

WHERE
FRANCE

WHAT
RED

WHEN
ALL THE
GODDAMNED
TIME

DOMAINE JACKY MARTEAU "LULU" GAMAY

Lulu is the kind of chick that'll convince you to rob a bank with her and only you'll get caught.



WINEMAKER Rodolphe Marteau

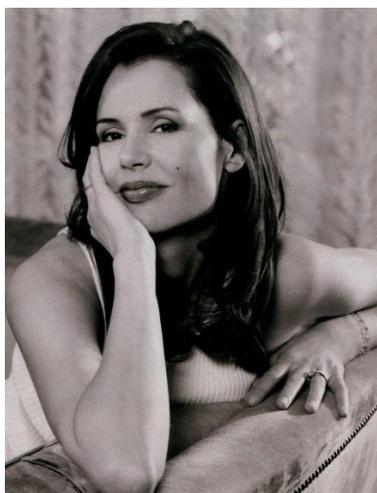
REGION Loire/Touraine

GRAPE VARIETY Gamay

SOIL Clay, limestone with
Kimmeridgian topsoil

AGE OF VINES Planted 1980's

PRODUCTION 24,000 bottles



CONCEPTUAL DOPPELGÄNGER

So beautiful you'd think she was French! One of Hollywood's greatest coquettes of all time - Geena Davis was the gorgeous girl next door who was never opposed to getting into a little trouble. Her youthful innocence played perfectly into duping those who underestimated her - this girl has pluck! (Thelma & Louise, Long Kiss Goodnight, etc). They broke the mold whence they made Geena - oh yeah, she's also an olympic caliber archer. Un huh! She's my Lulu Gamay! Every sip a chance for trouble!

VITI/VINI

The vines are planted on some of the finest wine growing land in Touraine, on the south bank of the Cher River. Rodolphe's main focus is getting the best quality of grapes through various techniques such as spring de-budding, de-leaving, grassing through the vineyard, and green harvest for lowering yields. Semi-carbonic maceration in vat, with the de-stemmed portion of the harvest on the bottom and whole bunches on top. The wine rests on fine lees until bottling.

PRODUCER

In 2010, after spending four years learning alongside their parents at the family estate, brother and sister Ludivine and Rodolphe Marteau bought the property. They were both in their late 20's. Although they came from a fourth generation wine making family, the young duo sought education and experience before taking over completely. They have now hit their stride, with Rodolphe caring for the vineyard and the winery while Ludivine takes care of sales and marketing. They use the wisdom of their ancestors without rejecting modern technology and innovation. Lulu is Ludivine's nickname and also seemed like the perfect reference for a French wine for every day of the week.

