



THAT CRAZY FRENCH WOMAN

THAT CRAZY FRENCH WOMAN, Isabelle Legeron MW, has a unique approach to wine. She is an exceptional, award-winning wine taster, she's great fun, loves adventure but in wine terms is a bit of a maverick since she's all about the authenticity of taste and proper natural wine (free of additives and manipulation).

With the wild, have-a-go spirit comes a classically trained nose and palate. Isa is the only French woman ever to have become a Master of Wine and received both the Villa Maria Award for Viticulture and Madame Bollinger Award for Excellence in Tasting at her inauguration into the Institute. She won Wine Woman of the Year 2009 in Paris (a biennial, international competition designed to acknowledge the most talented woman in the wine trade) and her enthusiasm and love of wine "with soul" is so infectious that Time Out features a wine tasting with her as one of their top '1000 things to do in London'.

But most importantly, she is really out to change the wine world. She recently redesigned the winelist at Hibiscus, a 2* Michelin restaurant in Mayfair. The cutting-edge list is all about promoting proper natural wine, making Hibiscus one of the first Michelin-starred restaurants ever to do so. The wine list also features an 'orange wine' list and as Claude Bosi, Chef Patron at Hibiscus, says laughingly "now thanks to Isa we have reds, whites and oranges"! Because she's decided to dedicate herself to getting natural wines out there for people to find out about and taste, she also has a new TV series that will be going to air in the spring (on Travel Channel) that will be broadcast to 117 countries in 20 different languages and is all about her quest to make a difference to wine around the world. The first episode has her in Georgia (ex USSR) where wine is believed to have been created some 8000 years ago. Her new website – www.thatcrazyfrenchwoman.com – is all about proper natural wine made by small, independent producers who cherish biodiversity and sustainable wine practices.

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