

# CHÂTEAU LA GENESTIÈRE

## TAVEL ROSÉ



Originally a silkworm farm in the 16th century, Château la Genestière became a winemaking estate in 1930. The 40-hectare domaine was acquired by Jean-Claude Garcin in 1944. Through years of perseverance and painstaking work, M. Garcin along with his son Raphaël improved the property and purchased nearby vineyards in the region. The centerpiece of the domaine's production became the Tavel Rosé. Christian Latouche, owner of two domaines in Les Baux-de-Provence, purchased the estate in 2015. With his great understanding of rosé wines and respect for the Tavel appellation, M. Latouche continues working in the great Tavel tradition carried on by M. Garcin.

<b>Region:</b>	Southern Rhône Valley
<b>Appellation:</b>	Tavel
<b>Owner:</b>	Christian Latouche
<b>Established:</b>	1930
<b>Farming Practices:</b>	Sustainable
<b>Soil:</b>	Two main parcels of clay and limestone with alluvial pebbles; and clay and limestone with lauze stones
<b>Vineyard:</b>	20 ha
<b>Grape Varieties:</b>	50% Grenache, 50% Cinsault (2019 vintage)
<b>Yield/Hectare:</b>	45 hl/ha
<b>Avg Production:</b>	40,000 bottles

**About Tavel:** Just south of Lirac, the Tavel is exclusively dedicated to the production on rosé wine. In 1936, it became the first French appellation for rosé wine. Tavel, now joined by Bandol, has long been regarded as the premier rosé appellation in France. The wines are based on Grenache and generally blended with Syrah, Mourvèdre and/or Cinsault, and finished in a dry, full-bodied style. Tavel is one of the few rosé wines that can improve with bottle age.

**Vinification and Élevage:** The production of Tavel rosé is made using the traditional method in which the grapes are partially pressed and the juice is allowed to soak on the skins for 24 to 48 hours under cool temperature. After the pressing is completed, the juice is allowed to settle and then undergoes temperature-controlled fermentation. The young wine is aged for 4 to 6 months in stainless steel tanks to maximize freshness and vivacity, then bottled.

**Tasting Notes:** Brilliant shade of crimson and magenta. The nose is delicate with notes of raspberries and rose petals that evolve into nuanced aromas of red fruits and flowers with a hint of white pepper. The young wine is full on the palate with a bracing, mineral-driven finish.

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