

# Bruno Lafon

## Les Fleurs, Environmentally Friendly, Blanc

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

Bruno masterfully blends a tapestry of terroirs and fruit sources to create a symphony in a bottle. He handpicks grapes from sun-kissed slopes, infusing his wine with layers of complexity and a rich palate. From the deep, clayey soils, he draws out intriguing notes of spice, adding a dash of mystery. And from the high-altitude fields, he captures the essence of freshness, giving each sip a crisp, invigorating finish. It's a harmonious fusion of diverse landscapes, each contributing its unique character to the wine.

### WINEMAKING

Harvesting under the cover of night and clarifying the must at chilly temperatures set the stage. Fermentation then takes place at a cool 16°-17°C in stainless steel tanks, followed by a gentle filtration just before bottling. This meticulous process ensures the wine's quality and character.

### VARIETALS

Grenache blanc 60%, Vermentino 30%,  
Sauvignon blanc 10%

### 12,5 % VOL.

GM: No.

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

### SERVING

T° of service: 12°C / 54°F.

### AGEING POTENTIAL

Enjoy all year long, 3 to 5 years

### TASTING

Nestled in the hills near Béziers, just a stone's throw from the Mediterranean's sunny beaches, this wine is reaching a delightful peak of maturity. It dances with sharp, herbal notes of sage and thyme, perfectly entwined with zesty lemon acidity and a brisk mineral backbone. The Sauvignon Blanc in the blend adds a refreshing sharpness, complemented by hints of sweet pineapple. Its creamy texture, adorned with an array of white fruits and a hint of white pear, is truly captivating. Get ready to indulge in this flashy, all-natural treat that's sure to tantalize your taste buds!

### FOOD PAIRINGS

Aperitif, seafood, fish, poultry, cheeses.



### Bruno Lafon Selection

Integrity Wines LLC - d.b.a Bruno Lafon Selection, NY 10016 New York  
Marine Royer (Chicago, IL): +1 (312) 888-0290 | marine@brunolafonselection.com  
Contact us at: info@brunolafonselection.com

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

