



CAHORS

FUTURE MALBEC "GRAND CRU"



"I came to Cahors to discover its wines and its terroirs, and I stayed because I fell in love with the limestone Causse Plateau. This is a unique terroir and believe me, I've seen quite a few in my time! The wines are often deep and mineral-driven, with incredible acidity. And, above all, Cahors is

so beautiful, different, mysterious.

"In Cahors, the new generation of vintners is very passionate, open to the world and ready to do what it takes to craft "Grand Cru" Malbec wines. The foundations exist—it's now just an issue of fine-tuning."

—Pedro Parra,
Chilean terroir consultant



"For many years, Cahors has been the Cinderella of French wine appellations. Happily, today, the young generation of vintners is becoming aware of the true potential of their territory. The region is

formed by areas with very distinctive vocation—the river terraces and the plateau are the first big divide, but each area has an interesting diversity in itself. The different terraces can produce wines that range from fruit driven to fine and complex, while on the plateau, the deep soils have a completely different character from the shallower ones. The limestone-rich parcels are showing a marked mineral character, while the deeper-soil parcels can deliver great finesse.

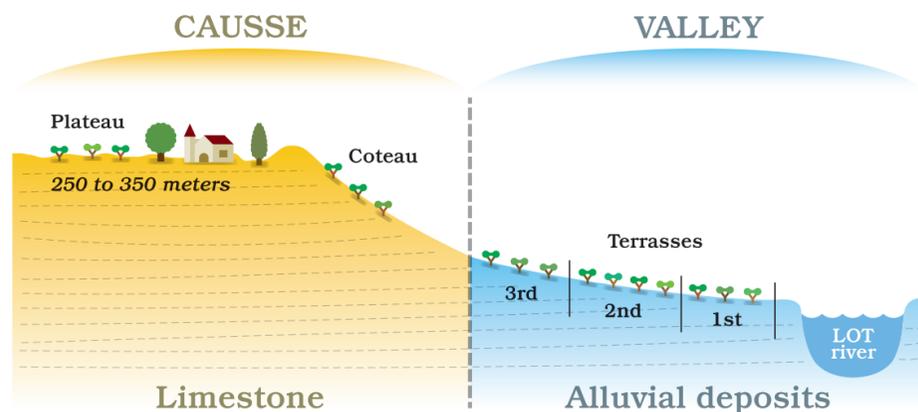
"In addition, the biodiversity and the perfect preservation of natural resources add potential to the future of organic farming in the region.

"The Malbecs of Cahors have a very marked character, similar to no other. The limestone mother soil is the terroir that most interests me, because I find those wines extremely balanced when not overdone."

—Attilio Pagli,
Tuscan Oenologist

"If this fine appellation continues to focus on quality, Malbec seems set for a great future."

—Michel Rolland, Bordeaux-based oenologist



"I had the opportunity during the summer of 2015 to rediscover the vineyards of Cahors. Recalling my last visit to the region, more than 20 years ago, I think that the radical change in the viticulture and viniculture of this region these past years is comparable to what I have experienced in Argentina since moving to that country in 1993.

"In Cahors, the Malbecs I have tasted show the existence of two amazing terroirs, very different one from the other: the Valley and the Causse.

"The great wines from the Lot Valley are maybe easier to compare with the big Argentine Malbecs, with good volume and seductive fruit.

"The natural freshness and finesse of the great wines from the Causse Plateau will convince consumers, and I truly believe that this diversity of terroirs is the foundation of the strength of Cahors.

"A last word to pay tribute to the many passionate wine professionals I have met during my visit and to their knowledge and respect for their terroirs. They have sincerely impressed me a lot.

"See you soon, Cahors!"

—Hervé Joyau,
Argentine Malbec pioneer



"I discovered the Lot Valley about 15 years ago, thanks to friends who bought a house there and who, like me, love to cook. This region is not St.-Tropez or Paris; it has no resorts, no big art, but on the other hand, it has a pristine beauty and the freshest air you've ever breathed, with both reflected in the authenticity of the food. We

spend every morning of our annual visits at the local farmers markets, taking home superb meats, foie gras, and fresh seafood from the nearby Mediterranean and Atlantic, to cook on long lazy afternoons.

"I love big wines, and I fell for Cahors from the start. A few years back I held tastings in New York and Los Angeles to introduce one of my favorites from the Valley. By then the buzz around Argentine Malbecs was in full swing, which I think gave Cahors both a boost and a kick in the pants. Since then, the old châteaux have gone from strength to strength, not by trying to follow fashion, but by emphasizing the character of their terroir and by being their own wonderful selves."

—Michael McCarty,
chef and owner, Michael's Restaurant,
Santa Monica, Calif. and New York



"Young wines from the plateau, with crispness from the limestone soils, are perfect for our dish of pheasant hen Chartreuse marinated in juniper and laurel, with vinaigrette cabbage and finely chopped herb sauce.

"More mature wines, aged some 15 years, from the valley terroir and its deeper clay, are much

appreciated for their minty touches of undergrowth and pair beautifully with truffle-based dishes such as truffled suckling veal with green chard rolls and roast juices thickened with crushed truffles. Cahors wines with more tannin extraction and slightly longer aging are delightful with desserts such as our whisky-flambéed noir de noir chocolate soufflé.

"Cahors wines also pair nicely with classics such as Piedmont white truffle, Scottish grouse, semi-firm cheeses such as Tomme de Savoie, and blueberries from the Aubrac Plateau.

"The quality and uniqueness of Cahors wines today thrive on a subtle combination of long-standing traditions and openness to change, which heralds a bright future for gastronomy."

—Pascal Bardet,
Michelin-starred chef of Gindreau, in the Cahors region