

Bruno Lafon

Les Fleurs, Environmentally Friendly, Rosé, 2023

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!

TERROIR

This wine's grapes were meticulously picked from vineyards of early-ripening Grenache Noir and Cinsault, chosen for their ability to yield ripe flavors even at lower sugar contents. In the winery, these fruits are tenderly managed and fermented under cool conditions. This careful process guarantees that the wine retains vibrant aromas and the essence of fresh fruit, while maintaining a balanced body, texture, and lingering finish.

WINEMAKING

The growing season experienced warm and dry conditions, ideal for harvesting fruit at its peak of ripeness and flavor. Following harvest, all grapes underwent crushing and pressing, then were allowed to settle for 48 hours. After this period, the clear juice was carefully transferred into stainless steel tanks for a cool fermentation process.

VARIETALS

Cinsault 60%, Grenache noir 40%

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: 10°C / 50°F.

AGEING POTENTIAL

Enjoy all year long, 2 to 3 years

TASTING

Dive into a world of refreshing elegance with this stunning pale-pink rosé! It's a perfectly balanced blend that greets you with a light, fresh aroma right from the start. Imagine wild strawberries and white peach dancing on your nose, with a delicate whisper of white chocolate. Sip and savor the crisp, lively acidity that elevates the lush flavors of ripe peach, juicy melon, and tangy red currant. The finish? A zesty twist of citrus rind, leaving your palate snapping with freshness. It's the kind of rosé that's effortlessly charming and easy to adore!



Bruno Lafon Selection

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

