This majestic limestone landscape towers over our vineyards which nestle in an unspoilt garrigue-clad setting between the Mediterranean and the Cevennes.

# PIC SAINT LOUP

AN APPELLATION AND SO MUCH MORE...

Press kit 2023

# PIC SAINT LOUP A LAND OF LEGEND

Deeply rooted in a landscape shaped by the iconic natural sculptures of the Pic Saint Loup and the limestone plateau of Hortus, this tiny corner of Languedoc boasts all the qualities of a prime wine region: the landform, the weather, the soils, the vineyards and the passion of its people.

15 km North of Montpellier and less than 30 km from the Mediterranean coastline is the gateway to the vineyards of Pic Saint Loup...

Its unspoilt, near-pristine natural surroundings, its wide open spaces and its cultural heritage steeped in a history replete with local legends and traditions passed down through the generations are the defining features of a region with its own unique personality.

No-one ever ventures into the Pic Saint Loup without becoming fascinated by it.

Pass through the mountains of Pic Saint Loup and Hortus... And discover the vineyards and terroir of Pic Saint Loup.



# FACTS & FIGURES ABOUT AOP PIC SAINT LOUP



Appellation aera 17 villages

gextending over 25,000 ha...

... including 5400 ha under vine (all appellations combined),...



... the bearing area for AOP Pic Saint Loup covers



AOP red and rosé wines 90% red / 10% rosé











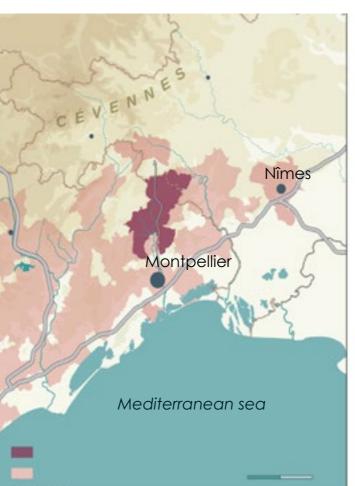




# A SHORT STORY OF THE **MOST NORTHLY** LANGUEDOC **APPELLATION**

Historically a member of the Languedoc appellation family, Pic Saint Loup is the most northerly part of the appellation.

Its boundaries begin in the South, on the outskirts of Montpellier, encompassing the Pic Saint Loup and Hortus limestone ridge; in the North, they extend to the border between Gard and Hérault in the lower foothills of the Cevennes.

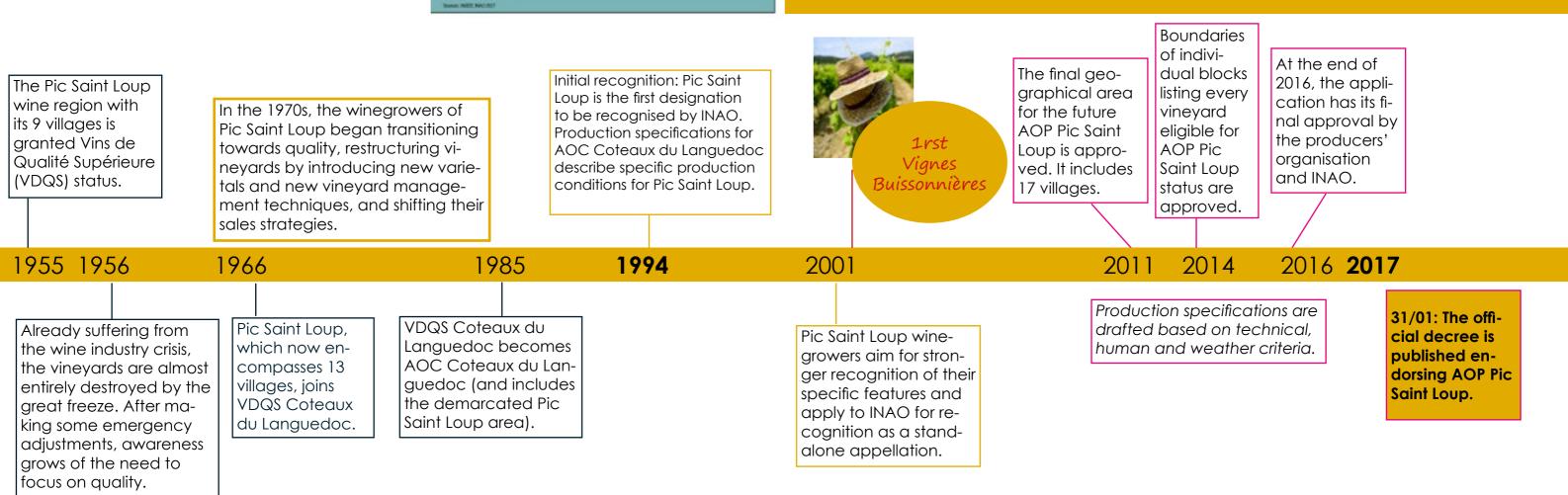


The Pic Saint Loup Appellation d'Origine Contrôlée was

### 2017 is the first vintage of AOC Pic Saint Loup.

Languedoc wines climbed the echelons through the quality-driven focus of their winegrowers. First designated VDQS, they were recognised as Appellation d'Origine Contrôlée (AOC Côteaux du Languedoc) in 1985.

Pic Saint Loup wines became one of the building blocks of this newlyminted quality pyramid of red and rosé Languedoc wines, culminating in its own designation, AOC Languedoc - Pic Saint Loup. The designation was recognised in 1994 and entailed specific production criteria described in AOC Languedoc specifications, marking the first step towards an application for stand-alone AOC status.



# legally reconised on 31 janvier 2017.

# AOP PIC SAINT LOUP WINES A SKILFUL FUSION OF MAN AND NATURE

# Varietal range: where North meets South

Down through the generations, the people of Pic Saint Loup have successfully enhanced the natural attributes of their terroir.

Matching the right grape varieties with the most suitable sites was one of the first major improvements to quality in the vineyards, introducing Grenache and Syrah.

Grenache is a mirror to the history of Pic Saint Loup, but Syrah also thrives in its soils and now reigns supreme. In the vineyards of Pic Saint Loup, this prime grape variety reveals its aromatic typicity and hallmark flavours.

Mourvèdre, the noble, powerful variety originating in the Iberian Peninsula, completes the region's top three varietals and Pic Saint Loup wines. Carignan and Cinsault are also blended into some of the wines.



Syrah with its spicy aromas, racy Mourvèdre and the roundness of Grenache are the backbone of these powerfully aromatic wines whose finesse and elegance add the finishing touch to their typicity.

### From vineyard to glass

### **Red wines**

Main grape varieties:

Syrah (at least 50%) Grenache noir Mourvèdre

Secondary varieties:

Carignan noir, Cinsaut noir, Counoise noire, Morrastel noir

Minimum ageing period: approx. 9 months, on average Pic Saint Loup wines are matured for 12 to 24 months, depending on the labels.

### **Rosés wines**

Main grape varieties:

Syrah (at least 30%) Grenache noir Mourvèdre

Secondary varieties:

Cinsaut noir, Grenache gris, Counoise noire, Morrastel noir

# PIC SAINT LOUP ALL THE ATTRIBUTES OF A PREMIER WINE REGION

## Between the Mediterranean and the Cevennes

### A unique climate

In a region with such distinctive landforms, the weather patterns can rightfully be described as "unique, irrespective of vintage variation". Drawn down from the foothills of the Cevennes in the North, the influence of the continental climate mixes with that of the Mediterranean promoted by the area's proximity to the coastline in the South.

Cool springs leading into hot, dry summers alternate with winter and autumn seasons that are cold and wet. Standing like the southerly outpost of the Cevennes mountains, the Pic Saint Loup influences rainfall patterns. An average 1,000 mm of rain a year fully replenishes water resources in the soils, thereby compensating for a shortage of rainfall that can affect vines in the summer season. In fact, the Pic Saint Loup is the wettest wine region in Languedoc.

Similarly, its temperatures and particularly its diurnal shift are extremely characteristic. With significant differences in day and night time temperatures during the veraison season, they maximise fruit ripening, adding richness and balance to Pic Saint Loup wines. The area's landform shields it from strong gusts of wind, whilst the regular, moderate breezes of the Mistral and Tramontane prevent damp, marine-derived winds from encroaching on the vineyards, thus averting disease and drawing in cool, dry air currents that are beneficial to vines.

These weather patterns are specific to this area and undoubtedly help create the typicity of Pic Saint Loup wines by shaping their aroma and flavour profile.





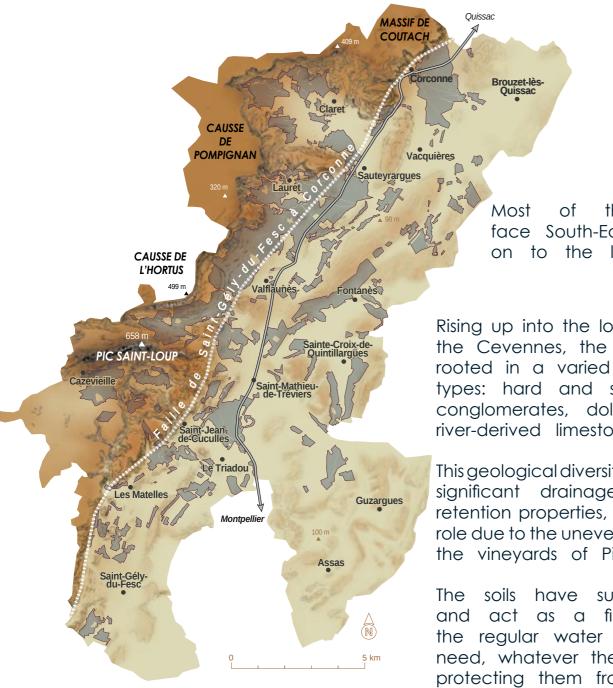






# A DEMARCATED WINE REGION SET **AMIDST LIMESTONE HILLS**

All of Pic Saint Loup's vineyard sites stem from the uplift of the Pyrenees and the emergence of the western Mediterranean. These geological events structured the landscapes around the Saint Gély-Corconne fault line, which forms the backbone of the AOP Pic Saint Loup wine region.



Bearing vineyards in

AOP Pic Saint Loup

vineyards the South-East and back to the limestone hills.

Rising up into the lower foothills of the Cevennes, the vinevards are rooted in a varied range of soil types: hard and soft limestone, conglomerates, dolomites, scree, river-derived limestone and marl.

This geological diversity, which boasts significant drainage and water retention properties, plays a pivotal role due to the uneven rainfall across the vineyards of Pic Saint Loup.

The soils have sufficient depth and act as a filter, providing the regular water supplies vines need, whatever the season, and protecting them from any stress.

# **GEOLOGICAL OVERVIEW**

Defined by the limestone peaks of the Pic Saint Loup and Hortus ridge, the region was The steady march of time and formed by a fold in rocks to the North during generations has given wine growers an the Mesozoic Era. intimate understanding of their terroir The amazing variety of wines grown in the Pic and they have shared their observations Saint Loup area stems from this remarkable and experience to plant grape varieties geology, enhanced by a microclimate on soils that will maximise the aroma and conducive to vine growing. flavour profile of their wines.

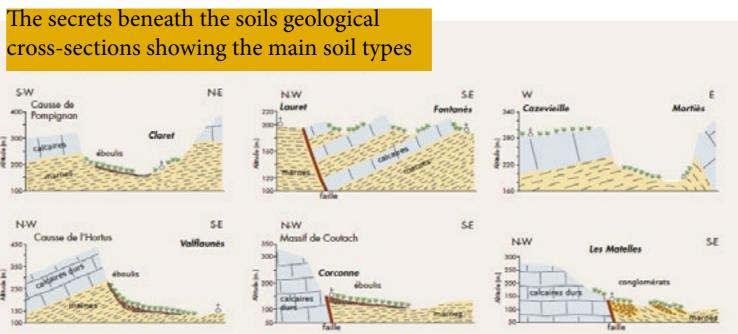
Limestone scree formed by shattering due to freezing water during the glacial periods of the Quaternary Era is found along the hilltops.

At the foot of the hills are limestone-marl outcrops, adjacent to soils formed of colluvium and alluvium in places (near river beds) deposited by the Mediterranean 90 million years ago.

On the valley floors, soils formed of particularly deep, porous scree aprons have excellent drainage capacity, supplying water throughout the vine's growing season.

This eventful geological activity has produced some exceptions like the limestonemarl soils on high ground in the village of Lauret and the mini Corconne 'gravette' plain which has a distinctive scree apron.

In the southernmost part of the appellation, a few vineyards grow on pebble-strewn soils or reclaimed land where a mixture of hard limestone and red decalcified earth appear on the surface. This extensive variety of soil types and landforms dictates where the appellation's three principal varieties are grown.





# AOP PIC SAINT LOUP, THROUGH THE GENERATIONS

# **AOP PIC SAINT LOUP** A DYNAMIC APPELLATION

### A collective set of rules

Represented by their own producers' organisation, Pic Saint Loup winegrowers have always been driven by a desire to assert the identity of their unique location and the typicity of their wines. It was therefore a foregone conclusion that they should introduce strict production rules.

In the 1970s, producers got together to plan for the future and introduced a range of quality grape varieties and vineyard management techniques that would maximise the potential of each vine and tailor yields to suit the requirements of the terroir, below maximum permitted levels.

Pic Saint Loup winegrowers are also keen to promote the attributes of the surrounding landscapes, both in the way they manage theirvineyardsinterms of pruning, training and tillage, and by choosing environmentallyfriendly viticultural techniques.

Some estates have chosen to introduce certified organic farming methods, or even biodynamic techniques, but all producers manage their vineyards sensitively and show respect for the pristine environment they cherish.

For generations, wine growers have shared their experience and worked collaboratively to evolve practises towards a common objective which is to promote the Pic Saint Loup appellation. The youngest generations are following in their footsteps, as are wine arowers that are new to the area.

En Pic Saint Loup la fierté du terroir se transmet et se partage ation en générat

PIC SAINT LOUP INE APPELLATION

### An impressive reputation

All these efforts have paid off and for several years now Pic Saint Loup wines have garnered acclaim amongst both consumers and industry members, in France and overseas.

Featuring amongst Languedoc's finest ambassadors, Pic Saint Loup wines instantly conjure up a specific distinctive landscapes location, recognisable and an easily cultural and winemaking heritage.

Boasting sales of nearly 6 million bottles annually, Pic Saint Loup wines have the strongest growth rate of Languedoc site-specific wines and growths with a significant increase in bottled sales and impressive price points.

Pic Saint Loup wines retail in 7 out of 10 wine merchants' in the Paris area, with an average price tag of 20 euros.

### Seamless transitions and new generations

Within this dynamic appellation, estates are passed down from one generation to the next, ensuring the past is carried forward whilst bringing in new blood. The young generations invest in modernising their wineries and cellar door boutiques so as to showcase their facilities and provide a comfortable welcome for their clients.

Novice wine growers are also moving to the area. They come from a variety of backgrounds and the experience they have gleaned far and wide enhances the appellation and adds a spirit of innovation, whilst treating the region's history and ancient crafts with respect.





# FROM VINEYARD WALKABOUTS...

# ... TO FESTIVALS



## Vignes Buissonnières, a journey of the senses

Proud of their vineyards, picturesque scenery and wines, Pic Saint Loup winegrowers came up with the pioneering idea over 20 years ago of inviting the public to stroll through the heart of the countryside for a gourmet food and wine experience.

The Vignes Buissonnières concept was born!

"Tasting wine in the place where it was produced is like savouring fruit picked straight from the tree!"

It all started in 1999, when a clutch of winegrowers outlined their plan: they would design a trail (that changes every year) where visitors can pause to discover gourmet foods, indulge in wines served by the growers and admire the scenery at their own pace, all in high spirits and punctuated by lively, cultural events.

In 2001, the first event led visitors on a trail between the picture-postcard villages of Valflaunès and Lauret. The following year, the idea appealed to sibling Michelin-starred chefs the Pourcels from famed Montpellier restaurant Le Jardin des Sens so much so that they created the menu, marking the start of a gourmet food experience that would subsequently be designed by different chefs. Michel Keyser, Anne Majourel, Jacques and Régis Marcon and Charles Fontès have all played their part. Since the outset, their gourmet foods have been magnificently prepared by Délice des Princes, the event's loyal partner from day one.

In 2007, such was the success of the Vignes Buissonnières that the event was rolled out over two days, attracting over 3,400 people, complete with straw boaters firmly perched on their heads, glasses safely carried in their bespoke pouches and tasting booklets in hand, all-set to taste the 80 different wines presented by winegrowers at the 6 gourmet food stops along the trail.

The event's success is due to the high standards set every year by Pic Saint Loup winegrowers, all of whom are involved in preparing the trail in the six months leading up to it.







picture-postcard scenery, just as the sun is setting between the Pic Saint Loup and Hortus. The stage is set for a festive, relaxed evening among friends and family tasting Pic Saint Loup wines served by the growers themselves along with local produce. In the background, a group specially chosen for the occasion adds to the atmosphere, encouraging party-goers to kick off their shoes for a dance!

# La Festa de la Vendemia Eating, drinking and being merry in Pic Saint Loup

Since 2008, the peaceful village of Valflaunès, located in the heart of the Pic Saint Loup appellation area, has come alive to the sound of revellers in mid-October as they throng with friends and family to celebrate the end of the harvest. A gourmet street party, the Festa de la Vendemia encourages visitors to take part in a cultural journey of the senses in the Pic Saint Loup. Some thirty winegrowers offer visitors a chance to taste their wines and talk about their craft.

Along with Pic Saint Loup wines, there is also food and something for the more inquisitive, keen to find out about the area's history through exhibitions that take visitors on a trip down memory lane to discover local heritage and ancient crafts.

Since its inception, the Festa de la Vendemia and its main organisers – the Culture et Vin association – has exhibited over fifty different themes. Music and street theatre from the Pic Saint Loup region add to the party spirit, creating a relaxed, festive atmosphere, just the way the locals like to celebrate.

## Pic Saint Loup sous les étoiles, relaxing beneath the stars

Launched in July 2018, this evening event provides lovers of wine, fine fare and relaxed occasions with a special opportunity to indulge their passion. The evening starts set against the appellation's



#### **ASSAS**

#### DOMAINE PIERRE ET ESTELLE CLAVEL Pierre & Estelle Clavel

04.99.62.06.13 info@vins-clavel.fr www.vins-clavel.fr

#### DOMAINE DE LA PERRIERE

Thierry Sauvaire 04 67 59 61 75 thierry.sauvaire@free.fr www.domaine.perriere.free.fr

#### CAVE COOPERATIVE LES

**VIGNERONS DU PIC** 04.67.59.62.55 cavevigneronsdupic@ wanadoo.fr www.vigneronsdupic.net/

#### **BROUZET LES QUISSAC**

**DOMAINE D'AIGUES-BELLES Gilles** Palatan 06 07 48 74 65 aigues.belles@orange.fr www.aigues-belles.com/

#### **DOMAINE DE MIRABEL**

Vincent et Samuel Feuillade 06.22.78.17.47 - 06.16.69.53.73 domainemirabel@neuf.fr

#### CAZEVIEILLE

LA COUR DES LOUPS Julien Martinez 06.51.76.34.67 lacourdesloups@hotmail.fr

**CLOS DES REBOUSSIERS** Jean-Pierre Girard 06 03 46 45 11 ip.airard@altereao-sa.fr

#### LA CHOUETTE DU CHAI

Sylvie Guiraudon 06 78 39 73 88 sylvie.guiraudon@lachouetteduchai.com www.lachouetteduchai.com

#### CLARET

LA FOURNACA Gilles Vaitilingom 06.10.42.14.54 vaitig@aol.com www.lafournaca.com

#### DOMAINE CHAZALON

Stéphane Chazalon 06.76.23.98.38 stephane.chazalon@cegetel.net www.domaine-chazalon.com

#### DOMAINE DU GRES

Guilhem Commeiras 06.81.04.89.81 guilhemcom34@hotmail.fr

#### CHÂTEAU DEL RANQ

Laure Barthélémy & Sébastien Freychet 06 40 25 37 57 delrang@gmail.com www.chateau-del-rang.business.site

#### MAS DE FARJOU

Annabelle Jean 06.09.73.13.92 - 06.20.87.33.00 masdefarjou@hotmail.fr http://masdefarjou.free.fr

#### MARIE DANIELLE BRUBACH

Marie-Danièle Brubach 06.63.10.16.61 marie-daniele.brubach@ laposte.net

#### DOMAINE DE VILLENEUVE

Anne-Lise Fraisse 04.67.59.08.66 fraisse.villeneuve@orange.fr www.domaine-de-villeneuve.com

#### DOMAINE PEGALINE

Philippe Martin 06 18 40 42 18 contact@domainepegaline.com www.domainepegaline.com

#### DOMAINE HAUT MAGINIAI Anne & Philippe Rambier 04.67.59.56.10

#### CHATEAU LAVABRE

Gérard Bru 04 99 62 27 27 contact@puech-haut.com www.puech-haut.com

#### MAS FOULAQUIER

Blandine Chauchat & Pierre Jéquier 04.67.59.96.94 masfoulaquier@icloud.com www.boutique.masfoulaquier.fr

#### DOMAINE DE LA MATANE

Joël Descan 06.63.60.66.21 contact@leclosdelamatane.fr www.leclosdelamatane.fr

#### CORCONNE

DOMAINE BEAUTHOREY Christophe Beau 06.21.74.44.86 beau.corconne@wanadoo.fr www.beauthorey.com

#### **ZELIGE CARAVENT** Luc Marie Michel 04.66.77.10.98

contact@zelige-caravent.fr www.zelige-caravent.fr

#### CAVE COOPERATIVE LA **GRAVETTE DE CORCONNE** 04.66.77.32.75

contact@laaravette.fr www.la-gravette.com

#### **FONTANES**

DOMAINE LES VIGNEAUX Brice Gravegeal 04.67.86.91.83 brice.gravegeal@orange.fr

#### CHÂTEAU DE L'EUZIERE Nicolas Vellas www.chateauleuziere.fr

CHATEAU LA ROQUE Bertrand Barrascud & Svlvianne Mercandelli 04.67.55.34.47 contact@chateau-larogue.fr www.chateau-laroque.fr

#### MAS DE JON

Marion & Guillaume Gravegeal 06.71.02.49.29 marion.gravegeal@yahoo.fr www.masdejon.fr

#### LES TRAVERSES DE FONTANES

Bertrand Barrascud & Sylvianne Mercandelli 04.67.55.34.47 contact@chateau-larogue.fr

#### **GUZARGUES**

DOMAINE DE LA TRIBALLE Sabine & Olivier Durand 04 67 59 66 32 la-triballe@club-internet.fr www.la-triballe.com

#### **DOMAINE DE ROCAHLAS**

Frédéric Grenier 06 61 87 78 49 grenier.rocahlas@orange.fr

#### DOMAINE DE FIGARET

Famille Rambier 04 67 55 38 50 info@famillerambier.com www.shop.famillerambier.com

MAS D'AUZIERE Irène Tolleret irene@auzieres.com

#### LAURET

MAS THELEME Fabienne & Alain Bruquière 04.67.59.53.97 mas.theleme@orange.fr www.mas-theleme.com

#### CLOS MARIE

Françoise Julien & Christophe Peyrus 04.67.59.06.96 clos.marie@orange.fr

#### **BERGERIE DU CAPUCIN** Guilhem Viau

04.67.59.01.00 contact@bergerieducapucin.fr www.bergerieducapucin.fr

#### CHATEAU DE CAZENEUVE André & Quentin Leenhardt

04.67.59.07.49 andre.leenhardt@wanadoo.fr www.chateaucazeneuve.com

#### **LE TRIADOU**

THE APPELLATION'S ESTATES

DOMAINE HAUT-LIROU Famille Rambier 04.67.55.38.50 info@famillerambier.com

www.shop.famillerambier.com

#### LES MATELLES

L'AVEN DES NYMPHES **Richard Lavanoux** 06 61 16 43 02 richard.lavanoux@gmail.com www.avendesnymphes.com

#### MONTFERRIER

#### DOMAINE DES VABRE

Henri Breton 04.67.59.91.56 domainedesvabre@yahoo.fr

#### SAUTEYRARGUES

#### **CHÂTEAU DE LASCOURS**

Eliette Arles 04.67.59.00.58 domaine.de.lascours@wanadoo.fr www.chateau-lascours.com

#### SAINT GELY DU FESC

#### LE CHEMIN DES REVES

**Benoit Viot** 04.99.62.74.25 contact@chemin-des-reves.com www.chemin-des-reves.com

#### SAINT JEAN DE CUCULLES

LES REMPARTS DE CUCULLES Marie-Luce Arnaud 06 72 76 28 91 arnaud.luce@gmail.com www.remparts-cuculles.com

#### **DOMAINE DE MORTIES**

Pascale Moustiès 04.67.55.11.12 contact@morties.fr www.morties.com

#### SAINT MATHIEU DE TREVIERS VACQUIERES

LE CLOS DES AUGUSTINS Frédéric Mézy 04.67.54.73.45 closdesaugustins@wanadoo.fr www.closdesaugustins.com

#### DOMAINE COSTE UBESSE

Jean-Luc Saumade & Philippe Reboul 06 13 58 70 48 info@coste-ubesse.com www.coste-ubesse.com

#### DOMAINE DE LA VIEILLE

Guy & Julien Ratier 06.86.46.44.25 domainedelavieille@orange.fr www.domainedelavieille.fr

#### **ERMITAGE DU PIC ST LOUP**

Jean-Marc, Xavier et Pierre Ravaille 04.67.54.24.68 ermitagepic@free.fr www.ermitagepic.fr

#### CHATEAU DE LA SALADE SAINT HENRI

Anne Donnadieu 04.67.55.20.11 annedonnadieu@amail.com www.chateaudelasaladesainthenri.com

#### CAVE COOPERATIVE

**VIGNOBLES DES 3 CHATEAUX** 04.67.55.20.22 info@coteaux-du-pic.com www.vd3c.fr

#### CHÂTEAU DES MOUCHERES

Jean-Philippe Teissedre 04 67 34 04 39 contact@chateaudesmoucheres.com www.chateaudesmoucheres.com

#### **ROC DE BEAU-VOIR** Anne Jalain & Jack Boutin

rocdebeauvoir@gmail.com

06 85 33 22 02

#### DOMAINE INEBRIATI

Victor Beau 06 85 63 90 07 victorbdeth@gmail.com www.inebriati.fr

#### CHATEAU DE LASCAUX

Jean-Benoit Cavalier 04.67.59.00.08 ib.cavalier@chateau-lascaux.com www.chateau-lascaux.com

#### DOMAINE LES GRANDES COSTES

Jean-Christophe Granier 04.67.59.27.42 contact@grandes-costes.com www.grandes-costes.com

#### MAS DE FIGUIER

Gilles Pagès 04.67.59.00.29 pagesgi@orange.fr www.masdefiguier.fr

#### DOMAINE LA COSTESSE

**Gilles Nougalliat** 06 87 43 77 28 gilles.nougalliat@orange.fr www.domainelacostesse.com

#### MAS PAGES

Pierre Pagès 06 12 65 33 81 pagespierre34@gmail.com

#### DOMAINE CAMMAOUS & CAUSSARELLE

Maxence Panchau 06 75 94 20 13 panchau.maxence@gmail.com www.domainecammaousetcaussarelle.fr

#### MAS PEYROLLE

Jean-Baptiste Peyrolle 04.67.55.99.50 jbpeyrolle@yahoo.fr

#### **BERGERIE DE FENOUILLET**

Michel Wack 06 20 77 61 76

bergeriedefenouillet@orgnge.fr www.fenouillet.ch

### VALFLAUNES

### DOMAINE DE VIASTRES

Jérôme Dumas 04.99.62.80.25 jdmsvias1@gmail.com

#### MAS GOURDOU

Benoit Thérond 04.67.55.30.45 jtherond@masgourdou.com www.masgourdou.free.fr

#### DOMAINE PECH TORT

Nadège Jeanjean 06.18.92.65.08 nadegejeanjean@hotmail.com www.domaine-pech-tort.com

#### **CHATEAU DE VALFLAUNES**

Fabien Reboul 06.83.48.37.85 chateaudevalflaunes@gmail.com www.chateaudevalflaunes.fr

#### DOMAINE DE L'HORTUS

Famille Orliac 04.67.55.31.20 orliac.hortus@wanadoo.fr www.domaine-hortus.fr

#### DOMAINE UMA

Emmanuel Clausel 04 67 67 13 96 www.domaine-uma.com

#### SAINT DAUMARY

Julien Chapel 06.09.23.81.76 julien.chapel@orange.fr

#### CHATEAU DE LANCYRE

Régis Valentin 04.67.55.32.74 contact@chateaudelancyre.com www.chateaudelancvre.com

#### CHATEAU BOISSET

Christelle Nadal 06.85.30.08.72 chateauboisset@orange.fr

#### MAS BRUGUIERE

Xavier Bruquière 04.67.55.20.97 xavier.bruguiere@wanadoo.fr www.mas-bruguiere.com

#### MAS DE FOURNEL

Gérard Jeanjean 04.67.55.22.12 masdefournel.jeanjean@orange.fr



# PIC SAINT LOUP

APPELLATION D'ORIGINE PROTÉGÉE

### Contact details : syndicat de l'AOP Pic Saint Loup

Sophie Landreau slandreau@pic-saint-loup.com +33 4.67.55.97.47 / +33 6.70.41.59.44

### www.pic-saint-loup.com

<u>facebook.com/vinspicsaintloup/</u> <u>@AOP-PIC\_SAINT\_LOUP</u> www.linkedin.com/in/aop-pic-saint-loup-a8609420b

