

BRAND STORY:

Since 1926, our winegrowers have been the soul of our wine. Located in Sérignan-du-Comtat, a small medieval village in Vaucluse. In the cradle of the Southern Rhône, nourished by the sun and the wind, our terroir is made up of vines growing on soils of limestone origin covered with alluvium.

Reasoned agriculture, without the use of systemic agents. The dry and very windy climate allows the most natural cultivation possible and the minimum of intervention. The very good sanitary state of the vine is naturally favored by the climate. To a greater extent, our thinking is going towards an even more active protection of the whole environment and the ecosystem where we work our vines (Water, Carbon, Wildlife, Human and Social contexts).

KEY TAKEAWAYS

- The Rhone Valley offers incredible value, especially Southern Rhone
- Plan de Dieu is a Villages appellation, known as 'Baby Châteauneuf
- -du-Pape'
- Panicaut Blanc is a unique ORGANIC blend of Grenache Blanc, Viognier and Roussanne.

KEY SELLING POINTS:

- Volume opportunities on BOTH Rouge (red) and Blanc (white) SKUs
- Great on-premise pricing

