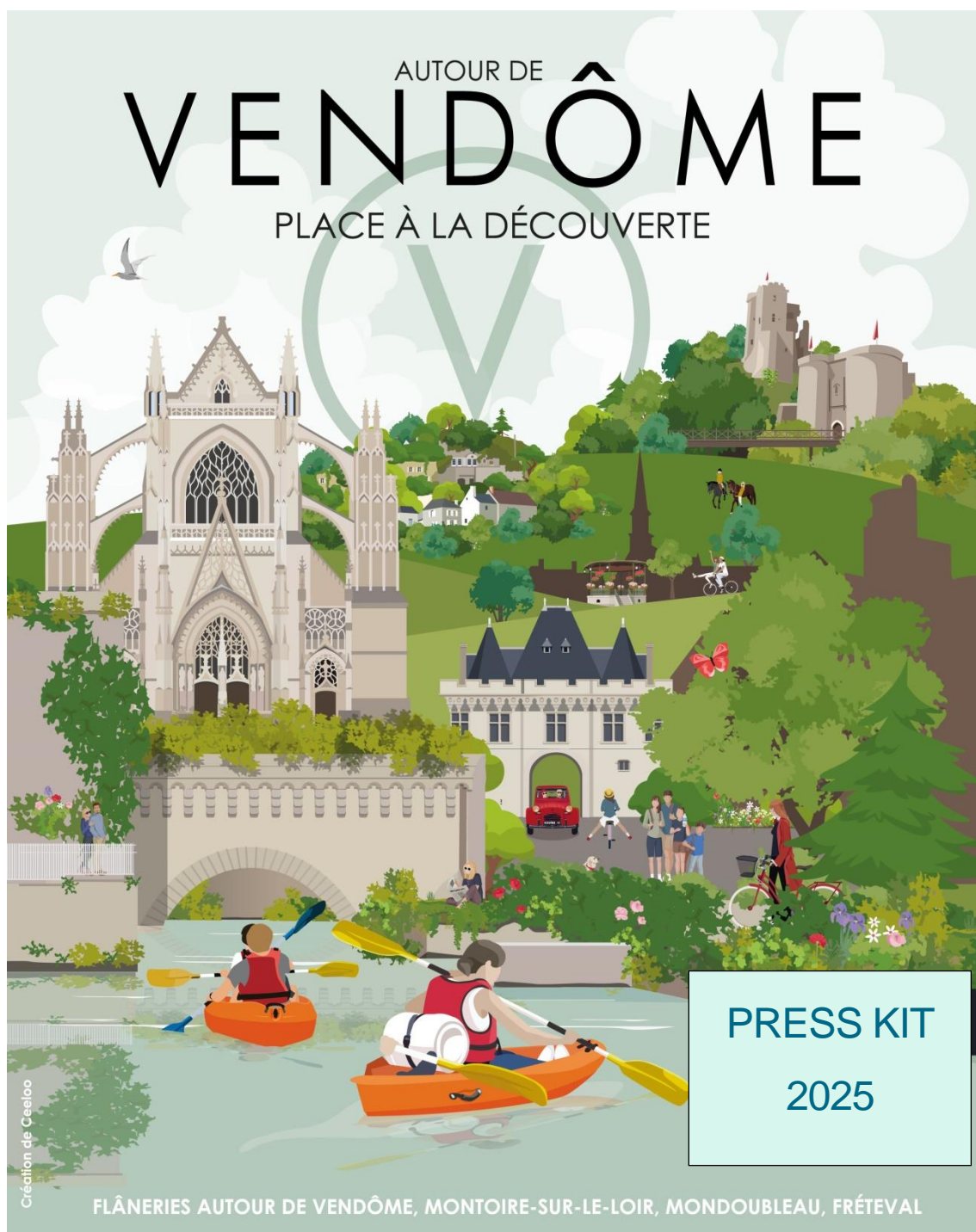


Destination Vendôme

Time to discover





Contents

Our top 10 must-see sites	p 3
The Vendôme heritage	p 4 -10
Around Vendôme- The Loir Valley	p 4 - 5
Around Montoire-sur-le Loir	p 6 - 8
Around Mondoubleau- The Perche	p 9
Around Fréteval	p 10
Nature in the Vendôme area	p 11-14
The Vendôme way of eating	p 15- 18
With your dog	p 19
Contact Presse Tourism Board	p 20



Our top 10 must-see sites



Spotlight on the Museum of Costumes and Ornaments of the World in Montoire-sur-le Loir, the fruit of fifty years of exchanges around the world.

Listed as a historic monument, the Augustinian convent in Montoire-sur-le Loir has been enjoying a new lease of life since August 2024 as the home of an extraordinary museum, the only one of its kind in the world. This place steeped in history has reopened its doors to the public to showcase an exceptional collection of costumes, headdresses and finery from around the world.

The fruit of over fifty years of encounters and exchanges around the Montoire-sur-le-Loir International Folklore Festival, this collection has been patiently assembled and preserved by Adeline Proux. 'I've always imagined giving these treasures a setting worthy of their cultural and artistic value,' she says.

This initiative by the Prouxs complements Musikenfête, the city's other emblematic museum devoted to instruments from around the world.

Walking through the rooms of the former convent, visitors are transported to different continents and eras. Under the majestic original beams, Asian silks and African weavings come to life, while the meticulous embroidery of the Slavic peoples is revealed next to 15th-century frescoes, where a Virgin and Child watch over this universe of textile traditions. Further on, the rich colours of Mexican embroidery on tulle illustrate the skills and creativity of Latin American craftsmen.

Each garment on display is a unique testimony, a page in history embodied in precious fabrics and meaningful motifs. 'Look at this embroidered silk and cotton dress: it was worn by a princess at the court of Laos. The phoenix and dragon that adorn it symbolise royalty and power', explains Adeline Proux, who can't stop talking about every detail.

Behind this meticulous preservation lies passionate work: protection against light and moths, delicate cleaning, precise sewing... Each piece has been pampered so that today's public can admire its full splendour.

With the opening of this museum, Montoire-sur-le Loir is enriching its cultural and tourist offering with a fascinating journey through the cultures of the world. A must-see for lovers of art, history and living traditions.

The Vendôme Heritage...



Around VENDÔME

Vendôme, a city of water and light

Just 45 minutes by TGV from Paris, Vendôme lies between the natural regions of the Perche to the north and the Petite Beauce to the south, at the foot of the Loir.

Vendôme plays hide-and-seek with the Loir: at the entrance to the town, the river divides into several smaller streams. Vendôme's canals exude a bucolic charm that is rare in an urban environment.

Close to the prestigious châteaux of the Loire, Vendôme has no need to be ashamed of its history, having given its name to a famous square in the Parisian capital.

The town boasts a rich historical heritage, including the Trinité abbey, the Bourbon-Vendôme château, the Porte Saint-Georges and the Saint-Jacques chapel.

The Vendôme forest is also one of the southern remnants, along with the Fréteval forest and a number of woods dotted around the immense forest that made up the original Perche, the Sylva Pertica.

Guided tours of Vendôme with passionate tour guides

Let Vendôme, a town of art and history, tell you all about it. Tours are available every day in summer to discover the history and architecture of the Trinité abbey and the Bourbon-Vendôme château, with the added bonus of special access to certain sites (the 80-metre-high Romanesque bell tower, the triforium, the ice-house tower, etc.).

Every day in July and August. Full programme in the diary at www.vendome-tourisme.fr

A free application to discover the Vendôme region in English: Wivisites

Wivisites is an application that makes it easier to discover our cultural heritage, from major sites to little-known nuggets. Visitors are geolocated, find the sites around them and have access to audio guides and routes to accompany them on their visits.

9 routes are available in the Vendôme area: Vendôme (5), Trôo (1), Montoire-sur-le Loir (1) and Lavardin (2).

A 39/45 remembrance tour

Follow in the footsteps of the men and women who made history during the Second World War in Vendôme.

A tour with around twenty stops to retrace the emblematic sites of sabotage, ambushes and other events.

Free brochure available from the Vendôme Tourist Office & geolocated tour available free of charge in English on the Wivisites app.

A tour of light to discover 'Vendôme by night'...

Since September 2016, Vendôme has gradually been equipped with a route for discovering its most beautiful monuments through light. The entire circuit will be completed this year.

It reveals the magical combination of light, the Loir and the town's most beautiful monuments: Hôtel du Saillant, Collège des Oratoriens, Chapelle Saint-Jacques, Tour de l'Islette, Porte d'Eau, Abbaye de la Trinité, etc.

Guided by illuminated signposts in the town, the route invites visitors to discover 14 of Vendôme's most beautiful heritage sites and landscapes, illuminated by a multitude of spotlights of varying power and colour.

By varying a wide range of warm and cool white lights, the route creates timeless atmospheres that, through their sobriety and beauty, evoke the image of luxury naturally associated with the name of Vendôme.

Free brochure available from the Vendôme Tourist Office.

Château de Meslay invites you to enter the intimate world of a prestigious family.

Just 5 minutes from Vendôme, the Château de Meslay stands on an exceptional site overlooking the Loir and its parkland.

The tour has been designed to tell the story of a prestigious family who have lived here for 300 years: 11 generations of farmers-general, intendants, state councillors, a prefect under Charles X... and above all a young girl, Anne Louise Félicité de la Porte, who saved the Château de Meslay and her family during the French Revolution.

On the programme: impressive kitchens (400 m² of cellars) and beautiful reception rooms with original furniture strongly influenced by the 18th and 19th centuries.

Bonus: book in advance for an in-depth themed tour led by the owner, with a glass of Vouvray in the château's dining room (€15/person).

A major project in 2025: restoring the château's roof

Restoring the château is now a necessity if we are to continue to welcome visitors in the best possible conditions. The entire roof of the château has fallen into disrepair, weakening the structure of the estate. Restoration work is essential, in particular to preserve the library, located in the eaves of the roof.

The first stage of the works, to restore the central and south wings of the Château de Meslay, will take place between late 2024 and June 2025.

A second phase will then focus on restoring the north wing.

Open from mid-June to mid-September

19, Allée du château 41100 Meslay 02 54 89 50 42 www.chateaudemeslay.com

The Loir Valley tourist train

Between Thoré-la-Rochette and Trôo, in an authentic railcar from the 1950s, passengers will discover the Loir Valley: the village of Trôo and its troglodyte dwellings, the Saint-Rimay tunnel, Montoire-sur-le Loir and its station infamous for its role in the PÉTAÎN-HITLER meeting on 24 October 1940, the cellars of Thoré-la-Rochette and, for the anecdote, they pass the TGV Atlantique at the very spot where it broke the world rail speed record at 515.3 km/h on 18 May 1990.

A new feature since 2023: **the draisine**

Discover the Loir Valley on a draisine with a 360° view.

Take a ride at 20 km/h in this strange machine, usually used by railway workers.

In July and August

Station 41100 THORÉ-LA-ROCHETTE 02 54 77 05 07 www.ttvf.fr





Around MONTOIRE-SUR-LE LOIR

Montoire-sur-le Loir, in the Loir Valley

Montoire is a historic town whose charm has been enhanced by the banks of the River Loir.

From the bridge, you have a bucolic view of the pretty old houses. As you stroll through the streets, the shadow of the Prince of Poets (Pierre de Ronsard) looms large.

Montoire-sur-le Loir discreetly watches over masterpieces of Romanesque and religious art from the 11th century: paintings depicting Christ in majesty covering the vaults of the Saint-Gilles chapel (a reproduction of which can be admired at the Cité de l'Architecture in Paris).

New: the 'heritage' tour is now available free of charge in several languages on the free Wivisites app.

Musikenfête: a museum show not to be missed. In addition to the various instrument display and creation areas, there is also a music workshop for children. Concerts, workshops for adults and children, and student courses keep the site lively throughout the year.

Open from 14 February to 15 November.

Espace de l'Europe 41800 MONTOIRE-SUR-LE LOIR 02 54 85 28 95 www.musikenfete.fr

La Grange : a cabinet of curiosities and a tile museum

In 'La Grange', a Tile Museum allows visitors to rediscover an impressive heritage in terms of its diversity and origins. A heritage that is sometimes breathtaking in its beauty, but here it becomes remarkable and deserves to be showcased.

From the oldest to the most recent, from the rarest to the most common: these little marvels that cover our heads are a definite curiosity, as much for the anecdotes they convey as for the history of which they are sometimes the last witnesses.

On the ground floor, a cabinet of curiosities awaits visitors, with its unusual collections and sometimes unidentified objects...

Le Cabinet des curiosités 7 rue Saint-Gilles 41800, MONTOIRE-SUR-LE-LOIR

The mysterious world of troglodytes

Discover the unique heritage of the Loir Valley at Trôo, Lavardin, Villiers-sur-Loir, Fontaine-les-coteaux and Villavard: old stone quarries, farms, shops, artists' studios, mushroom cellars and troglodytic dwellings carved out of the tufa rock on the hillsides.

Our favourite: the troglodyte eco-museum 'la cave Yuccas' in Trôo.

Guided tours of Lavardin and Montoire-sur-le Loir by volunteers from the Historius association, not forgetting **the W3 tour**, an astonishing visit to little-known military installations from the Second World War.

Did you know? In June 1942, Hitler and his general staff set up one of their headquarters in Saint-Rimay to direct the war. Historius volunteers take visitors on guided tours of these installations throughout the year (around a dozen dates are scheduled).

Ronsard's birthplace

Troglodytic manor house and outbuildings adorned with sculptures and inscriptions in the early Renaissance style. Inside the dwelling, the great hall features a monumental fireplace and wall paintings from the 16th century murals. The first floor is dedicated to Ronsard, with an exhibition evoking his life and work. The new gardens are freely inspired by Renaissance style and vocabulary, in harmony with the spirit of the manor house.

Open from 28 March to 03 November.

41 800 Couture-sur-Loir (commune de Vallée de Ronsard) 02 54 72 40 05 www.maison-ronsard.fr

ZOOM on two of our villages

Lavardin, the only 'Most Beautiful Village in France' in Loir-et-Cher

There are sites so remarkable that they are the expression of a long and total harmony between people and an environment.

'Nestling at the foot of the ruins of its castle, beautifully clinging to the chalky hillside of the Loir Valley, the village appears to the visitor like a dream in stone, the waking dream of a rich past, freed from the tumult of a history from which it has only wished to retain its charm and beauty, through the legacy of an exceptional heritage' [René Bruneau].



Trôo, a small troglodyte town of character in the Loir Valley

Trôo is one of the most unusual villages in the Loir Valley.

Its layout, made up of tiered terraces, caves, paths and staircases, is highly unusual. With no real streets and no centre, it's curiosity that makes you want to explore it.

The most common interpretation of its name is 'hole', an allusion to the caves that hollow out the hill. Trôo would be the old English or Angevin spelling.

Its troglodyte dwellings give an idea of how people lived in the past, and the underground network of cellars and galleries is a reminder that turbulent periods in our history led people to take refuge here.

Des villes et villages
AU CHARME AUTHENTIQUE

Trôo
« Petite cité de caractère »



ZOOM on the exceptional heritage of the Loir Valley

The frescoed churches and murals tour

Some twenty churches and chapels make up this tour of the Loir Valley and Perche.

Among the most remarkable are the church of Saint-Genest in Lavardin, the chapter house in Vendôme, the chapel of Saint-Gilles in Montoire-sur-le Loir (a life-size replica of which can be seen at the Cité de l'Architecture in Paris), the church of Saint-Jacques des Guérets and the church of Saint Calais in Meslay.

A thousand years of frescoes in the Vendôme region, an astonishing testimony to the art of mural painting through the centuries.





Around MONDOUBLEAU, in the Perche

Looking for nature, authenticity and genuine experiences?

Welcome to the Perche, a haven of peace just 30 minutes from Vendôme, with its hedged hills, enchanting trees and unique architecture featuring Roussard stone.

Take your time to explore these hills: on foot, by bike or on horseback! The bocage countryside is full of footpaths and picnic spots.

Almost every village has a pond for a contemplative break.

And for those who prefer to get their feet under the table, there's something for everyone, from unpretentious eateries to gourmet restaurants.

After a stay in the Perche, the trees will look different. Back home, many of them have been pruned by man on a regular basis, and as they have grown, they have deformed and become the trognes, so characteristic of our Perche landscape. But they exist all over the world.

To find out more, visit the Maison Botanique de Boursay and follow the Trognes trail. Discover an arboretum, the only one of its kind in France: the 'arboretrogne', where different species can be pruned to follow the evolution of the trognes. In winter, come and replant hedges with us, good humour guaranteed.

Here, you'll discover a singular architecture, linked to the geology of the Perche Vendômois. The mix of construction materials used in the buildings is unique.

Houses and monuments are built with tuffeau, brick and also roussard stone, typical of our region. This stone owes its name to its reddish colour.

The Mutte quarry in Sargé sur Braye, a small open-air quarry in the middle of a wood, reveals the origin of this stone in a colourful world (especially when the heather is in flower).

Keep your eyes peeled in the villages: Roussard stone is everywhere in our homes, castles, churches and monuments.

The Templar commandery at Arville, the fortress at Mondoubleau and the château at Les Radrets are just a few examples of the heritage that bears witness to the use of this stone in the past.

And here in Mondoubleau, the art of fresco painting is timeless. Come and admire the old paintings in our churches or in the streets of Mondoubleau, with works created by artists (Mr Plume and HPO) and sometimes even by the locals themselves.

Focus on Mondoubleau, gateway to the Perche Vendômois region

Mondoubleau is the 'capital' of the Perche Vendôme region, a commercial town set on a hill to the north-west of Vendôme.

A former fortified town, it still has remnants of its ramparts, including a sloping keep known as the 'roussard', 15th-century half-timbered houses and a 16th-century church.

Focus on the Commanderie Templière d'Arville

Founded in the 12th century by the Order of the Temple, the Arville Commandery is one of the best-preserved commanderies in France. Church, entrance porch (12th c.), stables, tithe barn, dovecote (15th-16th c.), each of these buildings evokes the daily life of the Templars before their departure for the Holy Land.

The Commandery's medieval garden features four themed areas surrounded by low country hedges, showcasing plants cultivated in the Middle Ages.

Open from 10 February to 31 December

1 allée de la Commanderie – Arville 41170 COUETRON-AU-PERCHE 02 54 80 75 41 www.commanderie-arville.com



Around FRÉTEVAL

The Foundry Museum: a dive into Fréteval's industrial heritage

In an area entirely dedicated to the former foundry, visitors can relive 3 centuries of human and industrial adventure.

Open from 04 May to 26 October

Place Pierre Genevée 41160 Fréteval 02 54 82 63 52 www.freteval.fr

Legendary stones in Perche & Haut Vendômois

A trail known as the 'perrons' takes you on a trail of dolmens, polissoirs and other 'pebbles'...

Focus on the pierre cochée site in Droué, which is the most emblematic. Bonus: a geocaching cache awaits the most adventurous.

Focus on an exhibition: castles in the Loir Valley

In 2022, 3 Vendôme associations (Au cœur de Trôo, Les amis de Lavardin and Château de Vendôme) decided to join forces to develop a project to promote the medieval and troglodyte identity so characteristic of the Vendôme and Loir Valley regions.

The result is an exhibition that you can see at a number of venues in the Vendôme area, including the Pavillon at the entrance to the grounds of the Château des Bourbon Vendôme.

Find out why so many fortresses were built in the Vendôme region, how they evolved and the reasons for their decline.



Nature in the Vendôme area...



By bike

700 km of signposted cycle routes in the Vendômois, including **10 circuits** for family outings linking the towns and villages of the Vendômois and discovering our little heritage, not forgetting the cycle routes: **St Jacques via Chartres (Compostella)** and **the Loir Valley by bike**.

Cycling and mountain bike route descriptions available from Tourist Offices or downloadable from www.vendome-tourisme.fr and the 'Vendôme Tourisme' section on ignrando.fr

Practical info: a tourist map of the cycling routes in the Pays Vendômois and Pays Dunois is available free of charge from tourist offices and accommodation providers.

On foot

1,200 km of signposted routes for keen walkers and hikers to discover our landscapes: valleys, hillsides, vineyards, forests...

Topoguides and route descriptions are available from Tourist Offices or can be downloaded from www.vendome-tourisme.fr

In around twenty communes in the Collines du Perche, walkers can also scan the QR Code installed on the signpost at the start of the walk to download the PDF of the walking route onto their smartphone.

All our Vendôme trails are available on the IGN Rando portal ('Vendôme Tourisme' community): walks, cycle rides, horse rides, etc. The fact sheets are free to download and the trails can be printed out, along with tourist points of interest (visits, accommodation, restaurants, tastings, etc.).

On horseback

5 signposted routes to discover the region on horseback.

Accommodation has been carefully selected to welcome you and your mounts for a night or a longer stopover: stopover gîtes, campsites, B&Bs, group gîtes, etc.

You can find all our themed routes and associated services at <https://www.vendome-tourisme.fr/en/discover/top-6-outdoor-activities-in-the-vendomois-region/riding/>

Focus on the Villiers-sur-Loir lake & Néovent

Whether you're on holiday or just out for a stroll, the Villiers-sur-Loir lake is the place to be.

You'd think you were at the seaside. There's plenty to do: fishing, boules, walking, children's games, picnic area, table tennis...

Water sports remain at the heart of this 17-hectare lake, with windsurfers, canoes, dinghies, paddles, catamarans and pedalos available for hire at weekends in June and September, and every day in July and August.

Neovent.org

Gardens....

Our selection of the 3 most beautiful gardens in the Vendôme region:

Vendôme, a garden city, has preserved a unique heritage of green spaces, earning it the prestigious "Ville Fleurie" 4 flowers label.

Let's take a stroll through the Ronsard Park, located near the Town Hall, at the heart of the city's historic centre, where you'll discover a plane tree by the Loir River planted in 1759. Yes, that's right! It's not a printing error, that really is its age!

The gardeners have long mastered the art of "mosaiculture." Every year, you can admire real floral frescoes along the Loir River, such as "the slope of the small gardens."

Take the access ramp to reach the château, open to the public since 1990. It's in this 19th-century English-style garden, created within the medieval walls of the château, that a 1807 Lebanese cedar stands proudly, alongside various tree species (including some rare ones), perennial flower beds, and a collection of hydrangeas.

Enjoy it—the panoramic view of the city will leave a lasting impression!

On Yorktown Alley, by the Loir River, on fine days, we can admire a display of "pocket gardens" created by the city's schoolchildren, an event held every year with a different theme.

Vendôme's Gardens in Numbers

- 40 municipal staff working on the city's "beautification"
- 1,400 m² of municipal greenhouses where everything is prepared from A to Z by the gardening team: sowing, seedlings...
- 70,000 annual plants—300 different varieties
- 50,000 biennial plants—100 different varieties



The Plessis Sasnières Garden

The most English of French gardens...

As soon as spring arrives, a stroll through the heart of the Plessis Sasnières Garden will allow you to enjoy its floral scents, vibrant colours, and lovely light...

This English-style garden is the work of Rosamée Henrion, a passionate lover of trees, shrubs, and plants. She is the one who designed this garden, which is arranged around a pond, with refined plant displays.

The "Jardin Remarquable" label was awarded to recognise all the hard work and talent of Rosamée Henrion and her team.

From the top of the park and its path lined with magnolias, you'll discover a panoramic view.

Note: Every year, a major event takes place in the garden: the second weekend of May, with a plant market and local produce.

<http://www.jardin-plessis-sasnieres.fr/>



The Ronsard's birthplace

The Manoir de la Possonnière, located in Couture-sur-Loir - Vallée-de-Ronsard, is a "Maison des Illustres" and the birthplace of Pierre de Ronsard in 1524, the author of the famous poem "Mignonne, allons voir si la rose..."

He spent part of his youth here, which inspired several of his poems.

"When I am twenty or thirty months / Without returning to Vendômois, / Filled with wandering thoughts, / Full of remorse and worry, / I complain to the rocks like this, / To the woods, to the caves, and the waves..."

New gardens, installed in 2020, are inspired by the Renaissance. They include a rose garden, a labyrinth, a wooded area, a green chamber, a pergola, and a vegetable garden...

And before you leave, make a small detour to the shop to pick up a souvenir themed around the rose, a flower so dear to Ronsard!

<https://www.maison-ronsard.fr/>



The Unusual

The Roussard Circuit

The Pays du Roussard is a tiny region of the Perche Vendômois, located around Mondoubleau. Its uniqueness comes from the use of an uncommon material in the built heritage: Roussard sandstone.

On the clay and flint plateaus surrounding Mondoubleau, no building stone was available. The ferruginous sandstone found in the sand outcrops of Perche was widely used, but its use was limited to a small area (10 km by 15 km) near the extraction sites located in the communes of Cormenon and Sargé-sur-Braye.

To discover this terroir:

- > A 40 km marked circuit to be done by car or bike

- > An exhibition with 23 panels created by Perche Nature, visible in the Saint-Martin Church in Sargé-sur-Braye (from Easter to All Saints' Day).



The Bois de l'Oratoire Observatory and the Boisvinet Pond Observatory

The Perche Nature association has built two observatories to allow nature lovers to discover the birds inhabiting our forests (Bois de l'Oratoire) and our bodies of water (Boisvinet).

In both winter and summer, observation sessions are led by passionate ornithologists. Observation equipment is provided, and visitors are guided in identifying passerines and other bird species.



Eat & drink local



FOCUS on the « Trèfle » cheese



Trèfle is a farmhouse cheese recently created by a dozen motivated farmers.

As its name suggests, it is shaped like a four-leaf clover.

Ladle-moulded from fresh milk, its distinctive flavour comes from the very long draining process. After 12 days' maturing, Trèfle du Perche has a distinctive undergrowth flavour and is hand-salted with black salt.

Its original shape is inspired by an ancient cheese mould found in a Perche museum. It is ladled into the mould, then turned over by hand and ashed one by one. This gives it a grey bloomy rind.

After six years of fine-tuning, the Perche et Loir association of goat cheesemakers drew up a Product Conformity Certificate (CCP) charter in 2005, ensuring consistency between cheeses. These specifications also aim to preserve its traditional, authentic character.

This mild-tasting cheese has quickly found its way into Perche markets and restaurants, as well as into French creameries.

Sweet treats

Food lovers, rejoice: the history of Vendôme and the Vendômois can also be savoured with every bite!

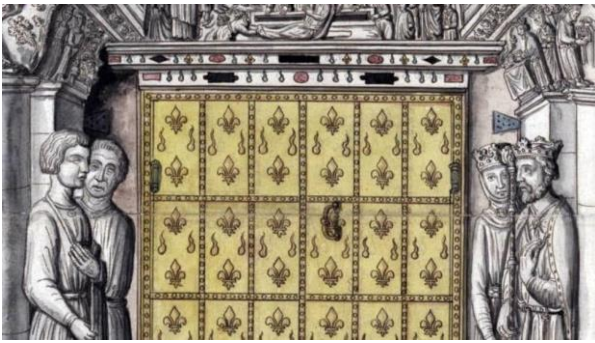
Local pastry chefs have cleverly crafted recipes that evoke famous figures and intriguing anecdotes...

From Ronsard Squares, with prose spun from nougatine and praline, to Balzac's Croquignoles, their pages written in almond meringue, you're in for a true "literary tasting" experience.

The Rochambeau (cookies and chocolate ganache) is best enjoyed beneath the statue of the marshal who made his mark in North America during the War of Independence.

Each delicacy has its own story, big or small—it's up to you to discover them: Croc'Champalus, Sainte-Larme, Malices du Loup

FOCUS on the Sainte Larme



How could a tear of Christ have made its way to the Abbey of the Trinity in Vendôme, where it was venerated for centuries before mysteriously disappearing in the 19th century? And how did this precious relic reappear in an entirely different form... as sugar and chocolate?

It all begins with a legend...

In 1040, Count Geoffrey Martel, founder of the Abbey of the Trinity, was sent by King Henry I to battle the Saracens at the request of Emperor Michael the Paphlagonian.

The expedition was a complete success. In gratitude, the Emperor invited Count Geoffrey to Constantinople.

Among the imperial treasures was a remarkable relic: a tear shed by Jesus at the tomb of his friend Lazarus, sealed within a piece of rock.

Enthralled, Geoffrey Martel immediately requested it for his abbey. To him, it was the most precious of gifts.

Like many Westerners of his time, the Count was somewhat naïve when faced with the grand rhetoric of the Easterners. The relic soon became the subject of fierce controversy, and in time, Cardinal Caprara took it to Rome, where it vanished from religious devotion.

Regardless of these debates, we now know that the relic consisted of a piece of quartz containing a drop of water.

What remains certain, however, is the intense veneration surrounding it up until the 18th century.

The cult of the Holy Tear was extraordinarily popular in the Vendômois and beyond. Pilgrims travelled great distances to attend the annual pilgrimage on the Friday of the fourth week of Lent.

On this day, the Gospel of the Resurrection of Lazarus, the brother of Mary Magdalene, was read.

The relic was housed in a monumental cabinet containing an enamelled shrine, built in the late 15th century and inscribed with Greek and Latin texts. This monument was destroyed in 1803 when the relic was removed from the abbey.

Though the relic mysteriously disappeared, its memory endured through the ages—so much so that it inspired an iconic Vendôme delicacy.

It all began with Pierre Bouard, a pastry chef from Place Saint-Martin, who had the idea of recreating the Holy Tear in the form of a chocolate praline, encased in a delicate shell of royal icing.

A delight that won over prestigious figures, including President Valéry Giscard d'Estaing and novelist Irène Frain.

Today, this tradition is kept alive by Benjamin Bordas, who continues to craft this unique treat, blending homage to the past with artisanal expertise.

The vineyards



The vineyard of the Loir Valley in Vendômois produces, among other things, a rosé wine curiously called "gris." Made from Pineau d'Aunis (a red grape variety with clear juice), Gris has a very pale colour and offers a wine of great finesse with peppery aromas.

The first written mention of the wines from Coteaux du Vendômois dates back to the year 1000. An illustrious connoisseur, King Henry IV, once stopped near Vendôme to refresh himself with the local wine. Having enjoyed it, he had some delivered to his château in Saint-Germain-en-Laye. However, the vine industry declined in favour of cereal crops. Nearly 90% of the vineyards were uprooted after the Second World War.

The vineyards of Vendômois extend between Vendôme and Montoire-sur-le-Loir, along the upper part of the Loir Valley, on both sides of the river. The terroir is rich in clay and flint, with limestone outcrops in some areas.

The creation of the "Coteaux du Vendômois" controlled designation of origin (AOC) on May 2, 2001, helped sustain viticulture with the production of Pineau d'Aunis and Chenin Blanc. A small production of white, red, and gris wines is made by local producers who are open to wine tourism and welcoming visitors. The 150 hectares of vineyards eligible for this AOC spread across 27 communes.

In Vendômois, several winemakers open their cellars for tours and tastings, which remains the most enjoyable way to appreciate their craftsmanship and authentic products



The Loir Valley, with its three wine-growing AOCs (Coteaux du Vendômois, Coteaux du Loir, and Jasnières), was awarded the "Vignobles & Découvertes" label in October 2010 and has since been renewed every three years. This is a French label awarded to distinguish wine tourism destinations.

Vendôme and Pineau d'Aunis

The Vendôme region has an undeniable asset in viticulture: it is home to one of the oldest grape varieties in the Loire Valley, with very unique aromas: Pineau d'Aunis.

Of the 528 hectares of this grape variety planted in France, 390 are located in our region, representing 80% of the total surface area around the Loir Valley.

What are the characteristics of Pineau d'Aunis?

> For red wines: spicy aromas (pepper, sweet pepper, cinnamon, cardamom...) which can be blended with notes of red fruits (strawberry, cherry, raspberry...) or black or cooked fruits (blackberry, fig, plum), depending on the vintages and winemaking processes.

> For gris wines: aromas of rose, citrus, and even candied fruits.

In all cases, it is often fresh and lively, a characteristic that reflects its belonging to the great family of Loire wines.

Great restaurant recommendations

One of the team's favourite spots:

LE MALU

1 Route de Tours, Villersable, Vendôme

Tel. 02 54 80 40 12



Marianne and Ludovic, true food enthusiasts, invite you to discover a cuisine rooted in local tradition, where authenticity and creativity meet. Made with fresh, local ingredients, their dishes combine delicious flavours with refined touches.

When the weather is fine, let yourself be charmed by their shaded terrace, a green haven perfect for relaxation. Here, every bite is a sensory journey, and every moment is a delightful pause to share.

A must-visit for lovers of fine dining and simple yet exquisite moments.

Others restaurants :

COMME UN GRAIN
15 Place de la République, Vendôme
Tel. 02 54 77 74 95

LE MOULIN DU LOIR
21-23 Rue du Change, Vendôme
Tel. 02 54 67 13 51

CHEZ ARTI
1 rue de la Fontaine, Lavardin
Tel. 02 54 80 58 36

LE PLESSIS
Jardin du Plessis Sassières 3 rue du château,
Sassières. Tel. 02 54 82 87 33

AUBERGE D'HOUSSEY
10 rue Principale, Houssay
Tel. 02 54 85 26 71

LE PETIT TRÔO DU CHEVAL BLANC
47 rue Auguste Amaut, Trôo
Tel. 02 54 72 97 20

**AU JARDIN
DES SAVEURS**
3 rue du Val de Braye, Loir-en-Vallée
Tel. 02 43 44 45 56

RESTROO
60 rue Haute, Trôo
Tel. 07 86 73 58 38

Ô EN COULEURS
9 rue de Beaugency,
Oucques La Nouvelle. Tel. 02 54 23 20 41

LE CAFÉ DE LA VILLE
23 Rue du Général De Gaulle, Vendôme
Tel. 02 54 77 25 70

Retrouvez tous ces produits locaux
dans votre assiette, à la table de
nos meilleurs restaurateurs.

L'art de bien manger, c'est leur métier !
Profitez de votre séjour en Vendômois pour découvrir
les cartes alléchantes de nos restaurateurs qui savent
si bien mettre en valeur les produits de notre terroir.



Les pieds
sous la TABLE

With your dog



Vendôme, awarded « TOUTOURISME ».

The first town in the Centre-Val de Loire region to be awarded the "Toutourisme" label, Vendôme has selected accommodations, restaurants, and visitor sites for its four-legged visitors and their owners.

All these great spots can be found in a special "Toutourisme" brochure available at the Vendôme tourist offices, with partners, and online on our website www.vendome-tourisme.fr.

A welcome pack is also provided to all our visitors, who can refresh themselves at our "doggy bar" along the way.



Press contact :

Corinne Gontier

Office de Tourisme de Vendôme-Territoires Vendômois

T 02 54 72 28 35/ 06 81 41 91 36

direction@vendome-tourisme.fr

www.vendome-tourisme.fr

Find our news on



Vendôme Tourisme & Montoire Tourisme



Instagram

Vendôme Tourisme

