



FLEURS de PRAIRIE

CÔTES de PROVENCE

Pick your best moments

PRESS KIT
2021

The jewel of Provence

Provence is a land bathed in light where warm, welcoming Mother Nature offers a rainbow of colours to those who stop and linger.

The home of rosé wines since ancient times, the vineyard stretches from the Varois hinterland to the shores of the Mediterranean. Today, they can be found on tables around the world. Rosé wines from Provence are a byword for excellence, French chic and the gentle way of life in the South of France.


Fleurs de Prairie is a celebration of its wild countryside. A mirror image of this glorious land of a thousand hills, scattered with fields of lavender, thyme and poppies, this wine instantly evokes the unique aromas of Provence.





Mythical terroirs

IN WHICH TO FLOURISH



Spurred by our ambition to create a balanced, delicate rosé, a true reflection of the **richness of Provence**, our house oenologist, Noémie Delavigne, prepared the ground by selecting various terroirs according to their potential to produce great quality.

The majority of the grapes come from **upland plots situated around the Montagne Sainte-Victoire**, in gently sloping hillside vineyards, renowned for their extraordinary freshness. We then chose plots in the Haut Var, where the fertile soils add density and depth with **luscious notes of honey and almond**.

All of the terroirs selected for Fleurs de Prairie underwent a painstaking selection process by our oenologist **for their quality, as well as their commitment to the environment**.



From vinification to assemblage

THE SUBTLE ART OF THE OENOLOGIST



Vinification is conducted in such a way as to **respect the aromatic potential of the grapes** and the imprint of the terroirs.

Picked in the middle of the night when the outdoor temperature is still cool, the grapes are treated with the greatest of care.

They are then **gently pressed** in order to obtain an elegant, pale colour in rose petal shades.

Attentive fermentation at low temperature releases the complex range of aromas while preserving the wine's freshness.

«This is a delicate task, blending a patchwork of wines capable of expressing the subtle palette of a Côtes de Provence, at once fresh, expressive and delicious.»

NOÉMIE DELAVIGNE, OENOLOGIST AT THE GRANDS CHAIS DE FRANCE GROUP

Noémie trained as an oenologist in the Champagne area, and worked as a consultant at the renowned Institute of Oenology in Champagne for more than 10 years before joining the staff at Grands Chais de France Group.

Applying her talents to France's greatest vineyards, including Bordeaux, the Languedoc, and the Rhône, it was, in the end, the diversity and potential of the terroirs of Provence that won the heart of this woman so passionate about her work.





A unique AND ICONIC BOTTLE

The bottle was designed with the generosity of the region in mind to showcase an extraordinary rosé, a real jewel ready to adorn any summer table.

It is a tall bottle. The gently curved and generous glass is etched with wild flowers and the minimalist label stands out, reflecting the full elegance of this cuvée.

Fleurs de Prairie embodies the vision of a wine in step with its times. Its modern, elegant packaging contains an enjoyable, light and aromatic wine, capable of winning over the hearts of novices and connoisseurs alike, the perfect companion whenever it is enjoyed: as an aperitif or with a meal.

A FLEURS DE PRAIRIE ROSÉ

for each and every occasion

The ideal companion to an **aperitif** with tapas,
Fleurs de Prairie is also excellent **with a meal**
as an accompaniment to shellfish, seafood and fish
delicately dressed with a drizzle of olive oil, a traditional
Provençal vegetable tian, or **fruit desserts** composed
of melon, strawberry, rhubarb or
even luscious peaches.

Serve at **8-10°C**.

The fresh aromas of this rosé
are best enjoyed within a year.



TASTING NOTES

ROBE

Lovely, delicate rose
petal colour.

NOSE

The complex and intense nose
reveals a basketful of delicious
fruit, hints of heady summer days,
with notes of bush peach, berries
and citrus.

TASTE

Rich and rounded, surprising in the
mouth, balanced by the
freshness of this cuvée.

White-fleshed fruits play elegantly
with hints of berries and citrus.

And the finish extends
into full and vibrant notes
of pink grapefruit.



SPECIFICATIONS

APPELLATION

AOP Côtes de Provence

GRAPE VARIETIES

Grenache, Cinsault,
Syrah, Rolle

FORMATS AVAILABLE

18,7 cl - 75 cl - 1.5 l



GRANDS CHAIS DE FRANCE GROUP

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