



WINEMAKER Rodolphe Marteau

REGION Loire/Touraine

GRAPE VARIETY Sauvignon Blanc

SOIL Flinty, clay base

AGE OF VINES Planted 1980's

PRODUCTION 24,000 bottles

VITI/VINI

Rodolphe Marteau's main focus is getting the best quality of grapes through various techniques such as spring de-budding, de-leafing, grassing through the vineyard, and green harvest for lowering yields. The winemaking then becomes simple. 1/3 of the Sauvignon Blanc production is macerated with skin to naturally bring down the acidity while adding body and fruit depending on the needs of the year. Then there is a gentle pressing with a pneumatic press, cooling maceration (bring the wine to

cold temperature: 5°C) during 7 days, then kept under controlled temperature (17°C) for 3 or 4 weeks. The wine is aged on fine lees in stainless steel tanks and then bottled in December.

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. The delicate, mineral driven freshness of the wine also gave us an idea for the label, which is bright, light and inviting. Lulu seemed like the perfect name, and it seemed all the more perfect when we realized that Lulu was Ludivine's nickname as well!

WHERE
FRANCE

WHAT
WHITE

WHEN
ANYTIME
AFTER
11 AM

DOMAINE JACKY MARTEAU \ "LULU" SAUVIGNON BLANC

A mischievous companion for do-gooders looking for fun.



CONCEPTUAL DOPELGANGER

The innocent devilishness of a young girl never fails to put a smile on one's face - unless of course it's your child - then you smile inwardly. It's the duality that most beguiles, vexes and ultimately provides the thrills - mirthful romping leads to laughter and excitement. Here's where you need to brace yourself! That's the true test of impish delight. Can you handle it? It will either convert you or make you stronger - either way is a win in my book. Take a spin with Lulu and you'll know what I mean sooner than later.

