreground, a white lounge chair and a small table with a glass of water are visible.

ROOMS & SUITES

Perched on a hill overlooking the greenery and vineyards of the Luberon Regional National Park and Mont Ventoux, Coquillade Provence Resort & Spa encompasses 63 spacious rooms and suites and a private six-bedroom villa.

Accommodations are spread across a collection of bastides (country houses), meticulously decorated to reflect the history and allure of a quintessential Provençal retreat.

CHARMING ROOM

A Concentration of Elegance in Provence

Step into your own private oasis bedded down amidst fragrant olive trees and lavender.

The 323 sq. ft. room sleeps two guests in a king bed with a terrace or balcony. The cozy and intimate layout is masterfully decorated featuring locally crafted stone walls and woodwork with neutral tones mirroring the colors of the Ocres of Roussillon, Stack bathroom facilities, and fabrics selected from Pierre Frey, Canovas, Rubelli, Zimmer Rohde, and more.

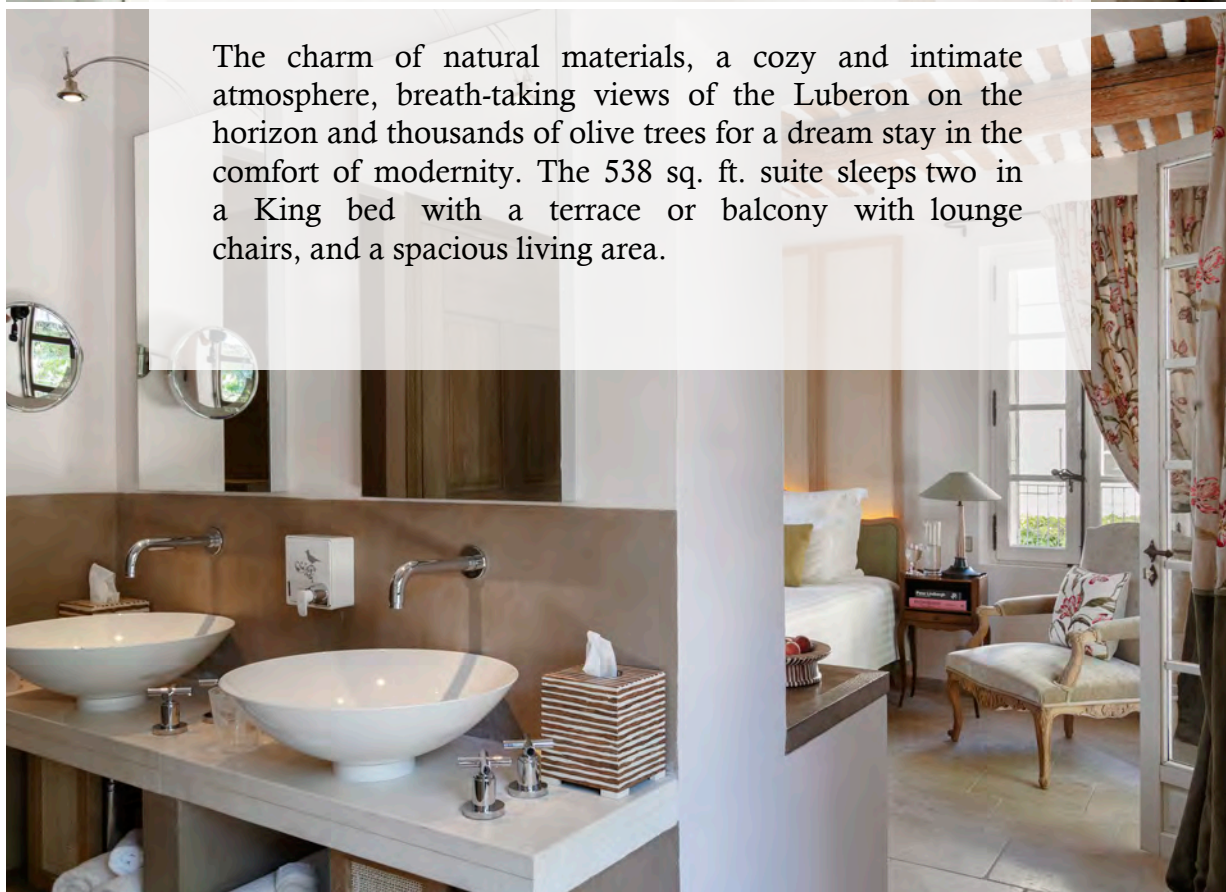




JUNIOR SUITE

Luxury in all Simplicity

The charm of natural materials, a cozy and intimate atmosphere, breath-taking views of the Luberon on the horizon and thousands of olive trees for a dream stay in the comfort of modernity. The 538 sq. ft. suite sleeps two in a King bed with a terrace or balcony with lounge chairs, and a spacious living area.





THE SUITES

Elegance of Provence

Tucked away in a Provencal farmhouse, the idyllic suites are brimming with authentic charm featuring traditional wooden beams, exposed stones, the dream of a timeless experience within the walls of an authentic Provencal farmhouse.

592 sq. ft. of softness and elegance, happiness in all its shades. The Suites sleep two with a separate living area with sofa and desk, bathtub and shower, and terrace or balcony with lounge chairs.





THE *Family* SUITES

This two-bedroom lofted Family Suite is an enchantment for all ages with indoor comforts and outdoor delights. The 700 sq. ft. suite sleeps four with one King bed and two single beds on the mezzanine. Additional features include a bathroom with shower and tub, a living room with sofa, and a furnished terrace or balcony.





DELUXE SUITE

Exceptional Suite

Enjoy velvety moments of pure indulgence in a romantic suite with a private spa, king bed, living room, private terrace, a double vanity, jacuzzi, bathtub, and shower. The Deluxe Suite is tucked between the lavender and olive groves for rural tranquility. Additional benefits include a bottle of Champagne, fresh fruit, and a €50 spa voucher.





SUNSET SUITE

At the Sunset

Enjoy sweeping views of the Luberon hills in the intimacy of a 645 sq. ft. suite in the heart of Provence. The Sunset Suite features a private outdoor jacuzzi, spacious terrace and garden, King bed, living area and large bathroom with a double vanity and Balneo bathtub and shower. Additional benefits include a bottle of Champagne and daily fruit assortment.





Dive headfirst into Provence with exclusive services in a sunny, spacious suite giving out onto an 8,611 sq ft shaded garden and terrace featuring a private outdoor pool and jacuzzi. The one of a kind Pool Suite sleeps two in a King bedroom on the mezzanine with a spacious living area, and large bathroom with a large vanity, sauna, whirlpool bathtub, and shower.





BASTIDE

Les Vallats

The unparalleled charm of a Provençal country house, with all the comforts of a luxury villa. The 8,611 sq. ft. villa sleeps 12-14 guests in 6 bedrooms with a spacious living room with fireplace, full kitchen, dining room, private spa with hammam and balneo bath, heated outdoor pool, & large garden area. Located in the neighboring village of Ménerbes, guests revel in blissful seclusion, while just close enough to enjoy the luxury amenities and services available at the five-star property. Exclusive access to private chefs, massage therapists, a concierge and household cleaning service, and complimentary access to the Coquillade Spa, tennis court and helipad.







NYMPHS *Suites*

IN PROGRESS

Space, luxury, refinement, with gardens, private pools and private access to the spa. 5 new connecting pool suites ranging from 645 sq. ft. to 3,659 sq. ft., will provide a unique and elevated experience. The suites will offer an idyllic home away from home with breathtaking views of nature.

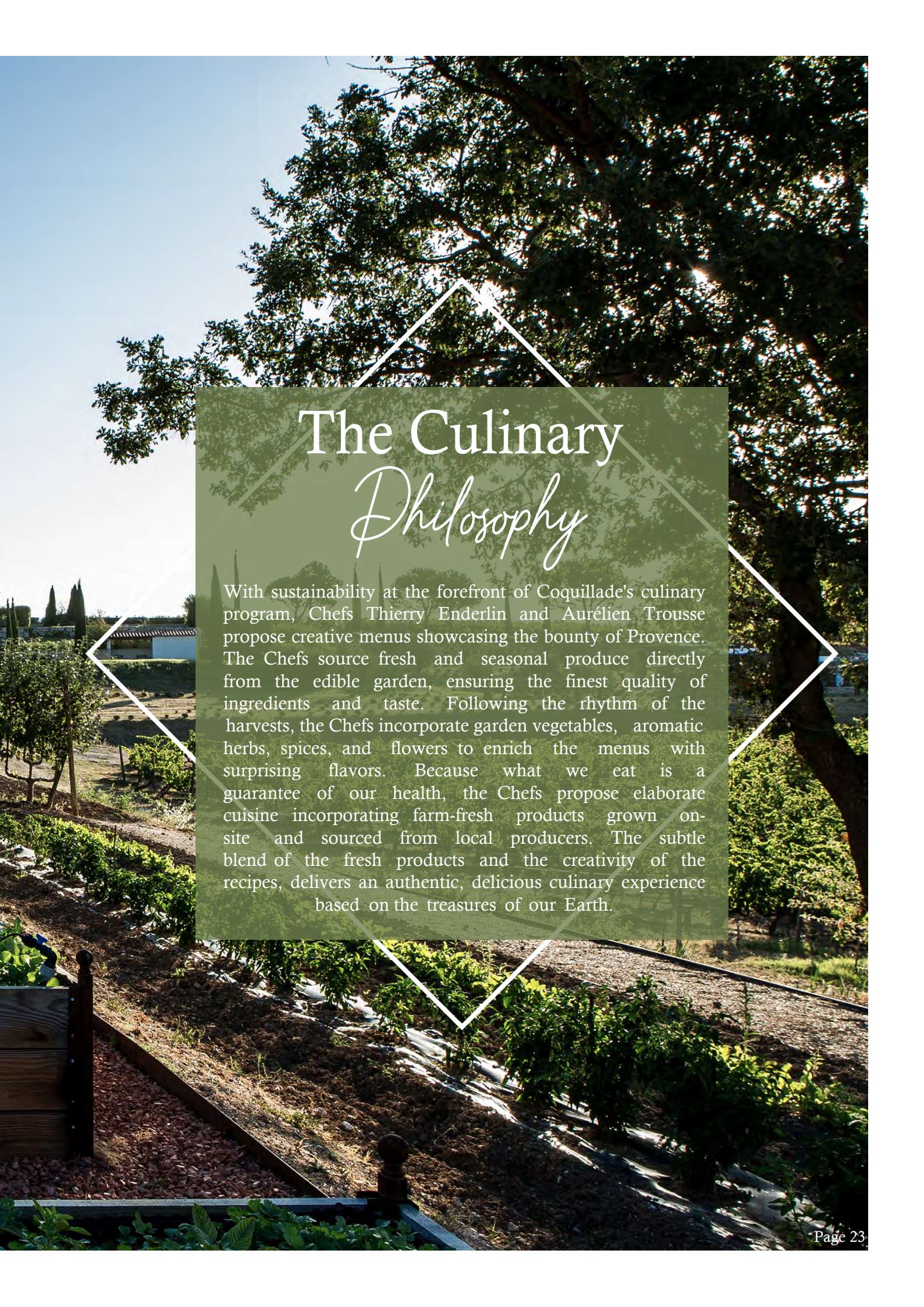


Architectural Renderings



Architectural Renderings





The Culinary *Philosophy*

With sustainability at the forefront of Coquillade's culinary program, Chefs Thierry Enderlin and Aurélien Trousse propose creative menus showcasing the bounty of Provence. The Chefs source fresh and seasonal produce directly from the edible garden, ensuring the finest quality of ingredients and taste. Following the rhythm of the harvests, the Chefs incorporate garden vegetables, aromatic herbs, spices, and flowers to enrich the menus with surprising flavors. Because what we eat is a guarantee of our health, the Chefs propose elaborate cuisine incorporating farm-fresh products grown on-site and sourced from local producers. The subtle blend of the fresh products and the creativity of the recipes, delivers an authentic, delicious culinary experience based on the treasures of our Earth.



A V E L A N



AVELAN

Gourmet Cuisine of the World

Avant-garde cuisine and a whirlwind journey for the senses, whisking you away to legendary worlds on a wave of fusion and culinary twists. A restaurant where local produce embarks on an adventure deep into the heart of exotic flavor.

Drawing on cuisine from far-flung destinations, Chef Thierry Enderlin leads diners off the beaten path into uncharted gourmet territory. The restaurant's name was inspired by a stream, in a nod to the way in which guests are transported from village to village on an expedition to unknown shores.

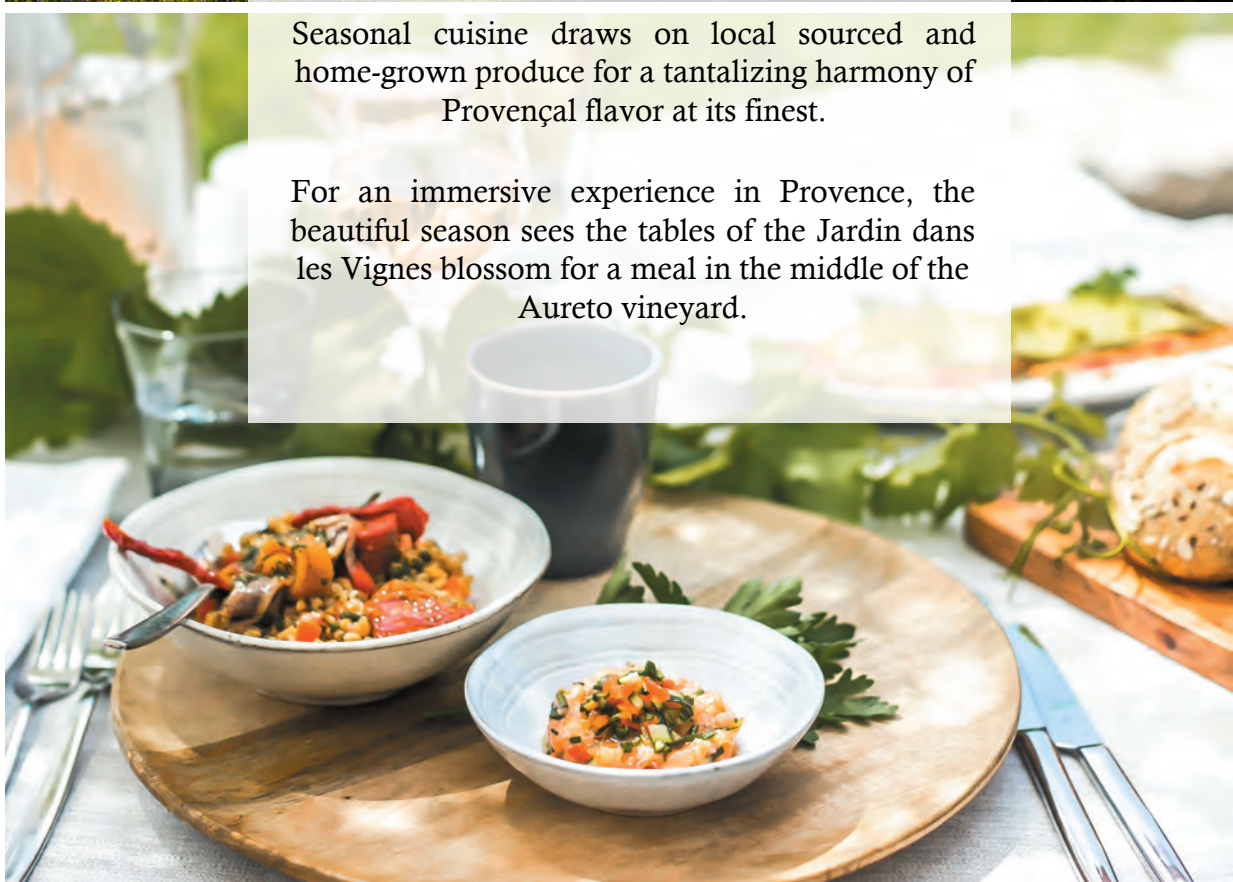
Traditional French patisseries are injected with a shot of Provençal charm here, in a stunning marriage of contemporary flavors tinged with a hint of the garring. Expect sweet, fragrant goodness that floods the mouth with desserts concocted by pastry chef Aurélien Trousse, bronze medalist at France's 2019 Dessert Championship.





Seasonal cuisine draws on local sourced and home-grown produce for a tantalizing harmony of Provençal flavor at its finest.

For an immersive experience in Provence, the beautiful season sees the tables of the Jardin dans les Vignes blossom for a meal in the middle of the Aureto vineyard.





CIPRESSA

dolce cucina

Embrace the dolce vita and coax your taste buds into life with authentic, refined Italian cuisine by Federico Moroni in a warm, colorful Sicilian atmosphere.

Treat yourself to a buffet of antipasti, delicious fresh homemade pasta, typical Italian dishes and tasty pizzas cooked on a wood fire. Don't forget the Italian cheeses and desserts with a thousand colors.





LE BAR

An Intimate Setting



The precious charm of crystal, large windows overlooking the hills of Provence, the tasty balance of refined cocktails, and sublimated pastries enjoyed by the cozy fireplace.

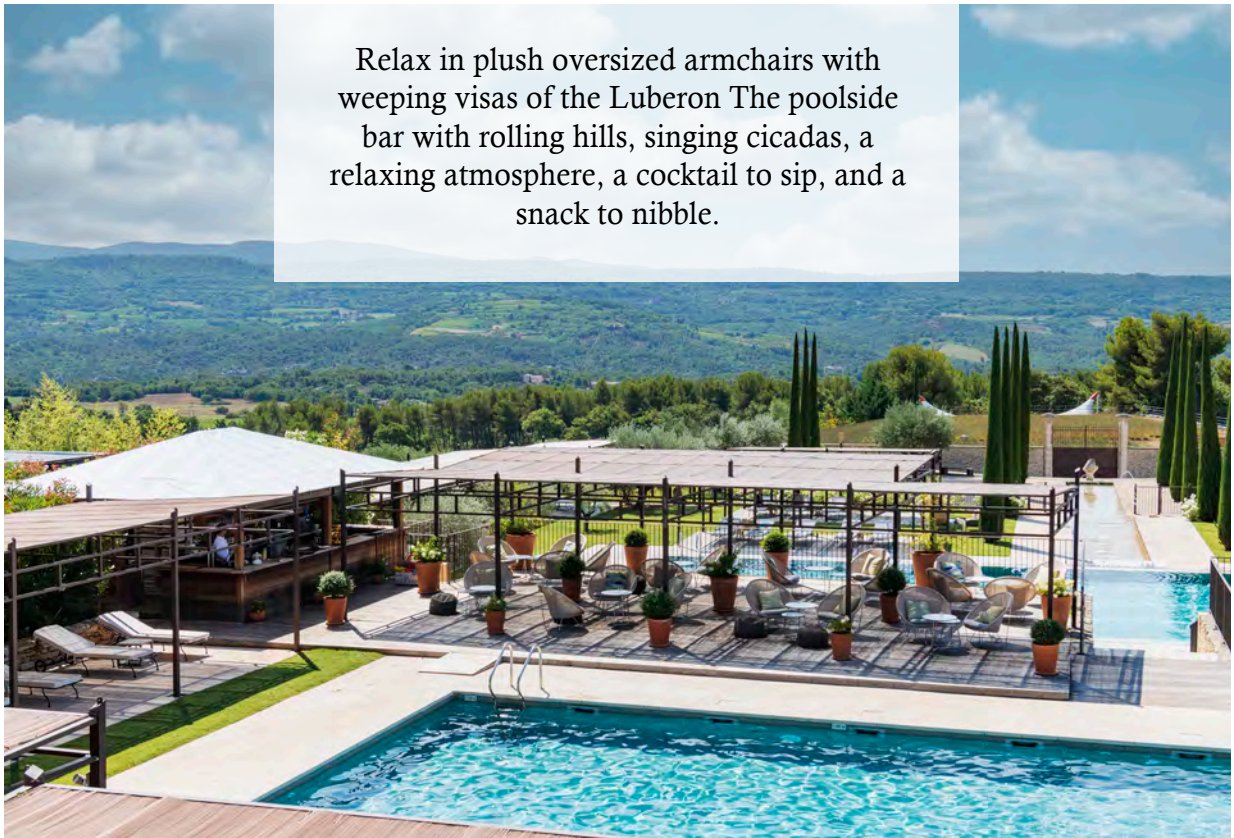




LUBERON BAR

A Summer Atmosphere

Relax in plush oversized armchairs with weeping visas of the Luberon The poolside bar with rolling hills, singing cicadas, a relaxing atmosphere, a cocktail to sip, and a snack to nibble.



The background image shows a modern spa interior. On the left, there are thick, textured stone pillars. In the center, a large window looks out onto a bright area. To the right, there's a wooden slatted wall. In the foreground, two white lounge chairs with blue towels are positioned on a wooden deck. A small table with a lamp sits between them. To the right, a large arched mirror reflects part of the room, and a small table with a candle and flowers is visible. The overall atmosphere is calm and luxurious.

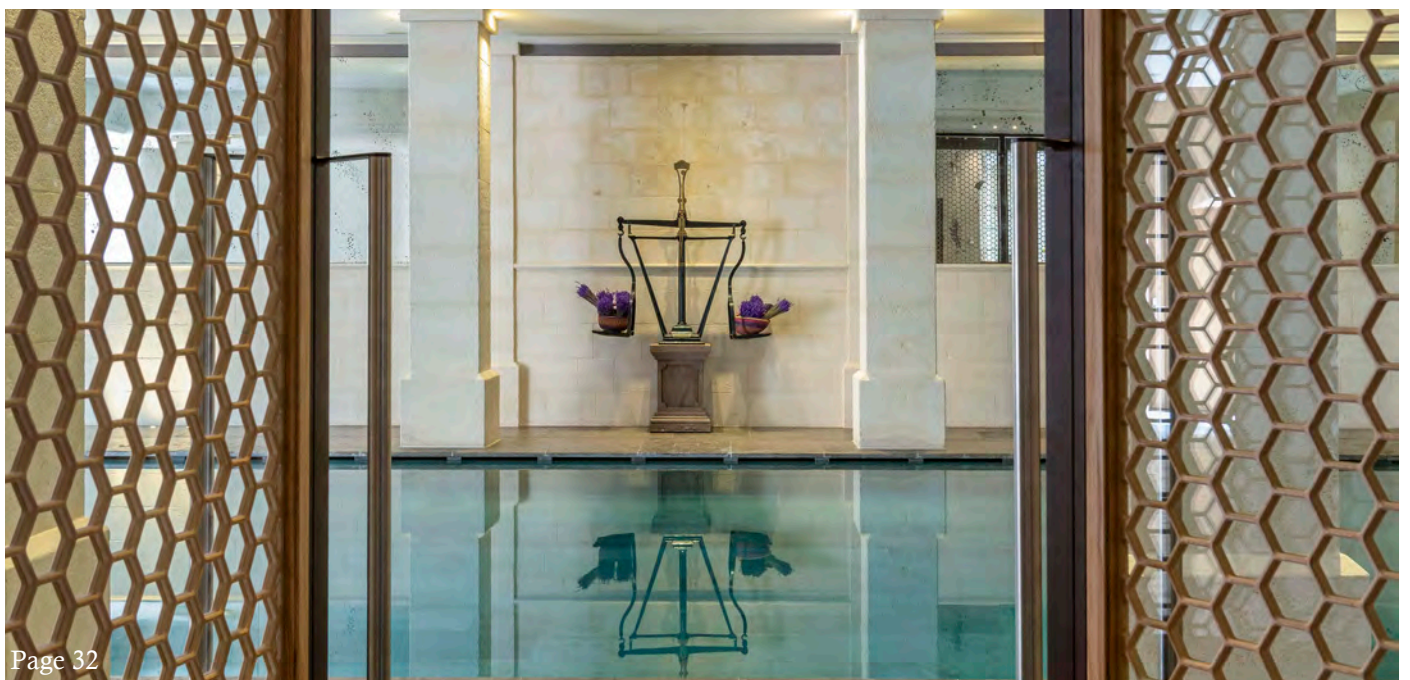
Spa *Coquillade*



AN EXCEPTIONAL OASIS

In the Heart of Provence

The crowning jewel of the property is found at the Spa Coquillade, the largest spa in the region. Discover complete relaxation and harmony of the mind, body, and soul, in the heart of the Luberon Regional Natural Park. Traditional techniques are strengthened with advanced therapeutic modalities, for programs tailor-made to enhance your physical and mental well-being.



LUXURY WELLBEING

In the 21,527 sq. ft. Spa

The Coquillade Spa offers an idyllic setting where each guest is welcomed in a totally personalized manner. The 21,527 sq. ft. spa is entirely dedicated to well-being and fitness with a sauna, hammam steam bath, Kneipp pools, ice fountain, sensory shower, heated indoor pool, outdoor Jacuzzis, relaxation room, outdoor Jacuzzis, relaxation room, herbal tearoom, weight and cardio training room, gym and private garden for Spa guests.



DISTINCTIONS

The Coquillade Spa has recognized several times in the WORLD LUXURY SPA AWARDS

2020

- World Award: Best Luxury Yoga Retreat
- Regional Award: Best Luxury Destination Spa
- National Award: Best Detoxification Program
- National Award: Best Luxury Wellness Center

2019

- Regional Award: Best Luxury Ayurvedic Spa Prix
- National Award: Best Luxury Retreat Spa





12 CABINS

- Individual treatment rooms
- Duo treatment rooms
- “My Private Spa” cabin with sauna, steam bath, jacuzzi and massage tables
- Hair salon
- Oriental cabin
- Manicure and pedicure salon
- Cabin for water treatments: affusion massage and jet shower



MY PRIVATE SPA






CURES & RETREATS

The Coquillade Spa has created customized programs, between 5 and 20 hours, to reach an optimal level of physical and mental well-being:

- IN & OUT BEAUTY
- NO STRESS
- SPORT & MORE
- RELAX & SHAPE



The background image shows a scenic view of a dirt road winding through a landscape. In the foreground, three cyclists are riding away from the viewer on a reddish-brown dirt path. The middle cyclist is wearing a pink shirt and dark shorts, while the others are in blue and white. To the right of the path is a concrete drainage ditch. In the background, a steep, eroded cliff face of reddish-brown soil rises, topped with a dense forest of tall, thin trees under a clear blue sky. A large, white, diamond-shaped graphic is superimposed over the center of the image, framing the text.

CYCLING CENTER

COQUILLADE

Pedal Through Provence

Showcasing the famous Swiss brand BMC, the Coquillade Cycling Center is a 2,152 sq. ft. showroom that offers high end racing bikes, mountain bikes, road bikes, electric bikes, children's bikes, and carriages for the little ones.

Our cycling center is fully equipped for every type of cyclist: top of the line bikes, equipment, helmets, jackets, energy products...

Bike technicians are on site to provide assistance, advice, make repairs and adjustments and more.

THE LUBERON, *Cycling Paradise in Provence*

With the towering Mont Ventoux and the Luberon, guests can set off on the most beautiful routes of the region according to the desires and objectives of each one:

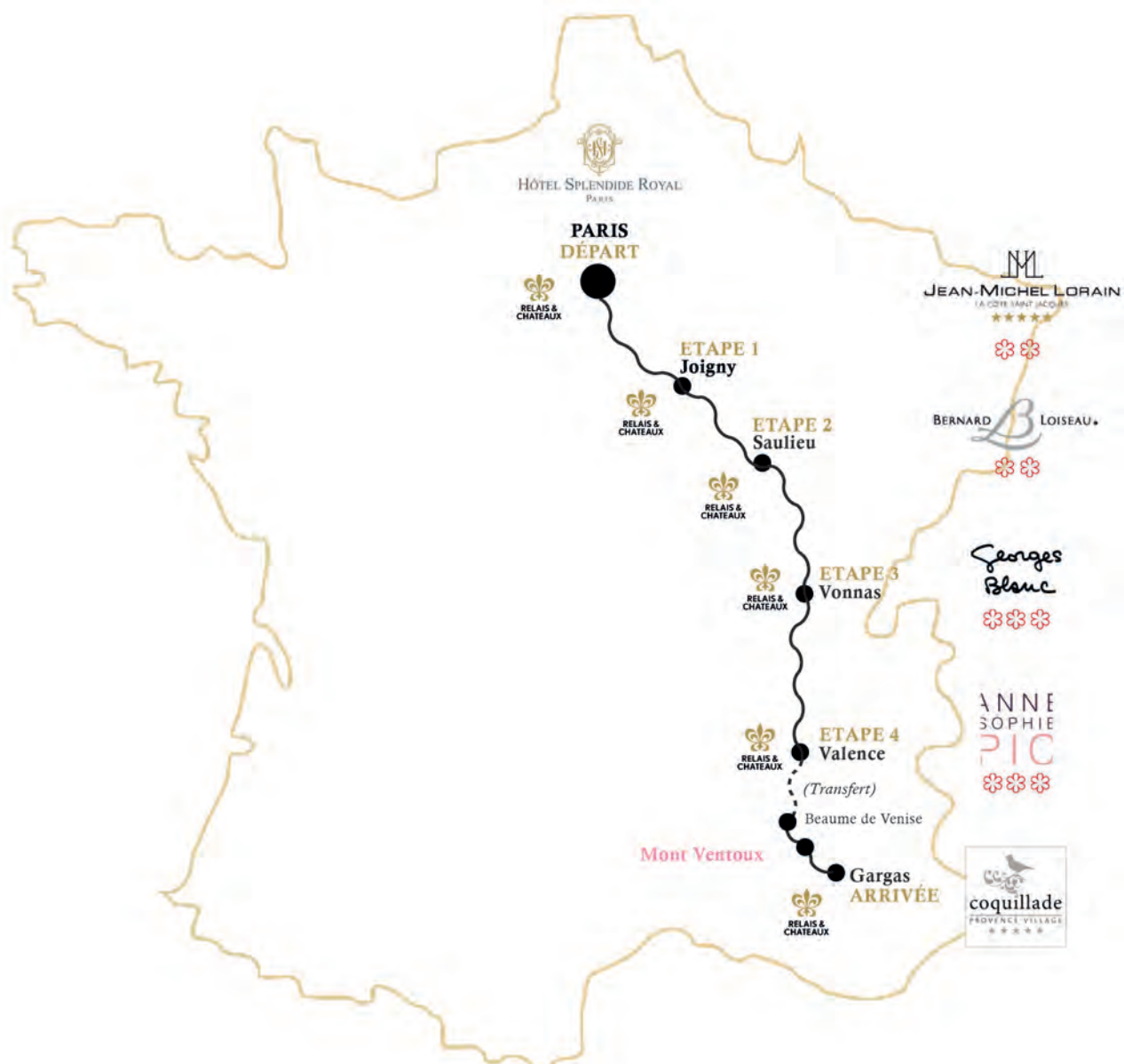
- Discovery of the vineyards
- Discovery of the perched villages and the art of living in Provence
- Discovery of the Ogres road
- Mont Ventoux Ascensions
- The "Cinglée" of the Mont Ventoux



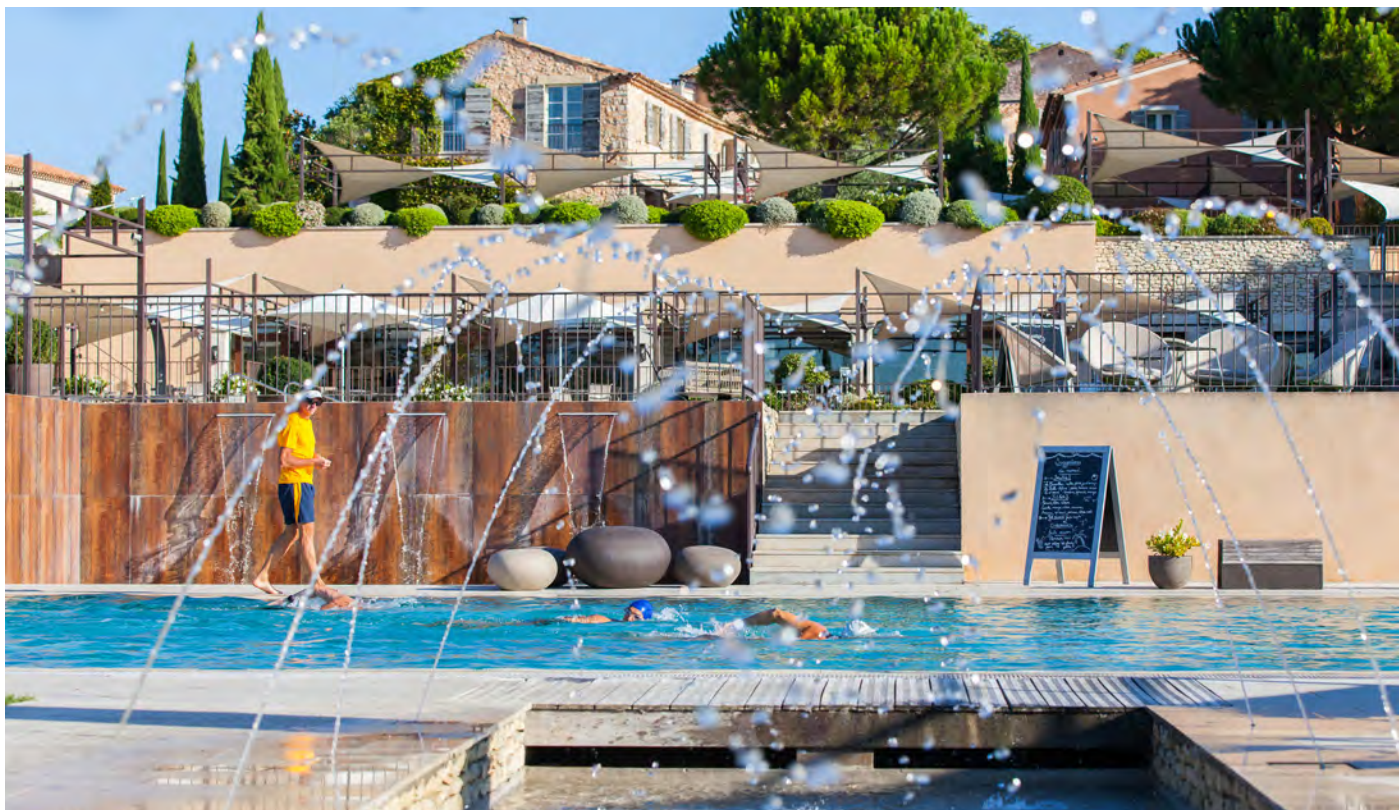
PARIS COQUILLADE CHALLENGE

Cycling for a Cause

Located in one of France's most incredible cycling spots, La Coquillade offers the 'Paris Coquillade Challenge', an exceptional cycling and culinary experience that raises money and awareness for the fight against cancer. Departing from the Palace of Versailles in Paris, the 5-day cycling route is paired with 5 culinary experiences with the greatest Chefs of France who hold 10 Michelin stars combined, followed by stays at incredible Relais & Chateaux hotels each night. The journey spans 710 kilometers (441 miles), 5,762 meters of positive altitude difference, and 35 hours of effort. The Paris Coquillade Challenge is now a "route du bonheur" in the Relais & Chateaux catalog.







FITNESS & SPORTS

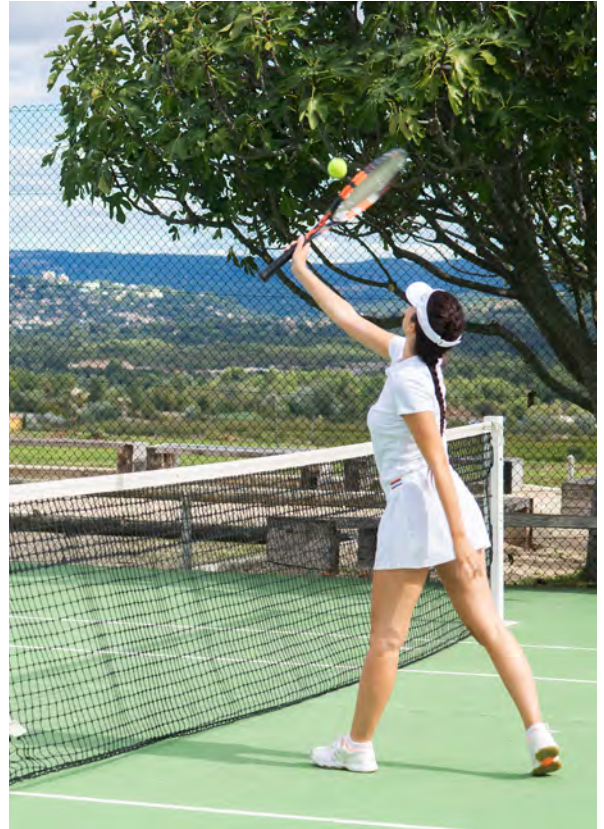
with a touch of Provence

With an incredible view of the Luberon hills, the semi-Olympic outdoor pool stretches over 25 x 11 meters, an enchanting setting surrounded by olive trees. For families and children, the apprentice swimmers and their parents, a 20 x 10 meter pool to enjoy all the pleasures of vacations in Provence.

To practice tennis in this ideal setting, make a simple request to the Concierge, and take advantage of the equipment lent by the hotel: rackets, balls, towels and refreshments.

To allow you to fully experience the sports excellence, Coquillade lends boccie balls and makes its two courts available.

Guests can discover one of our experiences Spa & Adventure: from the hotel, many hikes are to be explored with a guide. Back at the hotel, they can enjoy a moment of relaxation at the spa with a Deep Tissue massage and Reflexology.





AURETO *Vineyards*

A few dozen kilometers from the "Giant of Provence", Mont Ventoux, and in the heart of the Luberon Natural Park, the Aureto wines are among the great names of the vineyard.

74 acres of Aureto vineyards surrounds Coquillade, whose oldest residence has known generations of winegrowers who have been producing wine since the 13th century.

Coquillade, or in Provençal "Couquihado" means the crested lark, which can be found in the logo. Aureto, "light breeze" in Provençal, inspired the name of the different wines.

A SUBTLE MARRIAGE

of Ventoux and Luberon Terroirs



Between Luberon and Ventoux, are the 74 acres of Aureto vineyards in the heart of an authentic and protected environment. The vineyard offers a range of wines in the Ventoux and Luberon Protected Designation of Origin and Protected Geographical Indication Vaucluse and Mediterranean, from its own vineyards or from selections carefully made by the cellar master.

When the vineyard was taken over in 2007, the winery was completely restructured to make the plots as suitable as possible to produce great wines.

Since 2019, Aureto has been managing the vineyard in a sustainable way with a commitment to organic farming. The first wines with the organic label will be released in 2022 and will be marketed starting in 2023.

AURÉLIE JULIEN
Cellar Master

Oenologist from Apt, Aurélie Julien is a pure regional product, combining pride in her terroir and technical skills. It was during a vacation in the Bordeaux region that she discovered the world of wine, which led her to take a BTS in Viticulture at the Lycée Macon Davaye, followed by a Master's degree in Vine Sciences at the Institute in Dijon, and a diploma in oenology from the Faculty of Pharmacy in Montpellier.

With her diplomas in hand, she decided to alternate for two years, making wine in France (Cave de Sylla of Sylla in Apt and Cave de Tain l'Hermitage) and abroad (New Zealand and Argentina). It is in 2009, back on her land, that she embarks on the Aureto adventure.



WINE TOURISM

at the heart of the Business

Aureto is an essential stop for wine tourism in the region. From April to September, the "Wine Break Aureto" offers gourmet tasting of selected cold cuts and cheeses, accompanied by wines from the field, as well as beer and grape juice.



SENSORY ANALYSIS WORKSHOPS

Aureto organizes workshops for an introduction to sensory analysis, for a unique and playful approach to tasting wine.



VISIT OF THE WINE CELLAR FOLLOWED BY A GUIDED TASTING

Aur lie Julien, the Cellar Master and her team, welcome visitors for a visit of the wine-making cellar installed a few meters from the hotel and built two thirds underground.



THE WINE PATH

A Winegrower's Path marked out in three routes leads to the discovery of the whole vineyard and takes exceptional viewpoints.



A new wind blows on Aureto

Since Aureto was founded, significant progress has been made, but the world and viticulture are changing. We see all the signs of change, characterized by global warming, humus degradation, CO2 accumulation in the atmosphere and biodiversity loss. Aureto must take strides to combat these negative effects on the environment.

Through a multitude of measures, Aureto aims to reposition itself to offer an even higher quality of wine.

Under the inspired and committed leadership of its cellar master Aurélie Julien and its operations manager Nicole Guillot, new paths are being taken:



Since September 2021, Aureto is one of the **first climate neutral wineries** in the south of France.

The entire production is **in conversion to organic farming**, to produce high quality wines, marked by terroir.

Biodynamic working methods are used, taking into account the natural cycles of the earth and sky.

From this comes the name of the **new Aureto cuvées**:

APHÉLIE, comes from the Greek word "apo ", far and "helios", sun. The furthest point of a planet's orbit from the Sun.

ELYO, comes from the word "eile" which means sunshine in Greek. We think of "Helios", which means sun in Greek, and the name of the Greek god of the sun.

SOLALE, means "guide", for the new Grande Cuvée of Aureto.

CELEBRATIONS

Make Lasting Memories in Provence

Surrounded by vineyards, dotted with fields of lavender and olive trees, Coquillade is naturally graced with all the elements for extraordinary events and celebrations of our guest's most important moments.

Whether you are planning an elaborate and stylish event or an intimate ceremony, Coquillade's dedicated team will seamlessly execute a tailor-made experience where elegance shines for the most beautiful celebrations in Provence.

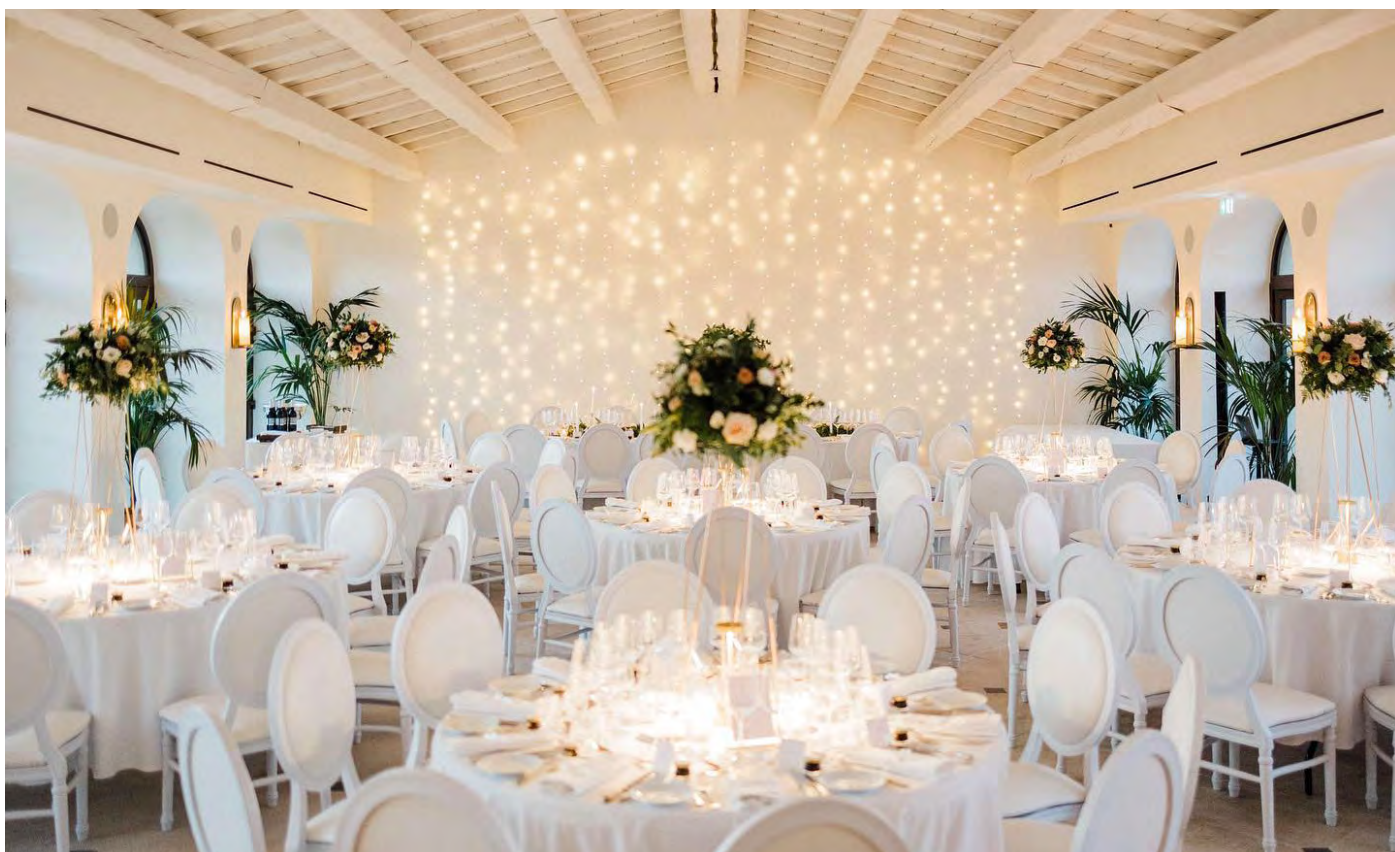




OUR SPACES

Coquillade is the ideal backdrop for any celebration offering impeccable design and elegant atmospheres that compliment the natural surroundings.

- **The Grande Gloriette:** Close to nature, amidst a tangle of flowers and herbs, an original and authentic setting for an intimate and rural ceremony. (50 guests)
- **The Papillon Lounge:** offers a 180° view, an elegant lounge with an adjacent winter garden and two exceptional terraces that make this place the ideal place in Provence to say, "I do". (120 guests)
- **The Aureto Lounge:** Facing the Aureto vineyard, in the heart of the hilly vineyards, the Aureto Lounge reveals the treasure of its breathtaking panorama. (80 guests)
- **The "Jardin des Beaux-Arts":** Bordered by the slender silhouettes of cypress trees, an amphitheater in the heart of the Jardin des Beaux-Arts. (150 guests)



MEETINGS & GROUPS

Elevated Corporate Retreats & Conferences



Coquillade welcomes professional or private events throughout the year. Cocktails, seminars, charity gala, each event is imagined as a unique moment.

Ideally located in the heart of Provence, the domain, the spaces and the quality of the installations make Coquillade a true place of exception.

Study days, semi-residential or residential seminars, business meals, team building and incentive activities, La Coquillade professional events from 10 to 150 people.

The event spaces are equipped for the organization of professional events: screen, video projector, sound system with HF microphone, satellite television, paper board, notepads and pens, Wi-Fi, telephone.



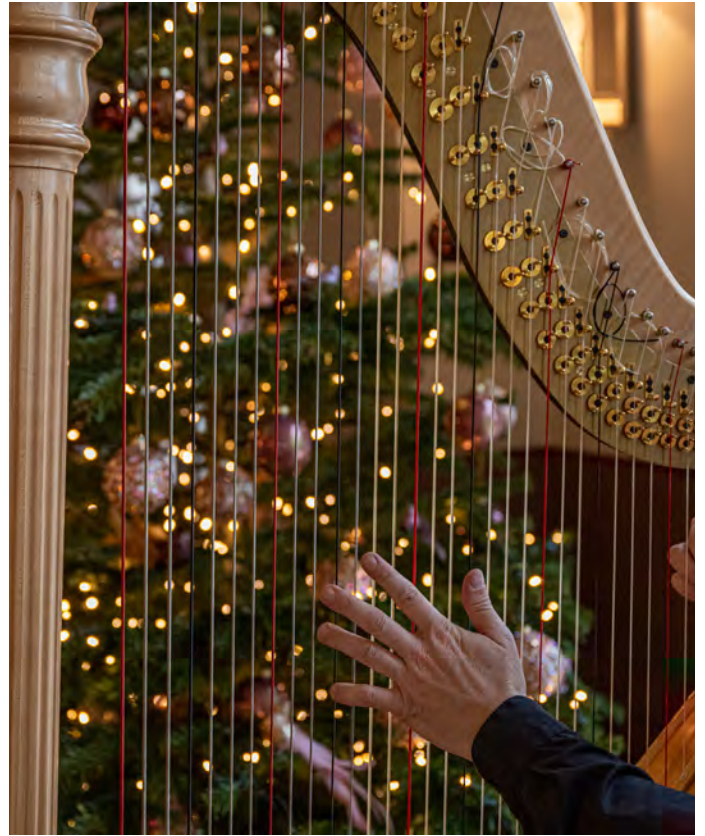


Unforgettable **FESTIVITIES**

All year long, an inventive calendar, festive events, gastronomic experiences, an Easter egg hunt for young and old, outdoor concerts, brunches, a Halloween Party, a magical Christmas, the pleasures vary, come back and rediscover everything !



Santa Claus



New Years



Media CONTACTS



U.S.: Victoria King Public Relations
Erin McGuiness
Tel: +1 (310) 207-5175
erin@vkpr.com



UK: Abel & Graham Communications
Isobel Abel Smith
Tel: +44 (0)7881 524 345
isobel@abelandgraham.com



Nathalie Pilot
Tel: +33 (0)6 69 64 30 67
commercial@coquillade.fr

Lysandre Humbert
Tel: +33 (0)7 61 77 57 33
marketing@coquillade.fr

Coquillade Provence Resort & Spa

Le Perrotet, 84400 Gargas – France, Luberon
Tel : +33 (0)4 90 74 71 71
info@coquillade.fr
www.coquillade.fr

Access

TGV Avignon 29mi
Marseille Provence Airport 50mi
Freeway exit Cavaillon or South Avignon 22mi
Coquillade Provence Heliport

