

FRANCE REGIONAL

VARIETY - The Spice of Life

Sauvignon Blanc, White Grenache, Chardonnay, Viognier, Syrah (aka Shiraz), Merlot, Carignan, Syrah Rosé plus Red, Dry White and Medium White blends crafted by Borie-Manoux from Bordeaux (Beauroy) and by the Plaimont co-operative (Jean des Vignes), two very good houses. Despite the variety of grapes and producers, the wines all share qualities of freshness, flavour and fruit. The reds are smooth and rounded; the whites crisp and refreshing.

“U.K. wine drinkers reject French wine. New World overtakes France.”

Headlines like these have regularly appeared in the media over the last five years. However Vins de Pays sales keep increasing and by volume and value now make up an increasing percentage of French and total U.K. wine sales.

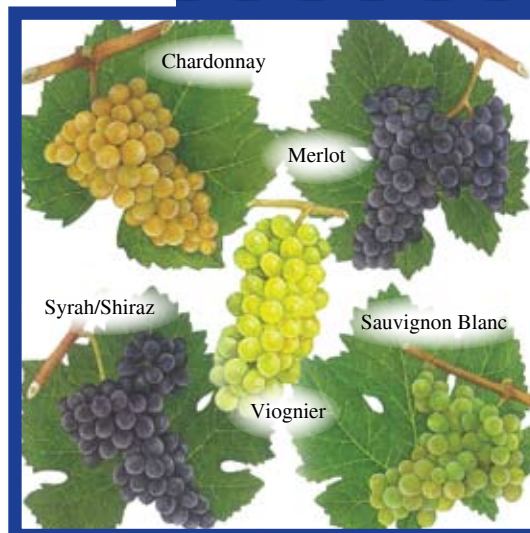
How can this be? In theory, they are the wines most likely to be in direct competition with Australia, Chile, Argentina and South Africa pricewise.

The answer is Revolution. There has been a revolution in wine style, winemaking and marketing. Not long ago the reds were chewy and full of hard tannins and the whites flabby and unappealing. Now the reds are softer with the fruit more dominant and the whites are crisper, cleaner and more complex.

The only future problem is price. The collapse of the pound against the euro threatened to undo all the good work of the revolutionaries. The last six months of 2008 placed a great strain on the U.K. wine trade as the pound depreciated in value by 30% at the same time as the On-Trade was being confronted by the effects of the recession.

MOULIN des MONTARELS

This Domaine is in the Côtes de Thongue in the Midi, an area of France which has been one of the most dynamic in combining New World fruit and Old World backbone. We have added two wines to our range this year – a stunning Merlot and a Viognier which shows all of the aromatic appeal of this ultra trendy grape without going over the top.



Beauroy Vin de Table

Available in 75cl
1 Litres
1.5 Litres

Red
Smooth, fruity and rounded.

Dry White
Crisp and tasty.

Medium White
Softer and very easy drinking.

Taste Guide	Trade Sales Price
B	£3.23
2	£4.45
3	£6.77

	Taste Guide	Trade Sales Price
<p>££ Le Sanglier de la Montagne, Vin de Pays de l'Aude</p> <p>Carignan Made from older vines which give a better concentration of flavour, this is a perfect partner to barbecue style meats being both strong in flavour but not too burly in the mouth.</p> <p> White Grenache Amazingly France's third most popular white wine grape variety behind Chardonnay and Sauvignon Blanc. Why? Because it provides refreshing, fruity wine which is almost Pinot Grigio like in character.</p>	<p>B</p> <p>2</p>	<p>£4.03</p> <p>£4.03</p>
<p>Jean des Vignes, Vin de Pays du Gers</p> <p>Available in 75cl 1 Litres</p> <p>Red Elegant, appetising red with a dash of Merlot. Ripe, mulberry aromas and flavour.</p> <p>Rosé Fresh, light but vibrant rosé which has appealing dry fruit flavours.</p> <p>Dry White Clean, dry and refreshing white wine that is fruity and lively and fresh.</p> <p>Medium Dry White Aromatic blend of the popular Colombard with Ugni Blanc which is fruity and attractive drinking.</p>	<p>B</p> <p>2B</p> <p>2</p> <p>3</p>	<p>£4.09</p> <p>£5.46</p>
<p>Domaine de Moulin des Montarels</p> <p>Syrah Classic Syrah (or Shiraz) with bramble and pepper flavours in the mouth and a smooth, rounded finish.</p> <p>Merlot An outstanding Merlot which is smooth and rounded but has lots of balancing fruit and power.</p> <p>Syrah Rosé Loads of fruit and flavour and very drinkable.</p> <p>Sauvignon Blanc Good Sauvignon fruit with tropical flavours and soft acidity to make the wine very refreshing.</p> <p>Viognier Viognier makes possibly the most aromatic dry white wine in the world redolent of apricots and peaches.</p>	<p>C</p> <p>C</p> <p>2B</p> <p>1</p> <p>2</p>	<p>£4.89</p> <p>£4.89</p> <p>£4.89</p> <p>£4.89</p> <p>£5.29</p>

