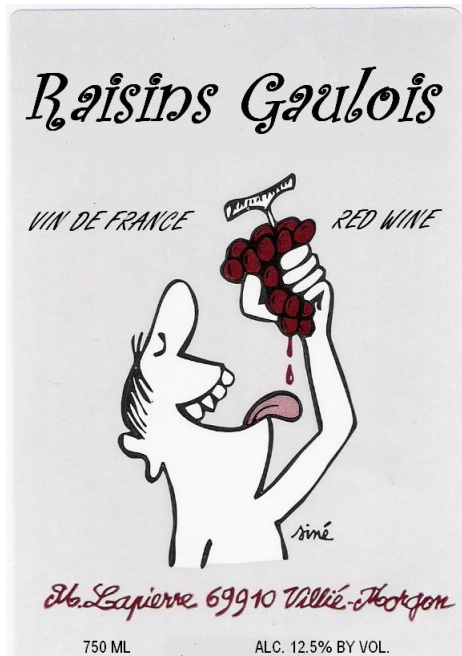


M. LAPIERRE

RAISINS GAULOIS VIN DE FRANCE

ILLINOIS MARKET ONLY



The late Marcel Lapierre was an icon to artisan producers of top-quality Beaujolais. Working his vineyards near Villié-Morgon, in the Cru Beaujolais appellation of Morgon, Marcel began employing techniques that at the time were considered radical: organic viticulture, natural yeasts, minimal or no use of sulfur dioxide, unfiltered bottling. This style of production is often referred to as “à l’ancien” or “in the old manner,” and today has become widespread among quality growers. The results are wines of very pure fruit aromas and bright flavors, a wine that is slightly drier and a bit less alcoholic. Marcel Lapierre wines are fruity and refreshing, yet more substantial and structured, with the ability to age. The domaine is now run by Marcel’s son, Mathieu, who continues to work according to the ideals of his father and the traditions he created.

Region:	Beaujolais
Appellation:	Vin de France
Owner:	Mathieu Lapierre
Established:	1950s
Farming Practices:	Organic
Vineyard:	9 ha
Soil:	Granite
Grape Varieties:	100% Gamay
Avg Age of Vines:	15 years
Yield/Hectare	50 hl/ha
Avg Production:	60,000 bottles

Vinification and Elevage: Traditional Beaujolais semi-carbonic fermentation without SO₂ additions, utilizing all natural yeasts. Aging done in 216 L vats for about 2 months. Unfiltered and low sulfur.

Tasting Notes: This wine has a bouquet of explosive and fresh red fruit. This is made with young vines from the estate. You can call it “vin de soif” or glou-glou but it is made to drink young and be quaffed.

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