



DOMAINE DES MOTS NON-DITS
PROJECT GUIDE



DOMAINE DES MOTS NON-DITS

WELCOME

If you are reading this, thank you. This guide is here to introduce you to what will become Domaine des Mots Non-Dits - a winery soon to be launched in the Occitanie region of southern France.

My name is Megan Zeece, a winemaker, marketing specialist and translator who is responsible for this project. Domaine des Mots Non-Dits has been in the making for years, and would not have been possible without the tireless support of my family, friends, and colleagues. Yet we are always looking for others who want to become a part of this incredible journey. Read on to learn more about what we are going to do, and get in touch if you would like to be a part of it.

I hope you will join us!

-Megan Zeece



TABLE OF CONTENTS

Quick facts	3
Our Philosophy	4
The Occitanie Region	6
Behind the scenes	8
FAQ	9



QUICK FACTS

WHAT: Domaine des Mots Non-Dits will be a winery located in the Occitanie region of Southern France. The project aim is to purchase a vineyard with vines already in production.

We are actively searching for a vineyard of between 8 and 15 hectares, in production and planted with red grape varietals.

Domaine des Mots Non-Dits will produce high-quality, blended rosé and red wines under a new label.

WHERE: Occitanie, France. Ideal potential locations are in the departments of Hérault (34), Gard (30), Aveyron (12), Tarn (81), Aude (11), Ariège (09), Pyrénées-Orientales (66).

We're targeting these areas because they represent some of the most incredible vineyard land in France, with a pricing structure that makes the project accessible financially.

WHEN: Planning phases are already underway; We aim to have our first production during the 2026 harvest season.

WHO: Domaine des Mots Non-Dits will be spearheaded by winemaker and marketing expert Megan Zeece





THE PHILOSOPHY BEHIND DOMAINE DES MOTS NON-DITS

Domaine des Mots Non-Dits is a brand that represents quality, sustainability, and commitment to environmental responsibility. It will represent not only the wine it produces, but the other affiliated products that will be grown, created, or sold either directly or through partnerships with other businesses.

Storytelling – The name

Domaine des Mots Non-Dits was chosen as the name for the brand. In English, it means '*unspoken words*'. People who use two different languages in their daily lives will often find themselves at a loss for words in either language. Searching for the right word can sometimes be difficult or even impossible, leaving a gap that we as humans would like to fill. These moments where words escape us can make us aware of the communication that happens without speech. Communication isn't always rooted in words, but in subtle gestures, sounds, aromas, flavors, and textures. It is a shared experience that all humans can understand in their own personal way. Great wine is especially suited to this form of communication – since we do not need to speak the same language to be able to understand and appreciate it. When it comes to the brand's ideals and quality, it's simple: Talk less, do more.

*“There is a voice that does
not use words. Listen”*

Rumi





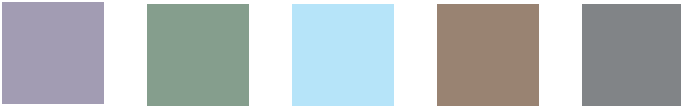
The Logo

The ideals behind Domaine des Mots Non-Dits are represented visually by the dragonfly. As in nature, it's not perfect. It's not symmetrical, and the wings are a little damaged, but it is still here. While proprietor Megan Zeece was living in southeast Asia, she gained an appreciation for the traditional cultural values associated with this insect. These cultural values align perfectly with the core values of Domaine des Mots Non-Dits as a business:

- ✧ **A dragonfly represents harmony and peace**, making the habitat in which it lives better for others. Domaine des Mots Non-Dits will work to create an environmentally responsible vineyard that produces high-quality products while improving the land and creating a living system uniquely tailored to its location.
- ✧ **A dragonfly's metamorphosis represents transformation and renewal.** Domaine des Mots Non-Dits is committed to using non-destructive viticulture and agriculture practices that can transform tired, overworked land into a thriving, productive habitat.
- ✧ **A dragonfly never flies backwards**, representing unwavering focus and determination. Domaine des Mots Non-Dits and its staff will devote their efforts to its goals without sacrificing the environment or the quality of its products. It will seek out new solutions in the face of difficult commercial and operational challenges.

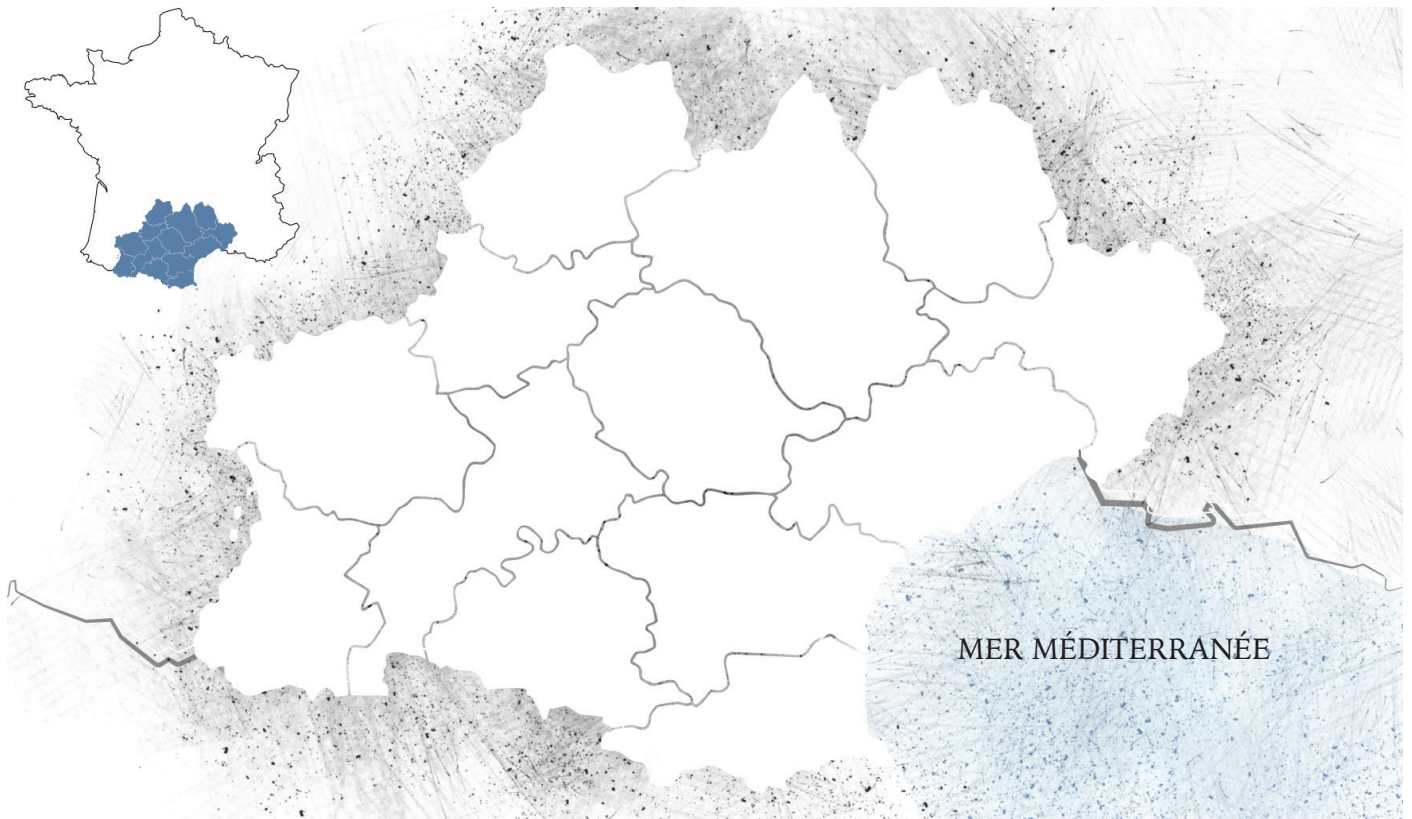
The colors

The colors chosen for Domaine des Mots Non-Dits are comprised of colors often found in the landscape of the Occitanie region. Sage green, sky blue, lavender, and earth tones form the palette that will accomplish two goals: 1) represent the brand's strong connection to nature and 2) complement the color of the product itself. The colors chosen will allow the effective use of recycled/recyclable materials for packaging and labels.





OCCITANIE: A HOME LIKE NO OTHER



Two millennia of winemaking tradition

Humans have been making wine in this region for more than two thousand years. Networks of ancient roads built by the Romans traversed the area, and they quickly realized that the wealth of terroir was perfect for vineyards. Later, the pilgrims following the Santiago de Compostela trail made their way through southern Occitanie on the road to Galicia. The network of abbeys where monks refined the winemaking process helped bolster the region's prowess for creating excellent wine.

Today the rich landscape is still home to these vineyards, producing wines of every color and style imaginable. The versatile terroir gives winemakers the ability to plant grape varieties particularly suited to their unique microclimates.

Climate change in Occitanie

Occitanie's climate offers more than 300 days of sun each year. Combined with little rain during the heaviest part of the growing season, this improves the overall health of the vines.

As is happening in other parts of the world, the climate in Occitanie is changing. Heavier rains in the winter, episodes of frost and hail in the early spring, and extremely elevated summer temperatures are bringing the need to adapt to meet these new challenges. Research in new types of varieties that are resistant to drought, phylloxera, and mildew will be critical in the coming years to ensure production of the excellent Occitanie wines can continue for future generations.





OCCITANIE BY THE NUMBERS

- Total vineyard area: 250,000 ha
- 43% of French red and rosé production
- 13,900 wine growers
- 1.3 billion euros annually
- Leader in French rosé production

The Occitanie region benefits from three main types of terrain:

- ✈ Coastal plains
- ✈ Lower slopes and foothills
- ✈ Mountainous regions

The four regional winds (Mistral, Marin, Tramontane and Autan) breathe life into the region and help ensure healthy vines. The environmental diversity here means that winegrowers benefit from a limitless number of microclimates and terroirs.

Occitanie is also France's leading organic wine producer, with 35% of the country's organic wineries.

Source: AD'OCC 2025

"Here, every stone, every village, and every vineyard tells a story. It's a region of deep history, but also one of stunning natural beauty, where the land itself becomes a celebration of life."

- Frédéric Leclerc

Looking toward a dynamic future

One of the benefits of this region is its ability to support a diverse array of crops. Once the perfect location for Domain des Mots Non-Dits is found, we will look to the practices of vitiforestry and polyculture to enhance the natural biological system and allow for alternative revenue streams. Pomegranate, pistachios, and agave are just three of the potential companions for the grape vines of Domaine des Mots Non-Dits.





BEHIND THE SCENES

Who is behind Domaine des Mots Non-Dits?

The woman behind Domaine des Mots Non-Dits is Megan Zeece.

Born in the central United States, Megan grew up in an area where agriculture was prized as part of the culture. From a young age, she developed a passion for cultivating plants of all types by helping her family manage their two hectares in southeastern Nebraska. She began vinifying her own wine with California grapes in 2004, and in 2023 she received her diploma in vinification from the University of California-Davis.

She has also been a marketing and graphics professional since 1998. As the owner of the marketing/graphics firm 9 Speed Creative, she helped her clients succeed by providing business strategies, advertising, photography, and high-end graphics from 2008 to 2024, when she relocated to France permanently. In addition to the diploma in vinification, she holds bachelor's degrees in art history and French, and a master's degree in French/English translation.

Her French studies brought her to Montpellier starting in 2021 and she fell in love with the Occitanie region. Most recently, she completed a master's degree at the Université de Montpellier in Wine Commerce.

With more than 25 years in the marketing industry and 20 years as a winemaker, Megan is ready to combine these skills into a career that will be able to make use of them both.

With Megan at the helm, Domaine des Mots Non-Dits will also seek out the best specialists available to join our team. No one can manage a project of this scale alone. Building strong relationships with agents, distributors, restaurants and wine retailers will be essential for expanding market reach. Hiring knowledgeable team members who believe in the company will ensure smoother operations. With patience, strategic planning, and a commitment to quality, this business will be well positioned for success in a challenging market.



*“My fascination
with things that
grow started when
I was very little”
Megan Zeece*



FAQ

When are you planning to get started?

We're already in the planning phases for the project. We are actively searching for the perfect location for Domaine des Mots Non-Dits, and we hope to be operational in time for the 2026 harvest in southern France.

What kind of wines will you make?

We plan to make blended rosé and red wines exclusively. Not only are these the types of wines that Megan has the most experience with, the market indicates that these are the types of wines that are particularly in demand. Of course, the exact varietals and blends will depend on the property chosen.

What will make your wines unique?

We plan to do as much as possible by hand. Crafting these wines with minimal machine processing means more attention can be paid to the quality of the grapes, and therefore, the resulting wine. Yes, this process will be more expensive because of the increased labor costs, but the end result will be very noticeable in the bottle.

What is your sustainability or environmental impact plan?

Domaine des Mots Non-Dits will eventually be a certified organic winery. For the purchase of the property, we are prioritizing potential locations that are already producing wines, and if they are already produce organic wines, that will be a significant benefit. The conversion process from conventional to organic farming takes several years, so we would like to have this done or in process before we purchase the winery. We will also implement plans to reduce environmental impact at all stages of operations, placing the highest priority on the environment and being responsible global citizens.



"The best winemakers are usually the ones who can't explain why they do it. It becomes so strongly linked to who they are that it's impossible to separate the craft from the person. For those, making wine is like breathing."

Megan Leece



What is the current market landscape, and how will you compete?

The global wine market is, in a word, fierce. Everything will depend on being able to produce wines of exceptional quality with a marketing strategy to match. Unique, far-reaching campaigns will be used to find new consumers and turn them into loyal buyers.

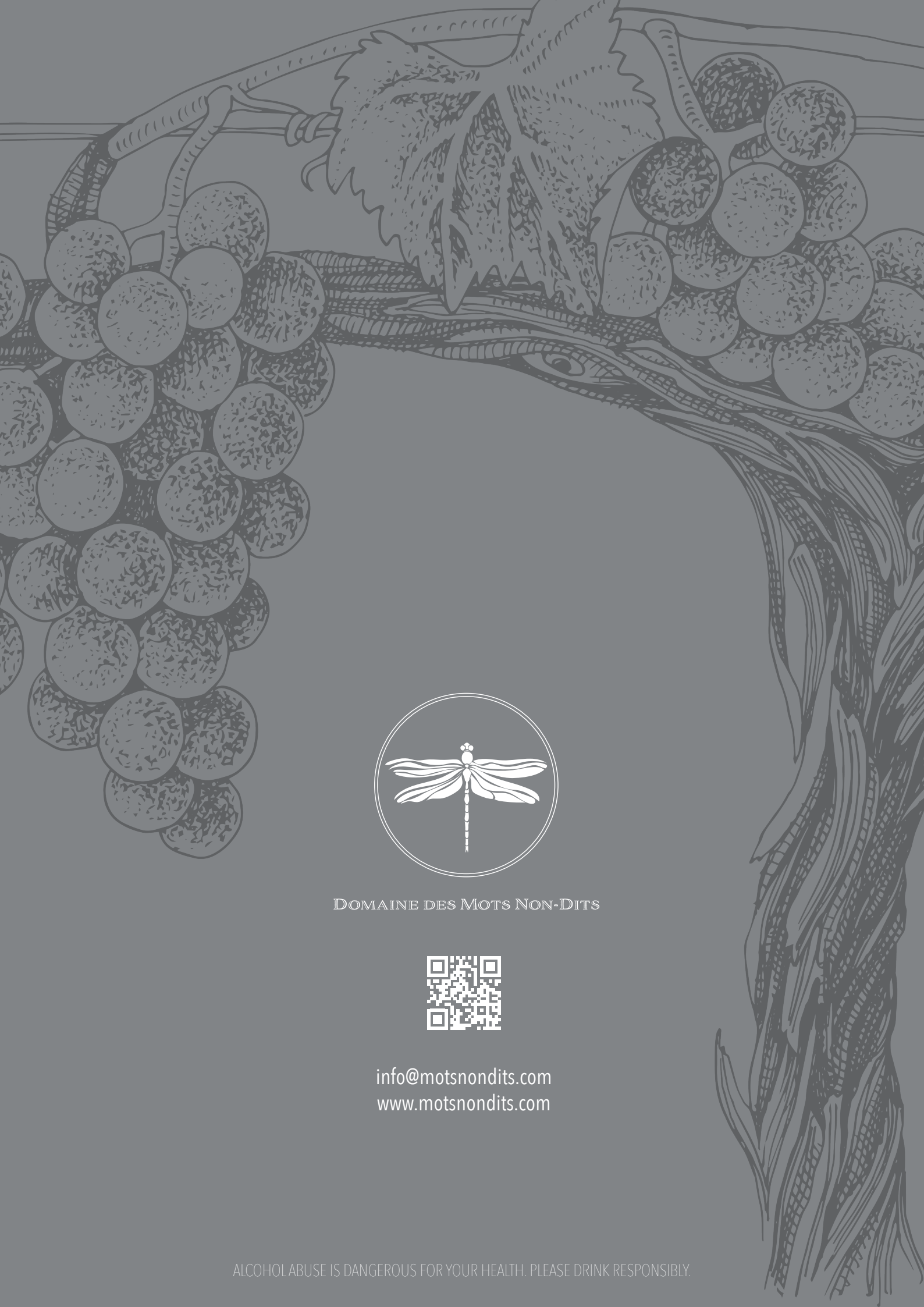
How do you plan to use investor capital?

The largest part of investor capital will be used for operational expenses, equipment, and material goods. We need to hire the best possible employees and consultants to produce at this level, and a healthy budget for salaries will help ensure that we can accomplish this. Other uses will include an expansive marketing and advertising campaign, especially for the first releases.

Are You looking for investors?

Yes! If you are interested in joining our project, we would be thrilled to have your support. We are looking for investors at several different financial levels.

Get in touch with us at invest@motsnondits.com for more information.



DOMAINE DES MOTS NON-DITS



info@motsnondits.com
www.motsnondits.com

ALCOHOL ABUSE IS DANGEROUS FOR YOUR HEALTH. PLEASE DRINK RESPONSIBLY.