

# CAHORS

# THE FRENCH MALBEC

## FRANCE

"Cahors, vineyard of the year ... Huge potential ... Malbec as a war cry ... Regular quality improvements for the wines of the appellation ... A new, more idealistic generation."

—MICHEL BETTANE, *Bettane & Desseauve Guide*

"Rebirth of a great vineyard ... The finest French Malbecs ... Something is definitely going on in Cahors ... Although its wines were served at the table of czars, Cahors remains a little-known vineyard among the French ... With a major revival, the black wines are well worthy of the interest of wine lovers."

—PIERRE CITERNE, *Revue du Vin de France*

"The times of rustic wines from this appellation are over. The historic Malbec variety now focuses on elegance and style."

—JACQUES DUPONT, *Le Point*

"After a sometimes bumpy history, Cahors wine has finally regained its rightful place on the world market ... Cahors wine was a superstar in the past, but disappeared due to phylloxera at the end of the 19th century, but Cahors now rises again."

—BERNARD BURTSCHY, *Le Figaro*

"Cahors has today chosen a unique path in France ... Rich soils that several more prestigious regions might envy ... The development of the appellation has fully benefited from the Argentinian Malbec boom ... The new generation has made a 180-degree turn ... An undeniable level of quality."

—ANTOINE GERBELLE, *Revue du Vin de France*

## UNITED STATES

"The new world of Cahors ... The ancestral home of Malbec is reinventing itself in light of the variety's astounding global popularity ... I came away with the impression of a region that has been reborn ... The contrast with today's Cahors is enormous. Certainly today's wines have their fair share of tannins and minerality. But they are also ripe and fruity, even though rarely exceeding 13.5% alcohol. Even more interestingly, these wines boast fascinating perfumes, sweet fruit and near-term approachability."

—ROGER VOSS, *Wine Enthusiast*

"Speaking of wine, what would I pair with the Sundance Film Festival? The Black Wine of Cahors ... Most wine-drinking Americans are familiar with Malbec from Argentina, an easy-to-like red that offers the same types of aromas and flavors as Cabernet Sauvignon—cassis, blackberry, leather and tobacco—without all the tannin to punish you. Malbec from Cahors has a much bigger personality. Say, triple the power ... If Malbecs were cowboys, Argentinian Malbec would be from Montana, and Malbec from Cahors would be from Texas."

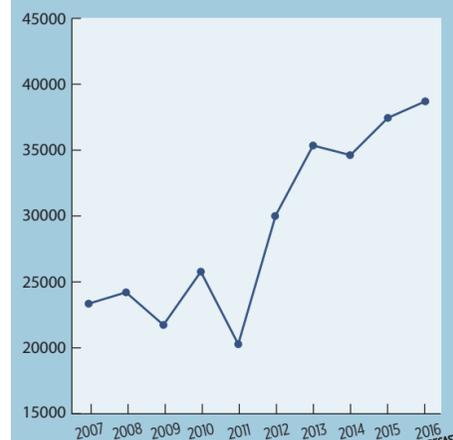
—KIRSTEN FOX, *Huffington Post*

"The next time you think of a Malbec with dinner, remember: they grow it in France, too ... The French expression, on the other hand, is more earthy. New oak is not as prominent, and I hope the vignerons of Cahors don't change that."

—DAVE MCINTYRE, *The Washington Post*

## CAHORS WINE EXPORTS

(VOLUMES IN THOUSANDS OF HL)



(+67% IN VOLUME & +92% IN VALUE SINCE 2007, BEGINNING OF THE CAHORS MALBEC STRATEGY)

## GREAT BRITAIN

"Cahors should qualitatively match St-Emilion or Châteaufort-du-Pape ... I know of no French region that is run in a more open, flexible and creative spirit."

—ANDREW JEFFORD, *Decanter*

"While Argentinian Malbec may be stealing the limelight, the best producers in its homeland of Cahors are welcoming in an era of finesse and elegance. And it's just a start."

—STEPHEN BROOK, *Decanter*

"It's clear there's been a sea change in the style and the quality of the wines. Stealthily, Cahors is changing for the better."

—ANTHONY ROSE, *Decanter*

"Cahors is now one of the most dynamic and outward looking in France."

—BEN LLEWELYN, *Decanter*

"There's never been a better time to discover the region. The progress in recent years has been extraordinary."

—MARK O'HALLERON, *Decanter*

"Back to black ... 800 years ago, it was Cahors—not Bordeaux—that made France's most famous reds. Today its Malbec crown is worn by Argentina. But a revival is under way ... There is a real sense of place: Cahors is all about authentic winemakers, small producers and varied terroirs ... Undoubtedly, great Cahors are being made today."

—IAN D'AGATA, *Decanter*

"It's a fun way to explore wine: Buy a bottle of Cahors and one of your favorite Malbecs from Argentina at a comparable price, and compare the two. They are likely to be strikingly different."

—Dave McIntyre,  
*The Washington Post*



## CANADA

"Rediscovering the wines of Cahors ... Winemakers have made great efforts to better understand Malbec and its growth cycle, along with its terroirs. This has given rise to a genuine notion of identity for Cahors Malbec. Not Bordeaux wine, not Argentinian Malbec, but Cahors, with its complex and intense aromatic range, bright fruit, natural freshness and minerality, and its tannins, variable depending on the style, but generally ripe and fine-grained. Cahors offers well-structured wines with great cellar potential, but also wines to enjoy in their youth, with liveliness and appeal. In Cahors, there is admirable open-mindedness, and the honesty in the approach of producers is a joy to observe. The appellation offers different styles, from biodynamic and sustainable to very traditional wines, all emphasizing the specificities of the grape variety and terroirs, which contribute to the diversity and richness of the region."

—VÉRONIQUE RIVEST,

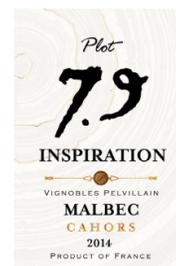
Canada's Best Sommelier; Best sommelier of the Americas; Vice World's best sommelier; *La Presse*



### Château du Cèdre

Situated on the best soils of the Cahors AOC, **Château du Cèdre** is known for producing some of the most amazing **Malbec**-based wines in the world. Offers a great range of **organic wines** and wines **without added sulfites**.

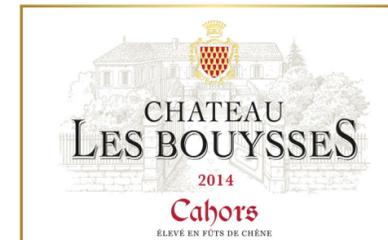
[www.chateauducedre.com](http://www.chateauducedre.com)



### Vignobles Pelvillain

The Pelvillain family has made Cahors wines for five generations, and today runs Château du Port, Château de Cénac and Domaine du Théron. "Inspiration 7.9" is a voluptuous Malbec that reflects strong ties to its terroir.

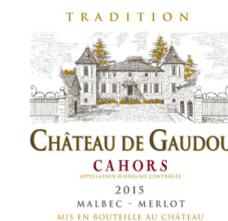
[www.vignoblespelvillain.com](http://www.vignoblespelvillain.com)



### Vinovalie

Vinovalie is a union of four cooperative wineries and several châteaux and domaines in the south-west of France. Thanks to winegrowers' knowledge, and productive and inventive men and women, Vinovalie offers a large range of wines adapted to modern consumption trends, such as the Tarani brand, for example. Vinovalie also collaborates on the great wine of Château Les Bouysses, located on the best terroir for Malbec.

[www.vinovalie.com](http://www.vinovalie.com)



### Château de Gaudou

Our wine is always reinvented yet keeps the traits of history under seven generations of the Durou family. From the best terroirs of Cahors, we make Malbecs that may be appreciated young or aged, from vineyards certified respect of environment and organic soon.

[www.chateaugaudou.com](http://www.chateaugaudou.com)



[www.vineyardbrands.com](http://www.vineyardbrands.com)

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