

Bruno Lafon

Les Fleurs, Environmentally Friendly, Rouge

Vin de France, VSIG, France

Kicking off the Fleurs du Sud journey, we swapped out the bottles for lighter ones, a major eco-friendly stride! This slashes our carbon footprint significantly, cutting down 30g of glass per bottle - that's over a ton less glass per vintage! It's like reducing greenhouse emissions equal to 5,400 km of light vehicle travel for every batch of 30,000 bottles. A small change, a giant leap for sustainability!

PRESENTATION

Bruno's green revolution continues! Opting for feather-light bottles and ones boasting a whopping 90% recycled glass, his eco-savvy doesn't stop there. The entire Fleurs range is crafted from organically grown grapes, proudly sporting organic certification in France and the EU. Even the labels and cardboard cases get the eco-treatment, printed on recycled paper with planet-friendly inks. It's sustainability in every sip!

LOCATION

Blending a variety of terroirs and fruit origins, Bruno skillfully selects grapes from different environments: vineyards on slopes contribute to the wine's complexity and richness, while those in clay-rich soils add a unique combination of complexity and spicy notes. Grapes from high-altitude fields are chosen for their fresh qualities, enhancing the wine's overall character.

WINEMAKING

Sourced from a diverse selection of vineyards varying in altitude and north-facing orientations, the grapes undergo cold maceration before fermentation. This is complemented by a careful winemaking technique.

AGEING

The wine is then matured in concrete vessels, a process that precedes bottling, ensuring depth and character.

VARIETALS

Cinsault 80%, Grenache noir 10%, Syrah 10%

GM: No.

Contains sulphites. Does not contain egg or egg products. Does not contain milk or milk-based products.

SERVING

T° of service: 16°C / 60°F.

AGEING POTENTIAL

Enjoy all year long, 3 to 5 years

TASTING

Les Fleurs originates from a unique parcel of 60-year-old Cinsault vines. In your glass, you'll notice its vibrant, medium ruby appearance. Aromatic nuances of small red berries and a hint of citrus peel emerge, delicately laced with a whisper of white pepper. Tasting reveals a medium-bodied wine, gracefully avoiding the heaviness of overripe fruits, and showcasing delightful notes of ripe red raspberries and a subtle plum essence, courtesy of 10% young-vine Syrah. The finish is both extended and vivacious, rounded off with a perfectly balanced tannic structure that hints at the grape's thick skin.



FOOD PAIRINGS

Aperitif, cheeses, charcuterie, red mets, poultry.



Bruno Lafon Selection
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ABUSE OF ALCOHOL IS DANGEROUS FOR YOUR HEALTH. DRINK RESPONSIBLY.

