



# Southern Rhône

BRUNOLAFON  
wine selection

## Southern Rhône, Mas Saint Louis, Tradition, AOC Châteauneuf-du-Pape, Rouge

AOC Châteauneuf-du-Pape, Vallée du Rhône, France



At the end of the 1900s, Jean-Louis Geniest grouped together the family vineyards to build up the Mas Saint Louis estate. The acquisition and renovation of the Maison Vigneronne in 1909 - in the Clos district of Châteauneuf-du-Pape, accelerated the development of the estate along with the first harvests. Louis, Jean-Louis' grandson, acquired new vineyards and Mas Saint Louis estate now covers about 30 hectares in a single block enabling for extreme consistency in the Geniest wines.

### PRESENTATION

Mas Saint-Louis, built on a sandy mount gently sloping, drawn-out vineyards are planted in sandy soils, decalcified red clays and gravelly pebbles of various sizes, allowing for precise and textured wines of immense finesse.

### TERROIR

The slightly sandy soil is made up of terraces of rolled pebbles and layers of Burdigalian molasse, typical of the appellation. During the day, these famous pebbles accumulate the rays of the generous Provencal sun, and at night, they release the heat to the vines, bringing the grapes to optimum ripeness.

### WINEMAKING

Utilizing organic farming practices (although not certified), the grapes are hand picked and sorted with traditional winemaking techniques, fermented and macerated for 3 weeks

### AGEING

Aging for 12 months in Burgundian barrels (20%) and concrete vessels to merely support the full potential and development of the wine.

### VARIETALS

Grenache noir 80%, Mourvèdre 10%, Syrah 5%, Cinsault 5%

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

### SERVING

16°C/61°F

### AGEING POTENTIAL

Enjoy all year long, 5 to 10 years

### TASTING

Among its peers, this wine stands out for its lightness and elegance rather than its power - in fact its appellation would be a surprise to many as it is perhaps more like a Pommard than a typical blockbuster CdP. Red and black fruits abound, but it is the beguiling manner of their delivery which is so compelling. With a touch of spice and a long finish, this is the Châteauneuf that you will want to keep as a secret

### FOOD PAIRINGS

Red meats, game, cheeses, charcuterie.



### Bruno Lafon Selection

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

