

CHÂTEAU LA GENESTIÈRE

TAVEL ROSÉ



Originally established in 1930, the 40-hectare estate of Château la Genestière was acquired by Jean-Claude Garcin in 1944 and worked lovingly by father and son for many years. Jean-Claude painstakingly worked to improve the property and increased its reputation in the region. The centerpiece of the domaine's production became the Tavel Rosé, formerly known as "Cuvée Raphael" after Jean-Claude's son. The property was purchased in 2015 by Christian Latouche, owner of two domaines in Les Baux-de-Provence. With his great understanding of rosé wines and respect for the Château la Genestière and the Tavel appellation, M. Latouche continues working in the great Tavel tradition carried on by M. Garcin.

Region:	Southern Rhône Valley
Appellation:	Tavel
Owner:	Christian Latouche
Established:	1930
Farming Practices:	Sustainable
Soil:	Two main parcels of clay and limestone with alluvial pebbles; and clay and limestone with lauze stones
Vineyard:	20 ha
Grape Varieties:	50% Grenache, 50% Cinsault (2019 vintage)
Avg Age of Vines:	55 years
Yield/Hectare	45 hl/ha
Avg Production:	40,000 Bottles

About Tavel: Just south of Lirac, the Tavel is exclusively dedicated to the production of 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, Mourvedre 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 hint of white pepper. The young wine is full on the palate with a bracing, mineral-driven finish.

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