



# Provence

BRUNOLAFON  
wine selection

## MADMED | Le Rouge - 250ml., Vin de France, Red, no added-sulfites & natural.

Vin de France, VSIG, France



Domaine de la Mongestine is a young estate pursuing organic viticulture with biodynamic principles in a region known for mass produced rosé for easy poolside enjoyment. However, new owners Harry and Celine Gozlan have partnered up with Maxime Gamard, a local winemaker with a penchant for natural wines and expertise in producing strictly organic and biodynamic wines. MADMED is their joint venture in the world of modern packaging and canned wines.

### PRESENTATION

Sleek and streamlined, this 250ml can will fit neatly into your bag or pocket, primed for a day of adventure! MADMED Le Rouge is a wine with a thirst for the unknown – don't leave home without it. Organic grapes are hand-picked from vibrant, young vines in Provence, bursting with luscious red fruit flavors.

### IN THE VINEYARD

The fruit is mainly source from vines rooted in the clay and limestone soils of north facing slopes (with altitude up to 450 meters) enabling for a longer maturation process preserving freshness in the fruit and acidity.

### WINEMAKING

Vinted with minimal soaking, maceration and intervention. The wine only contains naturally occurring sulfites. Native yeast fermentations allow for MADMED to showcase exuberant and natural flavors. Made in stainless steel vessels and canned unfiltered.

### VARIETALS

Grenache noir 50%, Rolle ou Vermentino 40%, Carignan 10%

### 13 % VOL.

No sulphites. Does not contain egg or egg products. Does not contain milk or milk-based products. No.

### SERVING

T° of service: 15°C / 32°F.

### AGEING POTENTIAL

Enjoy all year long, 2 to 3 years

### TASTING

Lighter than a conventional red and darker than rosé, this food-friendly style wine features crisp red fruits and a generous character lending a ripe, jammy juice with attractive and rich character. It has spice and tannins as well as the fruit, all coming together well. Canned wine may seem like a gimmick but portability is the biggest advantage here: there's no fear of broken bottles, needing the corkscrew, or avoiding beaches and parks that ban glass, and the complete packaging is 100% recyclable and environmentally friendly in terms of weight and waste management.



### Bruno Lafon Selection

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

