

JURADE DE SAINT-EMILION

***I WAS INTRONISED AS A PRUD'HOMME DE LA JURADE ON
17TH JULY, 2017 IN SAINT-EMILION***



RAJIV KEHR & PRINCESS NISHA KEHR

Photo was taken in front of Hostellerie de Plaisance in Saint-Emilion

Jurade de Saint-Emilion represents the wines of Saint Emilion all over the world.. The Jurade is an official body which can trace its origins back to July 8th, 1199, when King John of England signed the 'Falaise Charter'. This ground-breaking decree gave the townsmen of Saint-Emilion extensive control over the legal, administrative and economic affairs of the town and, later on, over the surrounding lands falling under the Jurisdiction of Saint-Emilion.

The Jurats, as the members are known, were responsible for the town's internal and external policies. In return for these new freedoms, the English crown was granted rights to the wines of Saint-Emilion. Today, the **Jurade** has over 3,000 members who act as ambassadors for the wines of Saint-Emilion throughout the world. At their bi-annual initiation ceremonies, the **Jurade** inaugurates new officers in the following categories:

- **Protectors of the Jurade:** reserved for sovereigns, members of royal families and heads of state.
- **Peers of the Jurade:** awarded to prominent personalities from the fields of politics, diplomacy, literature, the arts, agriculture, the military etc.
- **Grand Aumôniers, Aumôniers and Prieurs de la Jurade:** awarded to prominent clergymen, with special responsibility for the Jurade's religious ceremonies.
- **Dame de la Jurade:** awarded to the illustrious women the Jurade wishes to honour.
- **Prud'homme de la Jurade:** awarded by vote of the Jurade's governing Council, bestowed upon professionals from fields affiliated to the wine trade: merchants, brokers, restaurateurs, sommeliers, wine stockists and purchasers etc.
- **Honorary Winemaker:** awarded to other experts the Jurade wishes to honour.

To the best of my knowledge I am the only Indian honoured thus far from India.